

MIR Becomes a G7 Master Printer

Midland Information Resources (MIR) is proud to announce we have become one of the first 100% digital printers to achieve G7 Master Printer status.

"The G7 Master Printer Qualification is yet another step in guaranteeing the highest possible quality and consistency between products", stated Tom Sheehan, President of MIR. "Being one of the first 100% digital printers to become G7 Master Qualified is a testament of our dedication to staying ahead of the curve and continually improving our processes for our customers."



G7 Master Printer status is granted to a facility indicating that it has calibrated its equipment and systems to G7 gray balance and neutral tone curves and is capable of delivering G7 proofs and print products. According to IDEAlliance, a publishing, digital media and information technology industry organization that develops education and validating practices, G7 is:

"both a definition of grayscale appearance, and a calibration method for adjusting any CMYK imaging device to simulate the G7 grayscale definition. G7 yields a visual match between different imaging systems using simple 1-dimensional curves, and enables shared appearance between different printing devices or specifications when additional color management is not available."

Consistency of image appearance across all media types and machines is a crucial step in ensuring one voice in a company's branding, marketing and end products. Through the use of G7 calibration, variations between images, colors, and media types are greatly minimized.

For more information on the G7 Master Printer Qualification and what it can mean for your company, please contact Jon Blanc at JBlanc@midlandcorp.com.

Still Confused About G7 and Color Management?

G7 May be a novel term, but if color management has been a consistent thorn in your side when it comes to branding, marketing, and product output, now may be an optimum time to find out what it is and what it can do for you. Following are a few articles that will increase your understanding of what can happen before any images are put on paper and how G7 is a crucial step in ensuring these images are consistent across a range of devices.



[Click here for Ten Ways to Improve Your Color Management](#)

[Click here for an expert review of What G7 is and Why you Should Care](#)

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Meet Midland



Rob Johnson has worked for Midland for over 21 years and has had direct experience with all printing processes including plate, print, and finishing.

Originally starting with the company in 1989, Rob has held Manager or Supervisor positions for all but 5 of the last 21 years, and has been involved with defining, testing and implementing new processes and workflows at MIR. Most recently he has been an integral part of the G7 calibration process.

Favorite quote:

"If you think you can do a thing or think you can't do a thing, you're right."
--Henry Ford

What Would you like people to know about MIR?

MIR is a great group of hard-working employees all striving to keep our customers happy. Midland listens to the needs of our customers and responds by developing and providing solutions to their information requirements.

In your opinion, what is the key benefit of G7?

I believe the key benefit of G7 methodology is color consistency, not only on one print device but across multiple print platforms. G7 gives everyone a print target that never changes. You are no longer trying to match results from proofing equipment against printed material from ever-changing print engines, instead you are calibrating all print and proofing systems to the same G7 target. This means that a product printed here at MIR on a digital print engine will match the same product printed in Europe on a litho press as long as both are using G7 methodology. In the end the key beneficiary is the customer who receives consistent and accurate color on their printed products.

If you would like to talk with Rob about G7 and how MIR can help to improve color consistency, please contact him at 563.359.3696