



JAPS-OLSON COMPANY

Japs-Olson Company Receives G7 Master Printer Designation



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Minneapolis – Japs-Olson Company has received the G7 Master Printer certificate of excellence awarded by IDEAlliance (International Digital Enterprise Alliance). The designation means that Japs-Olson uses G7 press calibration technology to assure a visual match from proof to print on its sheetfed presses.

The G7 specification, managed by IDEAlliance, is named for its gray scale calibration technique and the seven core colors in the ISO printing rainbow – cyan, magenta, yellow, black, red, green and blue. The program identifies printing companies who have been trained to proof and print using G7 methodology.

“This designation is an important one for our customers because it assures them that we will provide a remarkable and consistent color match for their marketing pieces,” said Japs-Olson CEO Mike Beddor. “As a G7 Master Printer, we have been trained to proof and print using the most modern technology, techniques, process controls and standards required to produce high-quality commercial printing.”

IDEAlliance, an established industry organization that has been developing, educating and validating best practices in publishing and information technology for 40 years, requires that companies renew/retest annually to maintain the G7 Master status. The G7 process has been shown to save make-ready time and reduce paper waste.

“Now that we have achieved the G7 status for our sheetfed presses, our next step will be to obtain the designation for our web presses,” said Beddor. “We want our customers to know that we have step-by-step methods for calibrating proofing systems and presses throughout our facility.”

More information about the G7 Master Printer designation is available at the IDEAlliance web site at www.idealliance.org.

About Japs-Olson Company

Japs-Olson Company, founded in 1907, has been at the forefront of the commercial printing and direct mail production industry for over 100 years. Based in Minneapolis, it is one of the 10 largest commercial printing and direct mail production firms in the country thanks to its highly skilled work force and ongoing investment in equipment and technology. Japs-Olson is a charter member of the PIM Great Printer Environmental Initiative and holds the Forest Stewardship Council (FSC) Certification.

For more information, visit the web site at www.japsolson.com or call **800-548-2897**.

