



# Savvy Print Buyers Demand Improved Color Matching

**“I PUT THESE TWO PACKAGED PRODUCTS ON THE SHELF SIDE BY SIDE, AND THE COLORS DO NOT MATCH”.** *CONVERSATION WITH A FRUSTRATED PRINT BUYER.*

Have you ever had this happen? You place your marketing collateral close to your packaging and signage with the same brand imagery, only to find the colors simply don't match?

At North Star Printing, we regularly invest in maintaining a G7 qualified status. What is G7? It is a process to calibrate printing equipment to provide the highest possible color match with less preparation and waste. This process also provides proof to press color consistency.

The G7 Master certification is a mark of industry leading quality. We understand that you want your printed product to look the same regardless of what press or even what company prints it. G7 assures consistent and repeatable colors and images from proof to press, press to press and even facility to facility.



If the printer you have been using is not G7 qualified, don't you owe it to yourself to talk to a color management expert?

For more information, please call and speak to one of our Sales Representatives.



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