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## Press Release

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Toronto, J.F. Moore Communications, a Toronto-based printer and marketing solutions provider, today announced that it has received its G7® Master Printer designation, becoming just the fourth printer in Canada to attain this international benchmarking standard. G7 is a registered trademark of the IDEAlliance, an industry organization that has been developing and validating best practices in the printing and information technology industries for 40 years.

The G7 certification provides agencies, print buyers and other customers with the assurance that certified suppliers can meet international benchmarks for reproduction quality and consistency at all stages of the creative and production cycle. From the customer perspective, this certification means, among other advantages, that press sheets will match the proof and that colour consistency will be maintained throughout print runs, thus eliminating the need for costly travel and time commitments associated with traditional press checks.

Coincident with its G7 certification, J.F. Moore also announced they have teamed up with The Printing Ink Company, Rycoline, whose Diamond Series of environmentally friendly inks have also recently won G7 certification. This provides customers with an unparalleled combination of environmental best practices, colour and brand management and quality printing.

Prior to their G7 certification, Diamond Series inks, which are also ISO 2846 compliant, were subject to a two-month test at J.F. Moore's Toronto print facility. The tests were conducted on both a Heidelberg 10-colour perfecting press and a 40-inch Heidelberg CD press on a variety of jobs and various substrates, with outstanding results. This new environmentally friendly ink formulation, which was developed and is manufactured in Canada, reduces emissions of volatile organic compounds (VOCs) by up to 70 percent and the use of ink dryers by more than 25 percent.

J.F. Moore is the first printer in Canada to offer customers this new, environmentally superior ink formulation and process throughout its entire print production facility.

Further information: Please contact Dionne Campbell at 416 940-2237 or your J.F. Moore Account Manager, Dean Baxendale at 416 940-2251.

J.F. Moore Communications

*"Leading the Way"*



Ask how we can make your next project Green