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DMM, Inc. Achieves Idealliance G7® Master Qualification in Color Management across Digital Technologies

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Scarborough, ME - DMM, Inc., a leading provider of transactional print and direct mail solutions has achieved the G7® Master Qualification, awarded by Idealliance®, a not-for-profit industry group dedicated to guiding print production best practices, specifications, and standards worldwide. DMM, Inc. joins a select group of print service providers who have successfully completed training, examination and qualification across all their print production processes, both gray scale and color --validating their capabilities to the highest level of global industry standards.

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. The application of this method enables printers to reproduce a similar visual appearance across all printing types and substrates.

DMM, Inc. specializes in business-critical document output both for transactional print and direct mail execution. DMM utilizes a variety of leading edge technologies including but not limited to Xerox, Canon and Pitney Bowes Systems. Already an efficient digital print provider, DMM, Inc. participates in the Idealliance G7 Master Program, to achieve further productivity gains to better serve its customers' objectives for brand color quality and control.

"Quality and consistency are important to our customers," says John V. Cloutier, CEO and President of DMM, Inc. "Our commitment to the G7 method is just one example of how we're maximizing our performance to the benefit of our customers. This allows us to provide clients with the highest quality in color printing available in the market. Additionally, achieving color consistency when printing on multiple platforms is a critical component to brand management," shared Cloutier.

"We applaud DMM, Inc. for utilizing the G7 Master Program to assure consistency and quality in their proofing, brand color management and print processes," commented Steve Bonoff of Idealliance. "G7 Master Qualification demonstrates a level of control and expertise that places DMM, Inc. at the top of their field. We applaud their leadership, commitment and support of the G7 Master Qualification Program."

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