



## NEWS RELEASE

### For Immediate Release

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### ***IDEAlliance and the Institute for Graphics and Imaging Announce a Joint GRACoL 7 Workshop***

***Two Day Workshop to focus on GRACoL & G7 Coated and Uncoated Data Sets***

**Alexandria, VA, September 24, 2008.** The Institute for Graphics and Imaging (IGI) in a joint effort with IDEAlliance, on Oct 9th & 10th, are hosting a GRACoL 7 Workshop focusing specifically on sheetfed printing on a coated #1 and an uncoated #4 sheet stock. Participants will see real time application of the G7 principles involved in setting up a press to match to GRACoL 7. David Hunter of Pilot Marketing will be the workshop leader. Topics covered include; determining colorimetric aim points for solids and overprints, setting and tracking tolerances, best practices and how to use G7 methodology for substrates other than coated paper. Details and a registration form for attending this Workshop will be available on [www.gracol.org](http://www.gracol.org).

### **Background**

GRACoL® helps print buyers, designers, and specifiers work more effectively with print suppliers. In establishing GRACoL 7, print predictability on a coated #1 sheet stock has taken the guess work out of matching proofs to press. Now that GRACoL is coupled with G7, targeted sheetfed color management has gained a new level of color predictability and color stability in sheet fed offset printing.

### **GRACoL Training Event at IGI**

This two day workshop will consist of two actual press runs for each paper stock, one with Linear plates, and then the second run with the plate curves applied to reach the GRACoL 7 condition for coated stock and a G7 condition with uncoated.

### **Developing Characterization Data for a #4 Uncoated Sheet**

Today's print buyers don't always specify their print projects on a #1 coated sheet stock, therefore the need for further testing on uncoated paper stocks. This workshop, using GRACoL knowledge, will illustrate how easy it is using the G7 Method to print on uncoated papers, which will ultimately lead to a new characterization data set for uncoated papers.

### **About GRACoL®**

In 1996, a graphics arts task force was formed by the Graphic Communications Association (now IDEAlliance) to develop a document containing general guidelines and recommendations that could be

used as a reference source across the industry for quality color printing. Since that time, the GRACoL Committee has developed, maintained and published printing guidelines that have since become de facto standards on many pressrooms. The mission of GRACoL is to improve communications and education in the graphic arts by developing best practices and specifications that reflect the influence and impact of new technologies in the workflow of commercial offset lithography. GRACoL is a registered trademark of IDEAlliance. Learn more at <http://www.gracol.org>.

### **About the Institute for Graphics and Imaging**

The Institute for Graphics and Imaging is a non-profit organization dedicated to the advancement of the printing, publishing and graphic design industries. Housed in the Harry V. Quadracci Printing Education and Technology Center (HVQ PETC) on the campus of Waukesha County Technical College (WCTC) in Pewaukee, Wisconsin, IGI provides advanced workshops, custom training program development, bookstore/publishing services and exhibition facilities. Visit [www.igi.org](http://www.igi.org) for more information.

### **About IDEAlliance**

IDEAlliance is a non-profit alliance dedicated to advancing user-driven, cross-industry technology solutions for all publishing and content-driven enterprises. IDEAlliance develops specifications, identifies best practices, and fosters business partnerships through its committees, conferences, and certification initiatives in:

- Branding, Media & Color
- Intelligent Content & Informed Workflows
- Production & Supply Chain
- XML-in-Practice

The IDEAlliance membership is made up of those who create, produce and deliver content and digital media assets, and the technology vendors who support and facilitate these supply chains. With 40+ years of industry expertise, IDEAlliance provides an open environment in which members can strategize, innovate, standardize, and implement solutions to the real business challenges from creation and acquisition to distribution and delivery for print and digital media platforms. See <http://www.idealliance.org> for more information.

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