

# Presstek Professional Services

- G7 Qualification
- Press/Proofer Alignment
- DI® Press Operator Training



Modern printing is a manufacturing process. For predictable print quality results, this process must be carefully controlled.

When good process control is implemented, a feedback loop is put in place to assure that your printed jobs do not drift from the standard you have set and attained. Presstek's expert technicians and trainers can help your business achieve increased levels of quality, profitability and customer satisfaction.

## G7 Qualification for Presstek DI Presses

Presstek can provide your business with G7 Master Printer qualification. This standard was created by IDEAlliance and is the gold standard for defining the factors needed to produce gray balance and tonality on press.

When you partner with Presstek to become G7 qualified, we take you through the following steps:

- We set up the prerequisites for a successful qualification visit.
- Our G7 expert visits your site for two days, helps you evaluate your present four-color printing performance, and analyzes your gray balance and tone value increase and spread.
- Our G7 expert sets up new tone curves and determines your optimum printing densities.
- All data is recorded.
- A system is put in place to measure tone wedges and adjust for any drift.
- Our G7 expert will submit your press sheets and curve data to IDEAlliance.
- Your business is awarded a G7 Master Printer qualification from IDEAlliance.



A G7 Master Printer Qualification offers your business a marketing advantage over competition as well as establishes in-house quality improvement programs that reduce waste and improve profitability.

## What is G7 Qualification?

The goal of G7 is to achieve uniformity in printed images across multiple devices. The G7 Methodology enables printers to improve the visual similarity between a proof and printed sheet, as well as between printed sheets from different presses and devices.

G7 focuses on the gray balance, or neutrality, of an image rather than dot gain to define the metrics of visual similarity. G7 also provides control for the tonality of an image using a Neutral Print Density Curve.

There are G7 Qualified printers worldwide using a wide range of print platforms including digital offset, conventional offset, and digital ink jet.

Prompted by print buyers, the G7 standard was developed by the IDEAlliance (International Digital Enterprise Alliance), a leader in best practices for the digital information, printing and publishing industries.

## End-to-end Customer Support

Presstek's mission is to provide our customers with end-to-end solutions; this includes equipment, workflow systems, installation, training, and post-installation support.

## Press/Proofer Alignment

Over 50 percent of print jobs that get rejected are due to unacceptable color match. The cost of producing bad color quality can be astronomical over time.

Our color expert can visit your shop to calibrate your proofer and your press. Baselines are set for both devices. Targets are printed on the proofer and press sheet and an ICC profile is created to allow the output from both devices to match.

This can be a one day visit for one basic profile or can be extended as needed to create additional ICC profiles for different devices or printing substrates.

## New Operator Training

You have invested a significant amount in your printing press. To fully capitalize on this investment, you need to be sure that your asset is properly operated and maintained. An unqualified operator can cause high wastage, poor productivity, and long term damage to your press and your reputation. Presstek can send an expert trainer to make your new operator a Presstek-certified operator.

This one week visit will provide you personnel with instruction on:

- Press setup
- Press operation
- Feeder adjustment
- Ink control
- Imager operation
- Daily/weekly/monthly maintenance

This program is a must for businesses having personnel changes, a need for a backup operator, or expansion to additional shifts.

To ensure prepress productivity, new operator training can also be provided for Presstek workflow systems and CTP equipment.



For more information:

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**1-800-387-3143** option 3

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[www.presstek.com](http://www.presstek.com)



Printed on a Presstek DI digital offset press on Chorus Art 100lb. Silk Cover. Chorus Art stock contains 50 percent recycled fiber, including 25 percent post-consumer waste, and is Forest Stewardship Council certified.

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A SMARTER WAY TO PRINT