



# GRACoL<sup>®</sup> 7 Certified Master Printer

## GRACoL<sup>®</sup> 7 Color Calibration. *What is it and why does it matter?*

### WHY IS IT CALLED G7?

G7 is the current version of GRACoL that refers to the "proof-to-print" calibrating process used to match neutral grays from 1% to 99%. G7 is a set of processes by which an offset press can be color calibrated based on spectrophotometry (colorimetric data) to match the GRACoL 7 specification so that from press-to-press, press-to-proof and plant-to-plant you can expect the color to remain consistent. Basically, it defines a colorimetric definition for gray balance setting a new color standard for commercial printers based on the concept that once the gray is balanced to current guidelines all other colors fall in line.



### WHY DOES G7 CERTIFICATION MATTER?

For those of you who want only the best, it matters! The primary benefit is that you're getting the best color management available today. G7 Certified Master Printers have to follow strict guidelines and prove that they can match color across proof, computer-to-plates (CtP) and press sheets.

### WHAT IS GRACoL?

GRACoL, or "General Requirements for Applications in Commercial Offset Lithography", was developed by the IDEAlliance Committee to set standard guidelines and recommendation as a reference point across the printing industry for color consistency.

### WHAT STANDARD IS YOUR PRINTER MATCHING?

The ORIS certification gives our customers the confidence to know that their proofs are certified to GRACoL standards. This guarantees that you are getting printing that adheres to tight guidelines other than "eyeing" it for color - ensuring that your display graphics, digital and offset printed materials are reproduced on press to match your files - every time. The certification of each proof is verified with a green check mark icon that signifies all measurements are within the limits.

*Look for the green checkmark  
on the bottom of your proofs!*

ORIS Certified Proof	ID	1837	dE	✓
Target: IDEAlliance GRACoL coated1	dE Paper:	3.50	1.81	
Suppl.: Vision Graphics, Inc.	dE Aver.:	3.50	0.88	
User: automatic	dE Max.:	6.25	2.70 (B10)	
Job: _Color.12x18GRACoL.1A.CMYK.TIF	dE Prim.:	5.50	1.51 (A27)K	
Proofer: EPSON Stylus Pro 9900	dH Prim.:	3.50	-1.12 (A6)M	
Target: GRACoL2006_Coated1 v2.icc	dH @ Gray:	2.00	0.23	
24.05.2011 14:47	Signature			X-File 8.520EP v0216

### HOW DOES THIS BENEFIT YOU?

- > Color management to an international color standard.
- > Color balance among multiple printing presses – wide format, digital, sheetfed, etc..
- > Color consistency from sheet-to-sheet and proof-to-press.
- > Color predictability during file processing.
- > Color repeatability on reprint orders.