



PRECISE COLOR MATCHING COMES TO DIGITAL DURABLE LABELS

NORTH MANKATO, MN (JANUARY 16, 2018) – Taylor Communications announced today that it has achieved G7® Master Printer Certification of its integrated color management system for producing digital durable labels at its plant in Radcliff, Ky.

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 of digital print on paper, but its application to digital durable labels is relatively new.

“This certification provides third-party verification that Taylor Communications delivers exceptional color matching and color consistency to short and medium runs of durable labels,” said Jeff Crump, executive vice president, Operations. “This allows customers to print more economical quantities of labels that can withstand harsh conditions over time without compromising their brand standards.”

Taylor Communications’ recent investment in a new digital label press, as well as in-line and offline scanners, has enabled the company to consistently meet tighter Delta-E specifications that are less discernible to the human eye. Delta-E is the unit of measurement indicating the distance between two colors within a defined gamut.

The company also subjects its digital labels to extensive testing to gauge durability, using equipment to simulate wind, sun, humidity, abrasion, chemical exposure and other factors. UL-certified materials are available for use in digital durable labels, if needed.

“Radcliff’s certification is part of an overall effort to achieve G7 certification for digital devices across Taylor Communications,” Crump said. “This allows the company to more precisely match a customer’s branding color requirements on a variety of digitally printed items, from brochures and service manuals to labels and packaging.”

Taylor Communications’ production network includes 495,000 square feet and more than 500 employees dedicated to label production and fulfillment. Recent investments in digital durable label production at Radcliff include a 7-color UV ink jet digital press, in-line laser die cutter and offline mechanical die cutter. The speed and flexibility of digital production allows Taylor to offer standard 72-hour turn times on digital durable label orders, with faster turn times available on demand.

About Us

Taylor Communications is a subsidiary of Taylor Corporation. Clients trust us to meet the complex challenges of communicating in today's omnichannel world. Our experts leverage technology across the industry's broadest network to create solutions that improve customer experience, drive efficiencies and grow revenue.

By providing market-specific insights and a compelling portfolio of solutions to the healthcare, financial services, retail and industrial markets, we strive to improve your customer's *experience*, enhance your *efficiency* and grow your *revenue*.

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