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Intellus Marketing plant achieves G7® Master Qualification

December, 8, 2020

Press release issued by: INTELLUS MARKETING

Montgomeryville, Pennsylvania – Intellus Marketing announced today that it has achieved G7® Master Facility Qualification of its integrated color management system for producing Heatset web, UV web, and Litho envelope converting at its plant in King of Prussia, PA.

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. “This qualification provides third-party verification that Intellus delivers exceptional color matching and color consistency for web, sheet, and envelope production said Steve Myrvold, Chief Operating Officer. “This allows Intellus to manage process control better, reduce make-ready, and improve overall efficiency in all aspects of our workflow. For our customers, this consistency also ensures uncompromising color according to their brand standards.”

“The G7 process gives the industry the tools and guidelines to more efficiently achieve and maintain that color reproduction. In turn, G7 Master qualified facilities deliver even more consistent color reproduction for their customers,” explained Jordan Gorski, Senior Vice President, Idealliance. Participants in the G7 program pride themselves on color management, process control, and maintaining production efficiency. With the help of certified G7 Experts and Professionals, who are trained in the industry leading set of specifications for achieving gray balance, G7 Master Qualified Facilities align their print processes to ensure a neutral appearance across multiple devices.

“Intellus’s qualification is critical to the success of our print buyers and partners.” Myrvold said. “G7 allows our organization to more precisely match a customer’s brand color requirements on a variety of printed products from any technology and application, everything from media and publications to packaging and labels is on brand.”

Intellus is a fully integrated marketing organization with cutting edge technology, software, and equipment in both its Montgomeryville lettershop and King of Prussia building locations. Our capabilities include high quality litho forms, envelopes, brochures, digital printing, as well as other specialized print products across the Intellus platform.

To learn more about Intellus please visit us at <http://intellusmktg.com> If you would like additional information about G7 Master Qualification, please visit <http://www.idealliance.org>