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***For Immediate Release*****IWCO Direct Achieves Idealliance G7 Master Qualification in Color Management for Lithographic and Digital Inkjet Technologies**

*Idealliance G7 Master Qualification Ensures Repeatable Color Quality Across its Platform*

Chanhausen, Minn. (August 2, 2016) —IWCO Direct, a leading provider of direct marketing strategy and solutions, announced it has achieved Idealliance® G7® Master Qualification, awarded by Idealliance, a not-for-profit industry group dedicated to guiding print production best practices, specifications, and standards worldwide. The qualification applies to IWCO Direct's lithographic and digital inkjet technologies across all of its facilities.

G7 Master Qualification is Idealliance's industry-leading set of best practices for achieving gray balance and is the driving force for achieving visual similarity across all print processes. The application of this method enables printers to reproduce a similar visual appearance across all printing types and substrates.

IWCO Direct first achieved G7 Master Qualification for its lithographic press operations in Chanhausen, Minn. and Hamburg, Pa. in 2013. Demonstrating its commitment to high-quality color reproduction across its industry-leading inkjet platform, IWCO Direct recently devoted significant time and resources to expanding its G7 Master Qualification to include consistent color reproduction on its full-color, variable-content inkjet devices as well, reflecting the growing use of all-digital workflows to drive relevancy and performance in direct mail campaigns. Since adopting the G7 method, IWCO Direct has continually maintained and enhanced its corporate color management program and considers achieving G7 Master Qualification for its inkjet devices an important step in that process.

"Color quality and repeatability are extremely important for the integrity of our customers' brands," stated Jim Andersen, CEO of IWCO Direct. "Through our commitment to the G7 method and dedication to color management across our entire platform, our customers are assured of precision and consistency. This remains true regardless of which IWCO Direct facility produces the materials or what technology is used."

In addition to the G7 Master Qualification of its print production processes, several members of IWCO Direct's color management and operations teams are Certified G7 Experts, ensuring that the company maintains consistency and quality in proofing, brand color management and print processes across all technologies.

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### **About IWCO Direct**

IWCO Direct ([iwco.com](http://iwco.com)) is one of the nation's largest providers of direct marketing solutions. Earning customers' trust by collaborating with North American marketers for more than 45 years, the company's full range of direct mail services includes one of the industry's most sophisticated postal logistics strategies. Guided by the "Power your Marketing™" approach, the company's Proprietary Intelligence model encompasses data, strategy, creative, execution and analysis to inspire performance across all marketing channels. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services that provide peace of mind in case of a business interruption. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to IWCO Direct's [SpeakingDIRECT](#) blog.

### **About Idealliance**

Idealliance® - Where media creators and technology communities collaborate to craft best practices, advance standards, and certify people, processes, and systems to achieve the highest performance in creation, production and delivery of graphic communications.

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