



PRESS RELEASE

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Vanguard Companies Achieves G7® Master Facility Qualification

KANSAS CITY, MO (December 18, 2023) -- Vanguard Companies founded in 1975, is a leading designer and manufacturer of retail point-of-purchase (POP) displays, retail packaging, industrial packaging, and fulfillment services. Vanguard Companies has achieved G7® Master Facility Qualification of its integrated color management system for the HP PageWide C500 Press.

G7® is an industry-leading set of specifications from Idealliance® for achieving visual similarity across all print processes. It is a global standard widely used to measure the color accuracy on any output device.

“Quality and repeatability are important to our customers,” says Jim Beard CEO. “Our commitment to the G7 method is just one example of how we’re maximizing our performance, to the benefit of our customers. We look forward to the benefits that standardization brings to both our clients and organization.”

Vanguard Companies joins a select group of print service providers who have successfully completed training, examination, and qualification process of their print production processes, validating their capabilities to the highest level of global industry standards and specifications.

“Vanguard’s qualification is critical to the success of our customers.” Jorge Buffa, Director of Creative Services, said. “G7 allows our organization to more precisely match a customer’s brand color requirements on a variety of printed products from any technology and application, everything from POP displays to packaging and labels is on brand.”

As a leader in global print technology, Vanguard’s status as a G7 Master Qualified Facility demonstrates their facility is a proven quality leader in print, premedia, and creative services. Vanguard can ensure that a printer or press that prints the neutral tone ramp well, and all other colors will tend to fall into line more easily. Achieving this G7 level will naturally help all the colors to be consistent.

“Obtaining the G7 certification is a win for our customers. Color greatly contributes to a product’s perceived value of quality,” Jeff Rafalski, Director Strategic Marketing. “Color and color quality enhance consumers’ experience with the product and adds to its public reputation.”

About Idealliance

Idealliance® is dedicated to guiding media production best practices, specifications, and standards, worldwide. To learn more about G7 Master Qualification, please visit <http://www.idealliance.org>.

About Vanguard Companies

Vanguard Companies is one of the industry's leading corrugated merchandising solution partners. Our expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging, and e-commerce packaging is demonstrated across every retail sector. These products are amplified by our creativity, high-end graphics, digital printing, fulfillment services and program management capabilities.

We combine the latest shopper intelligence, award-winning design innovation, and technology to provide the most effective omnichannel display and packaging solutions. We are committed and focused on helping companies reduce program cost, create brand value, sell more products, and improve their bottom line. Learn more at www.vanguardpkg.com