



**Knowledge.  
Quality.  
Productivity.  
Success.**

**Certification  
Makes it Possible**

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The Nation's First and Only  
Comprehensive Online, Self-Paced  
Courses for Certifying Your Gravure  
Press and Support Team —  
*Only from Gravure AIMCAL Alliance*



# Improve Print Performance

## Across All Experience Levels



Modern printing presses have plenty of technology features to help make them easier to operate. However, understanding how to use software is not a substitute for knowing how presses actually work, and why print problems occur. Like the saying goes about computers, “garbage in equals garbage out.”

The GAA Certification Courses are designed to make sure everyone knows the essentials of press operation, proper set up, and how to identify the source of problems if and when they occur.

This includes:

- 🍌 Safety
- 🍌 Color Theory
- 🍌 Inks
- 🍌 Print Cylinders
- 🍌 Impression Rollers
- 🍌 Doctor Blades
- 🍌 Gravure Press Dryers
- 🍌 Troubleshooting on Press
- 🍌 Press Fingerprinting & Press Characterization

The practical knowledge provided in the GAA courses helps minimize mistakes and errors on press, reduces the amount of time needed for changeovers, and helps protect the investment in your equipment - no matter who is running your pressroom floor. It also gives your sales and customer service staff a broader base on knowledge to communicate with clients - offering quicker resolution for questions, problems, or other performance concerns.



These skill-based modules are comprehensive, structured, and cover a wide variety of tactics and techniques for **understanding, addressing, correcting, and eliminating problems** in your pressroom.

# Better Results Begins with Better Knowledge



The GAA's Certification Courses are meant to build on staff members' experience at any level.

- Those with decades of experience will be exposed to the latest technologies.
- Those just starting out in the industry will sharpen their fundamental skills through exposure to industry best practices and standards.
- All participants will complete the course knowing how to:
  - Reduce press downtime
  - Increase productivity
  - Eliminate unnecessary scrap and waste
  - Ensure quality output

This all adds up to a more efficient pressroom that costs less to operate and puts more money back into the business. It also pays dividends in terms of attracting new customers, making more sales, and retaining top talent.

## **GAA has a Certification Course that is Perfect for Everyone**

There are four categories of certification:

### **OPERATOR COURSES**

- Master Operator Certification
- Operator Certification
- Entry Level Certification

### **SALES & SUPPORT STAFF**

- Application Professional Certification



**START PURSUING  
YOUR COMPETITIVE  
EDGE TODAY.**

### **Additional Options**

GAA can supply training materials and work together with your own in-house training specialists.

- We can also supply onsite course instructors as needed.
- Offsite resource centers for hosting training can be coordinated.

# Gravure Certification Courses

Learn more about each course at [GAA.org](http://GAA.org)

There are four gravure training courses available from GAA. The subjects within each course are a comprehensive group that covers press safety and operation, equipment and substrates, color and inks to makeready, troubleshooting, and fingerprinting. The courses have been organized into modules that are relevant to the career growth of staff members and their roles. There are currently three courses for the press operators and one for support staff.

CERTIFICATIONS

## MASTER OPERATOR

\$2,700 per candidate // \$2,100 members

*Designed to increase the experienced operator's overall process and pressroom knowledge.*

## OPERATOR

\$2,000 per candidate // \$1,500 members

*Designed for assistants who have been on the job for the amount of time their manager believes they would benefit from more training.*

## ENTRY LEVEL

\$1000 per candidate // \$500 members

*Designed to prepare personnel to become pressroom assistants and helpers.*

## APPLICATION PROFESSIONAL

\$1,500 per candidate // \$1,000 members

*Designed to provide non-pressroom personnel the overall process knowledge that makes up the strengths, distinctions and uniqueness of gravure printing.*

An optional reference copy of the **GAA Gravure Process and Technology Textbook**, as well as unlimited online access to course study materials and GAA instructors for questions and answers.

Program is self-paced. There are no class times or mandatory meetings. Only internet access is required to participate in the courses.

**Upon completion, participants will receive an Official Certificate and Certification Badge.**

**CONTACT US** at [gaa@gaa.org](mailto:gaa@gaa.org)  
for more information.

## SPANISH MATERIALS AVAILABLE!



¿Necesitas materiales en español? Contáctenos para obtener una versión del curso y el libro de texto en español. [gaa@gaa.org](mailto:gaa@gaa.org)

# GAA Gravure Certification

## Learning Modules and Instructional Options

GAA Certification is a rigorous process available across four courses, each designed to address the knowledge and practical competencies needed in a variety of roles – new or novice press operators, advanced or senior press operators, and sales and customer service personnel.

Completing the appropriate course instills confidence in team members and end-users alike, and our certification specialists are on hand to help you and your team earn your certification today.

