



# THE STANDARD GROUP

2415 PLANTSIDE DRIVE • LOUISVILLE, KENTUCKY 40299 • 502-491-2760  
WWW.THESTANDARDGROUP.COM

FOR IMMEDIATE RELEASE

January 2020

## The Standard Group Continues G7® Master Targeted Qualification

Louisville, KY – The Standard Group announces that it has achieved G7® Master Targeted Facility Qualification of its integrated color management system for the Louisville, KY facility.

G7® is an industry-leading set of specifications from Idealliance® for achieving visual similarity across all print processes. It is a global standard widely used to measure the color accuracy on any output device. G7 Master Targeted status occurs when G7 Grayscale is achieved in addition to solid ink measurements for primary colors, secondary colors, and substrate colors within specifications to G7-based Targeted color spaces.

“We are extremely proud of our team for achieving G7 Master Targeted Qualification. The highest level of print quality and repeatability are vital to our customers,” says Lou Cortes, President & CEO of The Standard Group. “Our commitment to the G7 methodology is just one example of how we’re ensuring to meet the critical brand image requirements of our customers’ packaging products.”

The Standard Group joins a select group of global print service providers who have successfully completed training, examination and qualification process of their print production processes. The implementation of the G7 methodology enables printers to reproduce a visually similar appearance across all printing types and substrates along with improving process control and production efficiency.

“We applaud The Standard Group for utilizing the G7 Master Program to assure consistency and quality in their proofing, brand color management and print processes,” commented Timothy Baechle, CEO for Idealliance. “G7 Master Qualification demonstrates a level of control and expertise that places them at the top of their field.”

For more information, please contact your TSG Packaging Consultant, or email us at [marketing@tsg1932.com](mailto:marketing@tsg1932.com)

