

G7[®] Certification

WHAT IS G7 MASTER CERTIFICATION?

BRITTEN IS PROUD TO BE A G7 CERTIFIED MASTER PRINTER.

What does that mean for you? Our large-format and banner printing services strive to match perfect color, every time.

G7[®] is both a definition of grayscale appearance, and a calibration method for adjusting any CMYK imaging device to simulate the G7 grayscale definition.

G7 yields a visual match between different imaging systems using simple 1-dimensional curves, and enables shared appearance between different digital printing devices or specifications when additional color management is not available. G7 is the basis for GRACoL on #1 paper (TR006), SWOP on #3 paper (TR003), SWOP on #5 paper (TR005) and FIRST's Flexo on white polyester substrate (TR007). G7 utilizes one of the implementation methods of the new ISO 10128 standard for near-neutral calibration.

A key benefit of G7 is that it is device independent. The G7 neutral print density curve (NPDC), gray balance definitions and calibration methodology are the same for any imaging technology, regardless of substrate, colorants, screening technologies, etc. The NPDC at the heart of the G7 grayscale definition was derived by analyzing the neutral tonality of typical ISO Standard commercial offset printing using computer-to-plate technology. G7 should not be confused with GRACoL7, which is the 7th edition of the GRACoL Specification. IDEAlliance[®] is a non-profit industry association guiding and publishing print media methodologies, specifications, and standards. Its primary role is facilitating a level playing field across ALL stakeholders to develop work that advances best practices.

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