



6009 Stertzer Road
Jefferson City, MO 65101
800.456.5867

MODERNLITHO



FOR IMMEDIATE RELEASE:

CONTACT:

Cassandra Atchison, Marketing Coordinator

Modern Litho-Print Co.

www.modernlitho.com

Modern Litho-Print Co. Earns G7 Master Printer Certification

Jefferson City, MO, August 17, 2011. Modern Litho-Print Co., a full service publication and commercial printer, has achieved certification as a G7® Master Printer from IDEAlliance, a not-for-profit industry organization that has been a leader in information technology and publishing for 45 years.

The elite G7 certification assures clients that Modern Litho can meet international benchmarks for proof-to-press and press-to-press color reproduction quality and consistency. In addition, it denotes the company's use of advanced technology, techniques and process controls required to produce high-quality printing. From a customer perspective, these elements combine to provide a level of confidence to eliminate the need for costly travel and time commitments associated with traditional press checks.

"In recent years, Modern Litho has worked intensely with key vendors such as Kodak and EFI as a beta site for testing and developing software to enhance production workflows," said Jim Tomblinson, Director of Operations. "Implementing the standards associated with G7 Master Printer will add another level of quality control that will result in better print predictability and an overall enhanced product."

Modern Litho is a family-owned company with a 50,000 square foot production and mailing facility in Jefferson City, Missouri. Specializing in magazine, direct mail and commercial printing, the company has clients throughout the United States.

About G7® Certification

G7® 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. This method is defined by the Print Properties and Colorimetrics Working Group of IDEAlliance. This group includes experts from across the spectrum of printing disciplines who contribute to this important IDEAlliance Methodology. As of August 17, 2011, only 597 print providers worldwide have earned the G7 Master certification.

www.idealliance.org