



OEC AND SUSTAINABILITY: THE EFFORT TO GO GREEN

Sustainability is certainly the buzz word of the printing industry in 2008. However, what exactly does it mean? By Wikipedia's definition, "Sustainability is the capacity to maintain a certain process or state indefinitely". Wikipedia goes on to describe how it refers to meeting the needs of the present without compromising the ability of future generations to meet their own needs, namely using nature's resources only at a rate in which they can replenish naturally. Clearly, humans have long been abusing our natural resources, which have resulted in a call for action in virtually all industrial circles. OEC has joined the flexographic industry in our initial efforts to provide products that are either sustainable or produce less greenhouse gas emissions.

What makes it Green?

TWINLOCK Twinlock is a win-win product for both converters and the environment. Self-adhesive plate-mounting sleeves eliminate the need for mounting tape altogether. Zero mounting tape equals zero landfill waste. Twinlock also saves up to 40% in mounting time. All the sleeve requires is a quick cleaning of the surface with a non-toxic solvent and after 30 seconds of drying time, the sleeve is ready to accept the next set of plates. The Twinlock sleeve is also reusable, proven over hundreds of print runs. Quality of the Twinlock sleeve has been outstanding, with printers reporting print results equal to, if not better than sleeves with mounting tape. Twinlock eliminates waste, is a sustainable product and improves productivity and quality. This product should be a consideration for all flexo converters.

OEC-DFM™

Digital Facilities Management

OEC-DFM may not be the most obvious "green" program, but it has its benefits. In its simplest explanation, OEC-DFM is a digital facilities management program where OEC supplies and installs platemaking equipment in a converter's facility, giving them the latest digital technology and full control over the platemaking and scheduling process. The green aspect lies in the equipment itself. The platemaking device is solventless, producing no VOC's (volatile organic compounds). It is designed to be an efficient, clean process with minimal waste.

SEAMEX®

As most everyone knows, Seamex is the original flexographic ITR sleeve. It is digital, customizable and produces continuous designs up to and including 300 lpi. Waste is reduced with Seamex sleeve start-up vs. mounted plates. The beauty of Seamex is that the sleeve itself can be stripped and reused over and over again. When the life of a Seamex sleeve is over, it can then be recycled. How green is that?

Plate Cleaner

The OEC Plate Cleaner is a virtually automatic flexographic plate cleaning system which flushes, brushes and dries plates, resulting in a perfectly clean and refreshed surface. The system uses neurotoxin-free chemistry with a low odor. The Plate Cleaner also maintains a low energy consumption making it a clean, efficient technology. Adding a piece of equipment that has an extremely low impact on the environment can save companies time and money, extending the life of their printing plates.

If you are interested in any of these "Green Converting Solutions" for your company, contact your sales representative or Brad Vette, Corporate Managing Director at 920-235-7770.

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TECHNICAL SPECIALIST

PHOTOPOLYMER PLATE / SEAMEX® SLEEVE LIFE



What kind of mileage/life can I expect to get from Seamex sleeves?

There is no pat answer to this question due to many influencing factors that contribute to plate life and/or plate wear.

My answer to this question is:

"If all of the operating conditions are the same when running Seamex sleeves as they are when printing with digitally imaged photopolymer plates, sleeve life is expected to be equal to, or better. In consideration of repeat print runs, there is no demounting and remounting plates and no chance for plate damage due to same".

Seamex is photopolymer bonded to a base sleeve, with or without compressible foam in the construction. It is vulcanized or merged to make it seamless or continuous, that is, no plate gap. It is then digitally imaged in-the-round and processed as would be a solvent washed flat plate. The photopolymer on a Seamex sleeve does not have the polyester support on the back like a flat plate. It is photopolymer adhered directly to the sleeve or compressible foam.

Print cylinder balance is a factor contributing to press bounce. Being that the entire sleeve circumference is covered with a uniform thickness of photopolymer, there is less chance for press bounce to occur.

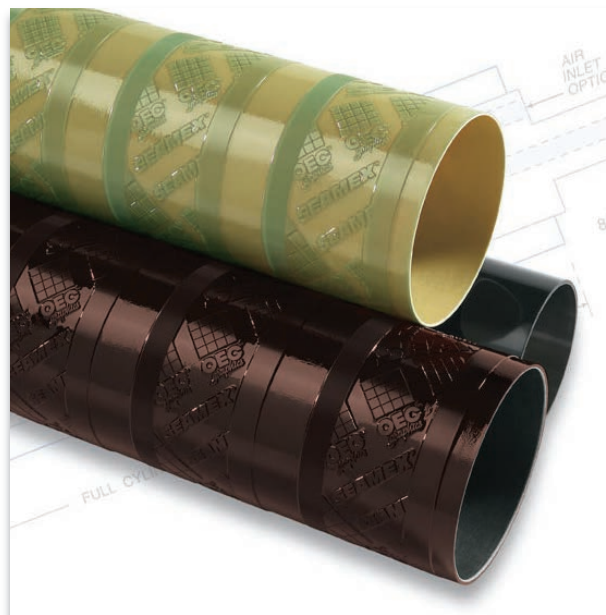
The following are some factors influencing Seamex/plate life; this list is definitely not all-inclusive:

