



## **PRESS RELEASE**

For Immediate Release  
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### **Dion Label Printing is GMI Certified for CVS Brands**

**Westfield, MA (February 7, 2018)** – Dion Label Printing is proud to announce that we have received full certification from Graphic Measures International, Ltd. (GMI) to print digital extended color gamut and flexographic labels and packaging components for the CVS brand. GMI has partnered with CVS to ensure consistent brand appearance by establishing detailed requirements and monitoring each aspect of print quality and color management.

Dion was the first printer in the country to be awarded GMI certification for both digital and flexographic label printing. We partnered with GMI in 2014 to become a certified print provider for the Walgreens brand. Dion has maintained the highest GMI rating of blue in both the digital and flexographic categories since certification. Dion Label Printing is the only GMI blue-rated label printer in the USA which sets us apart as a fully certified and high performance, print packaging supplier. These standards will now be applied and verified for the CVS brand through the GMI monitoring guidelines.

GMI controls and monitors global color consistency for many brands including CVS and Walgreens. The certification agreement ensures color standards are measured and recorded throughout the label printing process. Press sheets are then submitted to GMI for compliance assessment. Retail shelves are also spot checked by GMI to ensure visual uniformity.

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Working with a GMI certified label printer provides numerous benefits to large and small brand owners.

Along with guaranteed color consistency, brand owners are guaranteed predictable packaging results that help protect the brand image. Being GMI certified ensures that Dion Label Printing consistently follows strict standard operating procedures for all product offerings.

Guaranteed color consistency is of the utmost importance to our loyal customers. Valued Dion customer, Vibrant Health®, commented in saying, “When it comes to color, accuracy and consistency is [sic] critical to our brand. We are known for our vibrant colors and Dion worked with us to establish our color standards allowing us to print both flexo and digital while maintaining that consistency.”

Dion Label Printing strives to elevate our customer’s brand through high-quality printed labels and packaging. With only seconds available to make a first impression, your label needs to make a lasting impact. As a leader in the narrow web printing industry, we continuously deliver the highest quality service and product while pushing to innovate. Both digital and flexographic printing capabilities are available, allowing us to provide quantities ranging from the millions down to the hundreds.

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