GAA Module On-line Training Courses	Gravure Application Professional	Entry Level Tech	Gravure Operator	Gravure Master Operator
Introduction to GAA Certification	✓	✓	✓	✓
Safety (Pressroom)	✓	✓	✓	✓
Strengths, Distinctions & Uniqueness of Gravure	✓	✓	✓	✓
Print Station	✓	✓	✓	✓
Color	✓	✓	✓	✓
Cylinder Image Carrier	✓	✓	✓	✓
Doctor Blades	✓	✓	✓	✓
Gravure Inks	✓	✓	✓	✓
Impression Rollers	✓	✓	✓	✓
Dryers	✓	✓	✓	✓
Web Basics (Unwind-Splice-Outfeed)	✓	✓	✓	✓
Web Control (Tension-Temperature-Treatment)	✓	✓	✓	✓
Registration	✓	✓	✓	✓
Pre-Makeready	✓	✓	✓	✓
Substrates	✓	✓	✓	✓
Fingerprinting	✓	✓	✓	✓
Troubleshooting	✓	✓	✓	✓
Coating and Laminating using Laser Engravings	✓	✓	✓	✓

Our consulting staff can also conduct courses in person if that is a better fit for your team. Additional fees may apply, please consult [www.gaa.org](http://www.gaa.org) or email [info@gaa.org](mailto:info@gaa.org) for latest pricing on individual courses, consulting, textbooks, and other offers.

# GAA Gravure Certification

## Course Details and Descriptions

Each of the GAA Gravure Certification courses is created and reviewed by GAA experts and staff to include key information, guidance, instruction, and mastery of a variety of pressroom operations. There are 17 subject modules to ensure a comprehensive level of learning for staff members at any level of certification.

All training courses are designed to address the full spectrum of gravure concerns and techniques – as opposed to limited knowledge gained only while working in a gravure print shop, or while selling gravure jobs without fully understanding technical processes. GAA Courses fill in any missing knowledge gaps and then also cover safety and environmental regulations that are expected of first-class gravure print operations.

This translates to better efficiency, stricter regulatory compliance, and enhanced working conditions for all who come in contact with your entire gravure printing team. Besides these internal benefits, certified team members are a competitive advantage that let your clients know that only experts will be handling their projects, thus minimizing the chance for errors, waste, delays, and additional expense. In other words, certification for your team members may be just the extra push your business needs to land new clients and enhance profitability.

### For Pressroom Staff

The **GRAVURE MASTER OPERATOR** course has selected topics intended to increase the experienced operator's overall process and pressroom knowledge. The materials in the course are to provide the student with experiences and examples from others who work in the gravure industry not only in the pressroom but from many support and equipment professionals. The lessons will assist a lead operator in mastering the craft needed to deliver printed products in a cost-effective manner exceeding the expectation of the finishing operations and the end customer.

The **GRAVURE OPERATOR** course is intended for assistants who have been on the job long enough that their manager believes they would benefit from more training. The selected modules will also benefit operators that may have come from Flexo, Off-set or other roll-to-roll printing processes and or personnel who are returning to the pressroom duties. The course is filled with modules that give specific knowledge that helps pressroom personnel progress in their careers.

The **ENTRY LEVEL TECHNICIAN** course is to prepare personnel to become pressroom assistants and helpers. The selected modules will provide an overall pressroom knowledge from safety to understanding of the gravure printing and coating process and provide the terms that are used. The course is intended to accelerate the training for new hires and new to the pressroom personnel.

### For Support and Sales Staff

The **Gravure Application Professional** course is to provide non-pressroom personnel the overall process knowledge that makes up the strengths, distinctions and uniqueness of gravure printing. Those professionals who support the pressroom from management, maintenance, graphics, graphic design, customer service, print sales, and suppliers to the gravure market will gain understanding and basic gravure knowledge.

# Why Certify STAFF with Gravure AIMCAL Alliance?

Prior to the development of these courses, there was no established path for skilled, veteran press operators to pass their knowledge down to the next generation of press professionals. As long-time experts retired, their insight and understanding retired with them, leaving a gap in expertise.

Without the sufficient knowledge in-house to tackle every pressroom challenge, companies have seen more waste, more downtime, and an increased need to call in outside (and often expensive) specialists to solve problems. These costs hit right at companies' bottom lines and make it difficult to stay competitive.

GAA's program not only fills knowledge gaps — it enhances across-the-board skills for getting the best possible results from gravure printing.

And, it does so without taking valuable manpower away from your operation, because the entire course is available online and allows participants to work at their own pace.

**You needed a solution. We've answered with the industry's ONLY nationally-recognized certification program.**



# A Program that **Works for You!**

*"Having more than a decade of printing and laminating experience, the new information and skills I learned [in this course] are invaluable. This training is a must for anyone starting out in the printing industry or seasoned individuals. There is something to be taken from this experience no matter what position you currently hold. I personally feel that one of the most difficult challenges when learning new information is how technical it can be. [This course] breaks it down and clearly communicates this complex information into a language that anyone can understand. GAA put a very valuable course together that I would recommend to anyone looking to learn a new skill or refresh current ones."*

*Michael Higgins, Fres-co System USA, Inc.*

*"I have been in the Flexible Packaging Field for 25+ years & have been involved in all aspects of the business. I recently was promoted to Printing Manager and completed the course to strengthen my skills and knowledge of gravure printing. This course was both educational and challenging. It was definitely worth the investment of time! I now have a broader understanding of gravure printing & all the technical aspects that are involved in running a gravure printing press. I would highly recommend this course!"*

*Ronald Kaiser, Sonoco Flexible Packaging*



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