



Graphic Communications Corporation

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Press Release: Certified G7 Master Printer Earned by Graphic Communications Corp.



IDEAlliance certified G7 Master Printer

GRACoL Standard is a worldwide standard for proofing that ensures that the press matches to the proof.

GRACoL is the target for the proof. A GRACoL Profile proof is in nearly perfect gray balance, which can be measured, repeated, and controlled.

This standard proofing strategy is important in an environment where prepress and scans from a variety of sources must conform to a common print characteristic and brand standards. The use of GRACoL improves the quality of the final printed product and prevents variations in color clarity and sharpness.

The process enables graphic designers and production artists to prepare image files and digital artwork appropriately even when they do not know which printer will be doing the final presswork.

Graphic Communications Corporation is proud to be in a select group of printers (only 13 out of nearly 700) in Georgia that have earned this distinction.