



## G7 Program Q&A

### **Q: Why are print buyers making G7 a requirement?**

**A:** Typically a print-buy is either distributed geographically or distributed across different print types. So, for example, a buyer may want to purchase marketing collateral, packaging and signage with the same brand imagery. Clearly the substrate, gamut and other print characteristics will vary for the different print products. But if all the print products have the same gray balance and neutral tonality defined by G7, they will look remarkably alike to the human eye. Because buyers believe the similarity of the visual appearance across print products is critical, they now make G7 a buying requirement.

### **Q: What is the difference between a G7 Master Printer, G7 Expert and G7 Professional?**

1. **G7 Master Printer** status is granted to a physical facility, equipment and systems. *Example: ABC Printing Company's proofing and printing presses have been G7 Master Printer qualified. The G7 Master Printer qualification\* is valid for one calendar year and must be renewed annually. (Note: This is not a Certification, it is a Qualification. No tolerances are imposed at this time. The program may evolve into a true certification in the future as industry data is gathered to support a certification process.)*
2. **A G7 Expert** is an expert in the field of color management, process and quality control for proofing and printing equipment. A G7 Expert is able to analyze color and print related issues and take corrective action to bring systems and processes in control to a set method, standard or specification with repeatable, predictable results. A G7 Expert has attended and passed an IDEAlliance G7 Expert Training and exam. Certification is valid for two years. Recertification is required every two years. The G7 Expert must take the Recertification Training and pass the exam as well as to remain employed with an IDEAlliance Member Company in order to maintain their G7 Expert status. *(Note: If you change jobs, contact our Alexandria Office for assistance 703-837-1070.)*
3. **A G7 Professional** is generally an in-house quality/technical professional. A G7 Expert has attended and passed an IDEAlliance G7 Expert Training and exam. Certification is valid for 2 years. Certification is valid for two years. Recertification is required every two years. The G7 Professional must take the Recertification Training and pass the exam as well as to remain employed with an IDEAlliance Member or G7 Network Company in order to maintain their G7 Professional status. *(Note: If you change jobs, contact our Alexandria Office for assistance 703-837-1070.)*

### **Q: I want my print/proofing facility to become G7 Master Printer qualified. How do I go about getting this accomplished?**

**A:** To have your location become G7 Master Printer qualified, the following must happen:

1. A G7 Expert must work with you to educate your staff about G7 and calibrate your proofing systems and/or presses.
2. If you have your own in-house G7 Professional trained by IDEAlliance, that person can calibrate your systems, but a G7 Expert must review and approve the calibration data to finalize the qualification. G7 Professionals do not need a G7 Expert to review their data for the annual G7 Master Printer requalification.
3. Your company must be a member in good standing of either IDEAlliance or the G7 Network.



**Q: What is the first step in having my location G7 Master Printer qualified?**

**A:** There are two options for G7 Master Printer qualification

- **Option 1:**

Hire a G7 Expert Consultant to qualify your proofing/printing system. A G7 Expert Consultant can be found on [The Official G7 Expert Directory](#). These expert consultants are fully trained to qualify your proofing and printing equipment & systems. Fee's are paid directly to the consultants and determined/negotiated directly with them. IDEAlliance does not set consultant fees. Most consultants will submit the application and fees directly to IDEAlliance on your company's behalf. Make sure this is fully explained before you hire the consultant. IDEAlliance strongly suggests you verify your consultant is a valid by checking our database of certified G7 Experts online at [The Official G7 Expert Directory](#).

- **Option 2:**

Send one of your employees to a G7 Professional Training. A Certified G7 Professional can do all the qualification work themselves, but then must have a G7 Expert review and approve the calibration data to finalize the qualification process. The G7 Expert will then submit to IDEAlliance for Qualification. For the annual requalification, your company's G7 Professional will be able to submit for requalification without using a G7 Expert.

**Q: How much does it cost to become G7 Master Printer qualified?**

**A:** There are two sets of fees to become a G7 Master Printer.

1. First, is the cost of employing a G7 Expert consultant. G7 Experts who are providing G7 consulting services can be found online at [The Official G7 Expert Directory](#). G7 Experts are fully trained to qualify your proofing and printing equipment & systems. G7 Expert fees are set by and paid directly to the consultant. *IDEAlliance does not set consultant rates*. The G7 Expert consultant is responsible for submitting the G7 Master Printer application to IDEAlliance.
2. Upon submission of the application, IDEAlliance will invoice the company for:
  - The G7 Master Printer Qualification New Application Fee (a one- time fee).
  - And the G7 Network Membership Dues (annual dues).

*Note: Some consultants include in their fee the above costs. Check with your G7 Expert consultant.*

**Q: How long does my G7 Qualification last? How do I re-qualify?**

**A:** The G7 Master Printer Qualification lasts one (1) year. You must re-qualify every 12 months.

1. To re-qualify you must submit the re-qualification application to IDEAlliance along with your curve corrections that indicate your G7 calibration is being maintained. You may either work with a certified G7 Expert, or if you have your own in-house certified G7 Professional, he/she may submit the re-qualification. You can download application forms for re-qualification from <http://www.g7global.org/resources>. There is a G7 Master Printer Requalification Fee any your company must be a member in good standing of either IDEAlliance or the G7 Network.