



Berlin Industries Inc.

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Press Release – For Immediate Release

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Berlin Industries Announces G7 Master Printer Certification: Only Web Printer Certified in Illinois

Carol Stream, IL: Berlin Industries, one of the nation's top printing and direct mail services companies, has just announced their recent certification as a G7 Master Printer, a distinction that is unique to Berlin out of all Illinois web-printers. Already an industry leader, this new technology places Berlin on the cutting edge as they bring their clients even closer and faster to accurate color, without the "risk factor" that can linger in the print production management process. Technology like this easily saves hours of time for each customer, as Berlin has the technical expertise to get it right the first time.

Berlin's rigorous process, training and certification assures customers of the most modern technology, techniques, and process controls, which produces a consistent visual match from proof to print, and higher-quality printing.

"Earning our G7 certification was an important goal that we are glad to have achieved, but the real benefits of the certification go to our customers, who see the end result," said Tina Tromiczak, president of Berlin Industries. "Customers can now enjoy faster make-readies, closer proof-to-print matches and the highest print quality that is currently available."

Berlin's G7 certification will offer relief and peace of mind – color management across all printing processes is often the most difficult area to manage, especially when dealing with multiple printers, multiple production methods, staggered production dates, and short production time-lines.

"For many of our customers, their color *is* their brand, and protecting their brand by getting their color correct every time is extremely important to us," explained Ms. Tromiczak.

The G7 Master program relies on highly trained G7 Expert consultants to train printers to calibrate their systems, and use the G7 process on an ongoing basis. Once qualified, G7 Masters must be re-verified on a yearly basis to assure that they maintain calibration and process.

In addition to their G7 Master Printer status, Berlin's recent upgrade to Kodak's Prinergy 4.0 prepress system puts them at the top of their game. This upgrade uses the Adobe PDF Print Engine and handles newer versions of PDFs and transparency. InSite, their online user interface, works with Prinergy and provides Berlin's customers, prepress professionals, account executives and customer service representatives a technologically advanced proofing and prepress system that offers accuracy and a faster process with advanced work group collaboration. Files can be dragged and dropped online, flight checked and approved, rejected or changed almost instantly. Final online proofs can be approved or Kodak Color Contract Proofs can be pulled with improved speed and accuracy.

About Berlin Industries

Berlin Industries is a full-service printer and direct mail resource dedicated to surpassing conventional means in order to get results for customers. They understand all facets of printing, direct marketing, database management, collateral inventory management and bulk mail distribution. Berlin processes more than one million pieces per day for their clients, who vary widely in size, industry and project needs. For more information about Berlin Industries, please visit <http://www.berlinindustries.com/>.