



SPECIAL EDITIONS, Inc.

P R I N T I N G

What G7™ Means to Your Print Project

What is G7?

G7 is a revolutionary process based on principles of digital imaging, spectrophotometry, and computer-to-plate (CTP) technologies. The G7 process control methodology was developed by IDEAlliance to prescribe how to use the most modern technology, techniques, process controls and standards to reliably produce high-end commercial printing with a close visual appearance from proof to press and from press to press.



This new methodology utilizes the existing ISO 12647 Standards (International Organization for Standardization for sheet-fed offset and web-offset heatset) as the basis for good printing. The goal is to specify a simple calibration process that will help printers reliably achieve a close “visual match” from proof to press. G7 breaks from tradition by focusing on colorimetric data for gray balance in the mid-tones rather than on densitometric aims, i.e. dot gain, for each color. G7 is named for its gray scale calibration technique and the 7 ISO ink colors it requires and is a trademark of IDEAlliance.

Why G7?

Special Editions Inc. has made a commitment to G7 because we always strive to be on the leading edge of the printing industry. By implementing G7, we utilize new technologies to meet the latest color industry standards.

Historically, print industry specifications have not kept pace with technology advances. Over the past few years, however, expert research based on digital imaging, spectrophotometry, and computer-to-plate technologies has produced new state-of-the-art process controls, or G7 Methodology. G7 evolves printing from an art to a science.

So why did this technology come about? Print buyers wanted assurance that the final color quality of the printed output was true to their creative vision and delivered at the lowest possible cost. G7 eliminates the subjectivity and uncertainty in the evaluation of color. G7 allows us to meet expectations, improve processes and drive out excess costs. In other words, the colors appearing in a proof will match the final output colors. Color consistency is achieved from prepress through the press room.



Master Printer Program

As a result of our extensive G7 training, Special Editions Inc. is now qualified as an IDEAlliance® "Master Printer". This designation signifies that we have been trained to print to the new G7 methodology and can produce a press sheet to GRACoL® (General Requirements for Applications in Commercial Offset Lithography) aims within acceptable tolerances. In other words, when you receive a proof from Special Editions, the color will match GRACoL® industry standards. This qualification mark also denotes that Special Editions uses the most modern technology, techniques, process controls and standards required to produce high-quality commercial printing.



About Special Editions Inc.

Operating in a 10,000 square foot facility in Sussex Wisconsin, Special Editions Inc. was established in 1993. Our suburban Milwaukee location helps us easily serve Southeastern Wisconsin and beyond.

We offer customers limitless offset printing capabilities. Four presses to match your needs and a full service bindery.

Our Customers are #1

The entire Special Editions team is committed to your satisfaction. We'll do what it takes to expedite every order to your specifications. Every customer – large or small – receives the same high level of attention and service. And you're met with a friendly, welcoming atmosphere every time you call or visit.

Capabilities

- Macintosh and Windows platforms
- Layout and Design Assistance
- Latest in Preflight and Imposition Software
- Direct to Plate technology
- Press capabilities from One to Five colors with coating
- Complete Bindery Services include: Book Binding, Cutting, Drilling, Perforating, Scoring, and Shrinkwrap Packaging.



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