- The type of compressible foam; density, thickness, uniformity
- The properties/characteristics of the photopolymer such as chemical composition, durometer and relief.
- Analog/digital plates – Seamex is digitally imaged
- Image relief
- Line screen, in the case of screened images
- Photopolymer processing conditions
- Ink system – solvent, e.g. – alcohol/co-solvent / water / UV
- Ink drying rate
- Solvent blend – acetate/alcohol ratio, and other solvents
- pH, in the case of water-based ink
- Plate cleaning methods – tools and cleaners
- Mechanical condition of the press and components
- Condition of impression rolls or central impression cylinder
- Anilox roll concentricity/total indicated run out (TIR)
- Print cylinder concentricity (TIR)
- Between color dryer temperature/balance
- Over impression/anilox pressure
- Storage conditions – exposure to white light or ozone
- Handling – adequate drying
- Print substrate surface
- Speed match/mismatch

OEC TRADE SHOWS

DRUPA 2008 (May 29-June 11) – OEC was fortunate enough to share some booth space with Polymount Int'l during the recent Drupa show in Dusseldorf, Germany. The fourteen day show occurs once every four years which makes it an extremely special event for exhibitors and attendees alike. Considered the largest fair for the print and media industry, Drupa attracted 391,000 attendees from 139 countries. OEC attended as the North American distributor of Polymount's Twinlock and Plate Cleaner products. Although North American attendance is not strong (about 6% of attendees), the Eastern block countries and Asia showed significant interest in both Twinlock and Plate Cleaners.

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Proper cleaning, storage and attention to operating conditions will ensure longevity and peak performance of Seamex.

MEET AL ZULEGER

CORPORATE DIRECTOR OF FINANCE AND IT

Al Zuleger may not be a name you've heard mentioned outside OEC circles, but he is a key player in the corporation who is making changes for the better. Al joined OEC in November of 2007 and has spent the last year building an accounting team that will allow him to implement his corporate strategies.

A graduate of both UW Eau Claire and UW Oshkosh, Al earned degrees in both business management and accounting. Al spent 10 years at Oshkosh B'Gosh in cost accounting, setting the tone for the rest of his career. Business management accounting or how company processes equate to financials became his focus. When Al was ready to move on, he chose controller positions in two separate Oshkosh manufacturing companies which again allowed him to evaluate business processes in order to improve upon each company's bottom line.

The position at OEC came through a phone call. Living and working in the Oshkosh community, Al was familiar with Jack Schloesser and OEC Graphics; however the industry was new to him. After he had a chance to sit down with Jack he felt comfortable making the move. Al explains, "I appreciated the open and honest communication of the management team at OEC. Processes are processes and costs are costs, no matter what industry you're in." OEC also differed from other companies he worked for because we control how our products go to market vs. working through a distributor.

Al's goals for OEC include establishing a hierarchical approach to retrieving necessary data. By being able to quickly retrieve



our data, the company can use that information to make informed business decisions. Most recently, Al began supervising the IT department to aid in his strategy to control costs. Al says "After almost a year, I'm pleased with the progress OEC has made in evolving its accounting department and I look forward to being a part in the future growth of the company."

Al has a wife, Julie and two girls, Morgan (16) and Heather (13). He enjoys golf and travel. He also serves as Board President of the Christine Anne center which aids women afflicted by domestic violence.

OEC TRADESHOW DRUPA 2008

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The final report was that Polymount's booth had customers in it the entire two weeks of the show, generating significant new business.

CPP EXPO 2008 (November 9-13th) – This fall, OEC will be exhibiting for the third time at CPP Expo in Chicago's McCormick Place. This show is combined with PMMI/Pack Expo and Process Expo, which brings the supply chain together from digital prepress/workflows to finishing equipment. OEC's booth will be "going green", highlighting our green converting solutions including Twinlock™, OEC-DFM™, Seamex® and Plate Cleaners. Twinlock innovator, Jan Willem Boers of Polymount Int'l, will be exhibiting with us as well. **Please visit OEC at booth 9743 if you plan to attend the show.**



VISUAL INSIGHTS

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OEC UNVEILS NEW WEBSITE: [oecgraphics.com](http://www.oecgraphics.com)

OEC is proud to welcome you to our new website at www.oecgraphics.com. The goal was to create a modern, appealing format in which to navigate the diverse services that OEC offers. This site will be constantly evolving as we keep our customers up to date on company news, products and services. We invite you to take some time and tour our site. If you have any type of feedback or suggestions regarding the site, please email Jennifer Navin at jennifer.navin@oecgraphics.com.

