



Trade Show Displays ■ Event Marketing ■ Branded Environments

**Where Better Ideas Are Built**

**FOR MORE INFORMATION:**

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**FOR IMMEDIATE RELEASE**

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**Apple Rock Advertising and Promotions Achieves G7 Master Printer Status**

**Greensboro, NC-** Apple Rock Advertising and Promotions, Inc. earned its G7 Master Printer Certification in December of 2014. This achievement allows the face-to-face event marketing company, the ability to deliver printed products, across multiple substrates at the highest level of quality based on global standards.

The certification is awarded by the International Digital Enterprise Alliance (IDEAllance) to print facilities proven capable of performing the G7 methodology on proof and press processes by a certified G7 expert. The G7 printing process is both a definition of grayscale appearance and a calibration method for adjusting any CMYK imaging device to simulate the G7 grayscale definition. This system defines gray balance and tonality making multiple print products remarkably similar. G7 master printers are skilled, tested and proven leaders in print production.

“Achieving the G7 Master Printer Status signifies our dedication to providing the best possible color control to our clients, every time”, Eric Burg, Owner and CEO of Apple Rock Displays, stated. “Our color management system now adheres to the highest color control standards in the world and allows us to produce quality, wide-format graphics.”

Apple Rock Displays has been trained to implement G7 standards in all graphic printing. Being a certified G7 Print Masters, allows the company to have a common language when working with customers and creative design firms, alike. The G7 printing process ensures brand integrity, while establishing consistent color and world class quality. G7 Master Printers are skilled, tests and proven leaders in print production.

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**About Apple Rock Advertising and Promotions Inc.**

Apple Rock Displays Inc. is a nationwide full service event marketing and display company that offers completely customizable displays. All Apple Rock products are American made at the corporate headquarters in Greensboro, NC. Apple Rock also has offices in Charlotte, Raleigh and Las Vegas. Apple Rock has been in

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# APPLE ROCK™

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Trade Show Displays • Event Marketing • Branded Environments  
business since 1988, was recognized as one of the Top 300 Businesses in the Southeast. Apple Rock was named in the INC 500/5000 and has been named as a Fast 50 Company three times, in the Triad Metro Area.

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