



Schumann Printers Inc. Implements G7™ Standards

Publication Printer Now Offers Outstanding Color Match from Proof to Press

(1/21/ 2007 – Fall River, WI) Schumann Printers, Inc. a publication printer with more than forty years of experience, recently enriched its color services by adopting G7 standards. G7 is a revolutionary process based on principles of digital imaging, spectrophotometry, and computer-to-plate (CTP) technologies. The G7 process control methodology was developed by IDEAlliance to prescribe how to use the most modern technology, techniques, process controls and standards to reliably produce high-end commercial printing with a close visual appearance from proof to press and from press to press.

This new methodology utilizes the existing ISO 12647 Standards (International Organization for Standardization for sheet-fed offset and web-offset heatset) as the basis for good printing. The goal is to specify a simple calibration process that will help printers reliably achieve a close “visual match” from proof to press. G7 breaks from tradition by focusing on colorimetric data for gray balance in the mid-tones rather than on densitometric aims, i.e. dot gain, for each color. G7 is named for its gray scale calibration technique and the 7 ISO ink colors it requires and is a trademark of IDEAlliance.

Schumann Printers, Inc. applied La Crosse Litho Supply’s ColorLink™ CERTIFIED Color Assurance Program to achieve G7. Schumann Printers’ President Daniel C. Schumann commented: “We pride ourselves in utilizing new technologies to increase productivity and quality. La Crosse Litho Supply has given us the tools and the expertise to meet the color industry standards for G7.” In addition, Schumann Printers, Inc. wanted to implement G7 because it has generated a great deal of interest among print buyers. “As a result of G7, we are helping publishers and other print buyers to better produce their printed products,” said Schumann.

Schumann Printers, Inc. produces short-run and long-run magazines, catalogs, flyers and other advertising materials. Schumann Printers’ vision is to “partner” with each customer based on a simple idea: if we as a printer can make you more successful as a customer, we can both benefit. Schumann Printers, Inc. stays on the leading edge of the printing industry, utilizing the latest technologies while providing its customers with the industry’s best customer service and support.

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The ColorLink™ CERTIFIED Color Assurance Program produces accurate and consistent color from prepress to the press room. The program offers software (known as Color Analysis Toolkit), hardware and a consulting mechanism to enhance color management capabilities. Matt Fehn, Director of Technology for La Crosse Litho Supply, LLC, worked with Schumann Printers, Inc. to enhance their color management capabilities. Fehn developed the Color Analysis Toolkit software and possesses over a decade of experience in training and sales, and currently oversees the in-house Technical Staff.

Schumann Printers, Inc. is now qualified as an IDEAlliance® “Master Printer”. This designation signifies that we have been trained to print to the new G7 methodology and can produce a press sheet to SWoP® (Specifications for Web Offset Publications) aims within acceptable tolerances. In other words, the color from every Schumann Printers, Inc. proof will match SWoP® industry standards. This qualification mark also denotes that Schumann Printers, Inc. uses the most modern technology, techniques, process controls and standards required to produce high-quality commercial printing.

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About Schumann Printers, Inc.

Schumann Printers, Inc. offers the most advanced digital prepress, heat-set web printing and finishing technology available. Schumann Printers, Inc. makes full use of these new technologies to increase productivity and quality, while at the same time lowering costs for printed materials.

Schumann Printers, Inc. began its business over 40 years ago as a job printer. During the 1970’s, we began to see the need for publishers to have a specialist printer print their magazines. From that insight and growth in the last three decades, Schumann Printers, Inc. now produces both short-run and long-run magazines, catalogs, flyers and other advertising materials.

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