



Westland Printers achieves G7 Master Printer Certification

Maryland Commercial Printer showcases its dedication to color consistency from proof to press.

Laurel, MD – Westland Printers, a Consolidated Graphics company (CGX:NYSE) and the premier commercial printer serving the Baltimore/Washington D.C. market, has achieved the G7 Master Certification through IDEAlliance®. Westland Printers partnered with the experts at Kohl Madden throughout the certification process. Becoming a G7 Master Printer highlights the dedication to quality, consistency and color management by the team at Westland Printers.

Westland Printers has been trained to utilize the new G7 methodology and can produce a press sheet to GRACoL® (General Requirements for Applications in Commercial Offset Lithography) targets within acceptable tolerances. This qualification mark also denotes that Westland Printers continues to use the most modern technology, techniques, process controls and standards required to produce high-quality commercial printing.

With the new certification, Westland Printers can produce more consistent color from proof to press. Matthew Flippen, President of Westland Printers added, "With the color on our equipment more consistent we can decrease paper waste, make-ready time and our environmental impact. At the same time we are increasing our client satisfaction by providing them with the most accurate color and the highest quality printed product available. The bottom line is our business has become more efficient with G7."

As a "Master Printer," Westland Printers will be listed on the GRACoL® and IDEAlliance® websites in a database with other printers dedicated to providing a higher level of color replication. The G7 profile will include a link to their website and contact information. For more information about Westland Printers visit www.westlandprinters.com.

About G7 Certification

G7 is a process based on principles of digital imaging, spectrophotometry, and computer-to-plate (CTP) technologies. The G7 process control methodology was developed by IDEAlliance® and it utilizes the existing ISO 12647 Standards (International Organization for Standardization for sheet-fed offset and web-offset heat-set) as the basis for exceptional printing. The goal is to specify a standard calibration process that will help printers reliably achieve a close "visual match" from proof to press. G7 breaks from traditional methods by focusing on colorimetric data for gray balance in the mid-tones rather than on densitometry, 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®.

About Consolidated Graphics

Consolidated Graphics, Inc. (CGX), headquartered in Houston, Texas, is one of North America's leading general commercial printing companies. With 70 printing businesses strategically located across 27 states, Canada, and in Prague, we offer an unmatched geographic footprint, unsurpassed capabilities, and unparalleled levels of convenience, efficiency and service. With locations in or near virtually every major U.S. market, CGX provides service and responsiveness of a local printer enhanced by the economic, geographic and technological advantages of a large national organization. For more information, visit www.cgx.com.