

FOR IMMEDIATE RELEASE

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ALLEGRA ACHIEVES G7 MASTER PRINT CERTIFICATION

Helping Print Buyers Maintain Brand Integrity Through Color Consistency

LANSING, Mich., June 2015 – Allegra Marketing, Print, Mail in Lansing recently achieved G7 Master Printer certification, now just one of 15 Michigan companies to be recognized for superior levels of print quality and color matching by IDEAlliance, the world leader in the advancement of global color and quality standards.

“More than ever before, today’s print buyer is challenged to maintain brand integrity; their company’s reputation is always on the line in a competitive marketplace,” said Allegra owner Brad Naghtin. “Those who have results-driven print communications in their marketing mix benefit most from a consistent process that will ensure high quality with quick turnarounds.”

Naghtin said the certification ensures confidence that a hard copy proof seen in a client review will closely match the end product. “This saves time and money through greater color and quality consistency, faster turnaround, easier reorders, and ultimately, less waste,” he said.

Allegra is a full-service marketing communications provider with the latest in printing technologies including full-color printing, presentation folder printing, mailing services, short-run digital printing, personalized printing capabilities, graphic design, posters and banners, promotional products and project consulting.

Allegra is locally-owned and operated and is member of Alliance Franchise Brands network, a world leader in marketing, graphics and visual communications, linking nearly 600 locations in the U.S., Canada and the United Kingdom. For more information, call 517.394.2995 or 1.855.969.2559, or visit the company’s website at www.ally-press.com.

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