

GLS / NEXT Precision Marketing – G7® Case Study

Midwestern regional print and marketing services company GLS offers its clients many brand communication benefits—including consistent, high-quality color.

For many years, the mantra of Minnesota-based [GLS / NEXT Precision Marketing](#) has been “connecting buyers to brands.” A quick look at the company’s list of services confirms their multi-faceted approach to that goal. Marketing services include everything from branding and strategy consulting to cross-media campaigns, design services, and analytics. Print services run the gamut from offset and digital to direct mail, fulfillment, and packaging.

Brand image continuity is also a core principle, according to GLS Marketing Director Jim Benedict. In the corporate office lobby, he pointed out a permanent display of color output from multiple types of print offered at GLS—each one matching the other, thanks to the results of consistent G7 calibration.

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— Jim Benedict, GLS

“We do a lot of CMYK tints and solids of our clients’ unique brand colors—on all our devices,” Benedict noted. “Some of those colors are real pains for other printers. Blues tend to look purple; reds can look washed out. With our approach, we can nail these colors, and really reduce our make ready getting there.”

It was not always so easy. “In the old days, what we would have to do is look at a traditional Pantone book for the CMYK values,” he said. “Then, depending on how particular the client was, we would have to chase color from job to job.” Benedict recounted that under the old model, press checks were much more frequent—typically five a day. After implementing G7, the number of press checks has declined from as many as five per day to about 2-3 per week, with each approval taking minutes rather than hours. “Clients just don’t fly in any more. They trust us to hit their colors,” he said.

The operational cost reduction resulting from G7 calibration of GLS' offset presses has been remarkable. "Without G7, it would take about 500 sheets to get up to color," Benedict recalled. "Now, we're able to do it in 100 sheets."

GLS works closely with its customers to maintain their brand color standards. "G7 has allowed us to achieve repeatability in color quality and consistency across multiple devices and facilities," said Premedia Manager Julie Robinson. "This repeatability has created assurance with our customers that we will deliver a quality piece that meets their color standards on an ongoing basis."

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Scheduling at GLS has also been affected. "G7 has made a large impact on our ability to be able to match the proof on the first or second pull during the make ready," said Production Scheduler Steve Schwartz. "This has made make ready times much more predictable. In scheduling the volume of jobs that we have at GLS, this consistency has significantly improved our ability to hit the scheduled times for each job. Another obvious benefit is the ability to move jobs between our presses due to workload and still have confidence that each press will be able to match the color proof."

Benedict also noted that G7, and the reputation for consistent color, has emboldened the company's 23 sales people to bring in significant new business.

