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Roberts Printing Receives G7 Master Printer Certification

Clearwater, FL – October 7, 2009 – Roberts Printing, Inc. is proud to announce it has recently acquired the Master G7 certification from IDEAlliance (International Digital Enterprise Alliance), making Roberts one of just three printers in Florida and one of 260 nationwide to achieve this goal. This qualification program identifies only those printing companies who have completed training and implemented the G7 proof-to-print methodology. G7 is the latest industry standard that provides for reliable, consistent color from proof-to-press, press-to-press, and facility to facility.

Developed by the IDEAlliance and the GRACoL Committee, G7 is named for its gray scale calibration technique and the 7 ISO ink colors it requires. The “G” refers to calibrating gray tonal values, while the “7” refers to the seven primary color values: Cyan, Magenta, Yellow, Black(K), Red (M&Y), Green (C&Y), and Blue (C&M). It describes how to use the principles of digital imaging, spectrophotometry, and computer-to-plate (CTP) technologies to achieve these color matches using quality inks and papers. Essentially, G7 enables widely different printing processes or substrates to share not only common gray values, but also common tonal contrast and image weight, regardless of paper type, ink quantity, screening, or imaging technology. Corporate marketing departments, creatives, and brand owners will be able to be assured of “similar visual appearance” throughout the graphic arts industry when using a G7 Certified supplier.

Roberts Printing has been serving the graphic arts industry for over 40 years and is a sheetfed offset and digital commercial print and mail service company. To continue Master Printer status, Roberts Printing will go through a yearly re-certification to assure it maintains IDEAlliance calibration and processes. Customer benefits include:

- The assurance that press sheets will be a close visual match from: proof-to-press, press-to-press, reprint orders, and multiple products in a single print campaign
- Costly travel and time for on-site press checks is not necessary
- Faster make-ready time resulting in less paper waste
- Color consistency maintained throughout the press run and print predictability

**For more information about Roberts Printing or G7, please contact:
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