



MAINE >>> NEW YORK
www.portlandcolor.com



Quality printing is part of our DNA; Now we have a certification that proves it.

From our early days as a photolab and a fine art printer, Portland Color has always had a keen sensitivity for accurate color. Using our well trained eyes, we built a reputation for being exceptionally finicky when it came to a good color match. And we have always embraced new technology to help achieve our goal of the best color output available.

We are proud to announce that we have been certified as a G7[®] Master Print facility. This means we are able to deliver consistent, accurate color on all of our printers and media for your projects. This also means that your files will print consistently across multiple vendors who are also G7[®] Master printers. Logos and images printed by your G7[®] certified offset, flexo and web printer will match the color we print on our latex, dyesub, and UV curable large format devices.

So what is G7[®]? To quote IDEAlliance (the organization that developed and manages the specification): "This new methodology utilizes the existing ISO 12647 Standards as the basis for good printing". G7[®] specifies the components of an image that define a similar "visual appearance" to the human eye. To do this, the G7[®] Specification:

- Defines a colorimetric definition for gray balance
- Specifies gray balance in the midtones, image weight and image contrast from the highlights to the shadows are the factors that determine likeness of the visual appearance of an image
- Defines the ideal colorimetric black and CMY gray-tone curves for an image
- Specifies a step-by-step method for calibrating proofing systems and presses to these tone curves

G7[®] improves upon earlier specifications including GRACol 7 and SWOP is named for its gray scale calibration technique and the 7 ISO ink colors it requires (CMYK and RGB).

In the end, it means better color for your prints, especially if your projects require multiple print processes and media like wallpaper and fabric. We also shorten the time from proof to print, making it possible to get to an agreed upon color more quickly, saving time and materials. And for our most demanding clients, we have a new certification that supports our long standing reputation as color experts.

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