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**FOR IMMEDIATE RELEASE**

## **Specialty Print Communications Qualifies as G7™ Master Printer**

*Industry's IDEAlliance Recognizes SPC's Print Quality*

CHICAGO – September 28, 2011 – Specialty Print Communications (SPC), the single-source, direct marketing resource offering proven, ROI-driven solutions, has been identified as a Qualified G7™ Master Printer, according to the International Digital Enterprise Alliance (IDEAlliance). The distinction is evidence of SPC's ability to deliver quality, value-added and measurable consumer communications.

"We're thrilled and honored to add the G7 Master Printer qualification to our swelling resume of recent industry accolades," said SPC Executive Vice President of Marketing Dustin LeFebvre. "The Master status recognizes our emphasis on quality and further differentiates SPC, as several key players in our industry have not achieved this qualification."

Qualified G7 Master printers are those that have been trained to use the G7 Proof-to-Print Process and can produce proofs or print to G7. G7 is both a definition of grayscale appearance and a calibration method for adjusting any CMYK imaging device to stimulate the G7 grayscale definition. The G7 Master Printer qualification mark means that the company uses the most modern technology, techniques, proofing and press controls required to produce a close visual match from proof to print.

With G7, regardless of factors such as substrate, gamut and other print characteristics, all products printed at a G7-qualified facility exhibit the same gray balance and neutral tonality defined by G7, and will look remarkably alike to the human eye. Because similarity across print products is critical to marketers, many now make G7 a buying requirement.

In addition to G7 Master Printer qualification, SPC boasts four-color hybrid imaging (4CHI), a transformative new technology pioneered by SPC to enhance consumer engagement. 4CHI leverages data analytics, enabling companies to affordably and efficiently tailor direct mail to individual consumers with a powerful visual combination of variable words and images. The system brings direct mail to life by marrying the functionality, efficiency and economies of scale of web inline printing with the variability and relevance of digital color imaging, produced at 600 dpi resolution.

SPC also offers a robust card issuance program, allowing customers to maximize the impact of loyalty efforts and drive engagement with their brands. With the help of SPC's advanced data processing services, the company can tailor deliverables based on customers' purchase history, behavior patterns and lifestyle.

More information about 4CHI and card issuance, as well as SPC's other impressive capabilities, will be on display at SPC's booth #1320 at the Direct Marketing Association's (DMA) 2011 Conference & Exhibition, October 1-6, in Boston, Mass.

### **About SPC**

SPC is an award-winning, single-source direct marketing resource offering proven, ROI-driven solutions for marketers in any industry. Headquartered in the Chicago, Ill., suburb of Niles, SPC operates facilities in both Niles and Benton Harbor, Mich., employing approximately 350 people.

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