

# Hammer Packaging – GTI's LiteSupport Helps to Improve Quality

**Company:** Hammer Packaging  
West Henrietta, NY  
[www.hammerpackaging.com](http://www.hammerpackaging.com)

**Profile:** Founded in 1912, Hammer Packaging is a privately-held packaging printer with expertise in sheet-fed offset, web offset, flexographic and digital technologies to produce high quality labels for major consumer brands. Hammer's product offering includes cut & stack labels, shrink sleeve labels, pressure sensitive labels, roll-fed labels, foam labels, in-mold labels, and premium packets. Hammer Packaging has over \$100 million in sales and 450 employees. The company was ranked 46<sup>th</sup> in the 2014 Printing Impressions list of the top 400 printers.



*Hammer Packaging produces labels for leading brands across the food, beverage, household, wine & spirits, personal care and horticulture markets.*

**Challenge:** Hammer Packaging continuously invests in the services, products, and people required to exceed their customers' expectations. Achieving a [G7 Master Certification](#) is one example of how Hammer Packaging is committed to quality. G7 Certification requires that viewing conditions for color-critical printing be compliant with the ISO 3664:2009 standard.

The challenge for Hammer Packaging was to maintain the D50 lighting conditions required by ISO 3664:2009 in all viewing areas across two facilities. They also wished to achieve viewing-to-viewing system compatibility between the customer viewing area, prepress department, ink room, and press rooms.

**Solution:** Hammer Packaging chose to partner with GTI to implement a LiteSupport audit and certification program. During a LiteSupport audit, measurements are taken of all viewing booths with a NIST Traceable Spectroradiometer. A detailed report is then generated to show conformance of each viewing area to the ISO 3664:2009 specification and to each other. This data is then used to develop a relamping and maintenance program that will bring all booths into specification and to ensure compatibility between viewing areas.

Upon completion of a LiteSupport audit each qualifying viewing booth receives a sticker of certification from GTI that shows the certification date and stating conformance to ISO 3664:2009.

**Results:** With all viewers in compliance, Hammer Packaging is now performing visual color appraisals with greater confidence and consistency. The result is better communication with customers and between departments during the color reproduction process, resulting in fewer proofing cycles and faster customer approvals.



*Measurements are taken with a NIST traceable spectroradiometer with a one nm band pass and range of 250 nm to 850 nm (this includes UV measurement capabilities).*