



**FOR IMMEDIATE RELEASE**

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**SLP Demonstrates Commitment to G7® Color Calibration Method**

WAKE FOREST, N.C. — Southern Lithoplate (SLP) is an emerging leader in commercial digital printing plates and allied prepress products. In keeping with its mission “To Provide the Best,” SLP is helping customer partners print to G7®-based specifications.

“Quality-conscious commercial printers look to SLP for products and services that add value, enhance efficiency and increase print profitability,” said Edward A. “Trip” Casson, SLP Chairman and CEO. “We fully understand the entire production process. SLP’s G7 expertise, our manufactured products Integra® 830 P and Cobra® 830 TN and our partnerships with IDEAlliance and X-Rite/Pantone empower our customer partners to consistently deliver exceptional color results, profitably.”

Color management, process and quality control are the core of the G7 method. G7 is an internationally accepted set of best practices for achieving consistent color reproduction across multiple proofing devices, printing systems and substrates. The IDEAlliance proof-to-print process uses gray balance as the driving force for visual similarity. For

clients interested in maintaining brand consistency, the G7 method ensures repeatable, predictable results from proof to press and from one G7 press to other G7 presses without setting up the machines according to different methods on a job-by-job basis.

**About Southern Lithoplate, Inc. (SLP)**

SLP ([www.slp.com](http://www.slp.com)), headquartered in North Carolina, specializes in the manufacture, distribution and service of digital plates and associated products for targeted print markets. SLP enjoys a reputation for Quality, Value and Performance throughout the world. SLP and its *Strategic Alliance partners* provide customers with a full array of high-quality, value-driven solutions. SLP's service infrastructure is designed to exceed the needs of the company's customer markets. State-of-the-art manufacturing facilities are located in Jackson, TN, Grand Rapids, MI, and near the world-renowned Research Triangle Park in North Carolina.

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