



an Integrated Marketing Communications Company

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ALCOM Receives G7 Status

ALCOM, Harleysville, Pennsylvania received the G7 Master Printer certification with the help of the Printing Industries of America. This certification enables Alcom to offer its clients the highest standards for visual similarity between the proof and printed sheet. The G7 methodology depends primarily on defining and using gray balance to control images.

Douglas Yeager, Assistant Chairman and Chief Operating Officer of Alcom says, “We’re looking for ways to add value to our processes and products, and completing the certification in G7 is one example. Its use will provide clients with the highest level of color consistency possible. The Printing Industries of America was a great help to us because they understand the technical process so well. In fact, after reaching G7 qualification, they smoothly transitioned into helping us achieve the ISO 12647-2 print standard.”

Alcom is an integrated marketing communications company located 45 minutes outside of Philadelphia in Harleysville, Pennsylvania. They are a leading provider of integrated solutions for print, direct mail marketing and business development. With over 65 years of service excellence in the industry, Alcom offers solutions to fit their large sheetfed, coldset web and digital printing equipment.

In addition to helping printers achieve G7 qualification and meeting ISO 12647-2 standards, The Printing Industries of America assists printers in setting up procedures and methodology to meet GRACoL guidelines and print specifications. It also tests ink, ensuring they meet the ISO 2846 ink standard, a requirement for both ISO 12647 and G7. Certificates of compliance are provided to companies able to demonstrate that they meet G7 and ISO 12647 specific color management requirements.

For more information, call Sharon Tucker, Alcom Marketing Manager, at 215-513-1600