



**FOR IMMEDIATE RELEASE**

## **Tru Art Advertising Calendars Earns Print Media G7® Master Qualification**

2014

Tru Art Advertising Calendars (ASI 92255) has been awarded the G7 Master Certificate of Qualification by the International Digital Enterprise Alliance (IDEAlliance). G7 Master Qualification is a sought-after recognition of excellence in printing, and identifies print service providers that excel in implementing the G7 Proof-to-Print Process. A G7 Master Qualified Printer implements a calibration method that allows printers to achieve a visual simulation across multiple print platforms.

Tru Art joins an elite group of print service providers who have successfully proven capable of providing the highest quality color printing. Customers of G7® Master Qualified printers benefit from the most modern technology, techniques and process controls available today in the graphic arts industry. Achieving color consistency when printing on multiple platforms, in various geographic regions, is a critical component in brand management.

The G7 program is managed by IDEAlliance®, a not-for-profit association of leading print and electronic media service providers and their technology partners. As a global association, IDEAlliance® is dedicated to guiding media production best practices, specifications, and standards, worldwide.

Tru Art Advertising Calendars is the premier manufacturer of custom-designed and stock advertising calendars. Tru Art is known for original product designing and complete manufacturing capabilities to serve end-users in all business categories and with all popular calendar formats. Tru Art has been a part of the Promotional Products Industry for more than 115 years and is one of the rare U.S. companies that continue to be family owned and managed since its founding.

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For more information:  
Please contact the Home Office