



CUSTOMER
SATISFACTION

REDUCE
LABOR

CONSISTENT
COLOR OUTPUT

REDUCE
WASTE

INCREASE
PRODUCTIVITY

ACHIEVING CONSISTENT COLOR ACROSS ALL YOUR PRINT PROCESSES STARTS HERE.

CANON TOTAL COLOR MANAGEMENT PROFESSIONAL PROGRAM—ASSESSMENT AND G7® MASTER PRINTER QUALIFICATION.

As a print service provider, you need color to remain consistent. You need to ensure that the color on the proofs you send to your client matches the color on the final output. You may think that instituting a system for color management across your operation is time consuming. But actually, it's fairly simple to implement.

With Canon Solutions America's Total Color Management Program, we can provide you with an assessment of your current color environment, then assist you to calibrate your output devices to achieve G7 Master Printer Qualification. This way, the color profiles on your printer will match the color on your monitors and in Pantone Matching System (PMS) swatch books, giving you the tools to produce consistent color for your customers at all times.

WHAT IS COLOR MANAGEMENT?

Every color environment is unique. Different print production configurations combine to create unique color management requirements for each job. A color management system (CMS) is an advanced set of color management standards, rules, and operating procedures that should be consistently adhered to within a specific color environment.

HOW CAN CANON SOLUTIONS AMERICA'S ASSESSMENT HELP YOUR ORGANIZATION?

A Canon Solutions America G7 Expert Production Analyst will perform a broad-based assessment of your entire print environment, including the current status of your print production devices, processes, personnel, and applications. The assessment will include a detailed evaluation of your current color management processes, a gap analysis based on jointly identified issues, barriers or areas of improvement, and recommendations on how to improve your existing color environment. G7 Experts can help:

- Discover the color management gaps in your print environment that may be costing you money and contributing to inconsistencies across your environment.
- Make recommendations on best practices in the industry and train staff on implementing changes toward G7 Master Printer Qualification.

WHAT IS G7 QUALIFICATION?

G7 is IDEAlliance's industry-leading set of best practices for achieving color consistency and balance across your print environment. G7 specifies the components of an image that define a similar "visual appearance" to the human eye.


From input to output, our G7 Experts can help you understand the challenges you face in your production workflow and can assist you in moving to a color managed workflow, achieving color consistency across multiple print platforms.

Overall benefits of Canon Solutions America's Assessment and G7 Master Printer Qualification include:

- Color consistency across multiple print applications.
- Predictable, repeatable output.
- Improved print contrast.
- Conformance to the GRACoL color standard.
- Best practices implementation.
- A reduction in make-ready times.
- Quicker turnarounds.
- Higher quality output.
- Added customer satisfaction.

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CANON SOLUTIONS AMERICA

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For more information on Canon Solution America's G7 Master Printer Qualification, please call **1-800-815-4000**