



GSP Marketing Technologies: Implementing G7® for Better ROI



To compete in today's market, specialty imagers are employing the latest technologies and innovative printing methods. For one SGIA member, improving their competitive advantage meant turning to G7®, a four-color process printing standard that allows users to produce a very similar appearance regardless of substrate, line count, ink type or printing condition.

“ We were instantly amazed at all of the benefits that G7 was going to bring to our shop and aggressively pursued implementation. ”

Last year, GSP Marketing Technologies — a point-of-purchase graphics producer based in Clearwater, Florida — achieved G7 Master Printer Qualification from IDEAlliance in both digital and screen printing methods. After just a few months of being G7 qualified, the company already reports a solid return on investment.

Making the Move

Over the past several years, GSP Production Manager Paul DeGolyer says the company witnessed a dramatic shift in the printing culture as digital printing became the more viable and desired print method for today's market. Overtime, customers started expecting digital quality across all printing methods. The push to get screen printing closer to digital quality was the expectation and goal of the company.

“This is when we started to get serious about G7 methodologies and brought in Tony Quinn from Nazdar Consulting Services to demo the program,” DeGolyer said. “We were instantly amazed at all of the benefits that G7 was going to bring to

our shop and aggressively pursued implementation.”

It's hard to imagine at first, DeGolyer says, but what they were investing in was improved quality through color management and repeatability, while at the same time bringing all of their print methods to one singularity or target (neutral grey).

“We no longer had to worry about screen matching digital, or our shop in Florida matching our shop in Utah. No more color correcting headaches on press; all we had to do was print to the proof,” he said.

G7 in Full Swing

Quinn spent several days training GSP on the concepts of neutral grey balance and G7. DeGolyer says that all of his staff was amazed not only with the knowledge gained regarding color management, but also at how quickly they saw the results on press and in the finished product.

After the evaluation from Quinn, GSP brought in Mike Ruff, chief technology officer at Nazdar, who held a workshop for all of the sales staff to bring them up to speed on G7 as well as how to introduce all of the benefits of G7 customers.

According to DeGolyer, jobs now seem to fly off the press lines and overnight printing has become much easier. The company also saw rapid >



improvements in color management with a better understanding of neutral grey balance.

“Thanks to our dedicated workforce and the support from Nazdar, we have finally taken our shop to the next level in color management and have used G7 practices to improve all elements of what we do day in and day out.”

Throughout the process, GSP found that not only have they become better managers of color, but their production output and overall efficiencies have increased as well. To learn more about GSP Marketing Technologies, visit www.popmanager.com.



Get Your Color on Track

G7 Discounts Now Available Through SGIA



If you have issues with consistent color, SGIA has your solution! We've partnered with Nazdar Consulting Services to offer corporate members significant G7 discounts.

You Receive:

- 25% discount on consulting fees
- One free copy of Data Capture System (DCS) software
- One free copy of the I-One Wizard
- Personalized G7 implementation plan

“ In my 30 years of experience, G7 was the best four-color process printing method I have ever used. ”

— Ralph Rhein, Duracolor

Learn more at SGIA.org, Keyword: G7Discount