



OEC GRAPHICS FILLS KEY POSITIONS

JIM FULCER: OEC IT GENERAL MANAGER

Jim Fulcer is a busy guy. When approached by OEC for the open General Manager position at OEC IT (after Tom Running's retirement), Jim was shuttling back and forth between his jobs in Minneapolis and Atlanta. A long-time employee of Banta Corporation (now RR Donnelley), Jim joined Banta in 1989 as a champion of their necessary integration into desktop publishing. He advanced through the company while managing electronic imaging and then moving into operations. In 2004, Jim was promoted to General Manager of Banta's Project Center in Atlanta, which handled key accounts including Coca-Cola, Home Depot and Chick-fil-a. In 2006, he was promoted to the Banta Senior Leadership team and then asked to manage a 100-employee prepress facility in Minneapolis. Rather than disrupt his family again, he chose to make the

commute to Minneapolis and Atlanta during the week and be home on the weekends.

A Fox Valley native, Jim was excited to get back to his roots when he accepted the position at OEC. A graduate of Fox Valley Technical College, he worked on the college's advisory board and had a high level of community involvement. Jim was also selected as their Alumni of the Year in 1992. He was familiar with OEC, having met Jack Schloesser during a tour of the facility at this time. The General Manager position of a mid-size, family-owned company appealed to him. "I've worked in a smaller family businesses and large corporations. I much prefer the culture of a privately-owned business. They



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DAVE GARNACHE: OEC CHICAGO GENERAL MANAGER

Dave Garnache had crossed paths with OEC Graphics many times over the years. A Massachusetts native with a degree in Finance and an MBA in Marketing, Dave began his career with Georgia Pacific in sales. The company's strategy was to hire finance people for sales, believing that if they could crossover successfully, they would be more efficient producers. Dave thrived in the environment and went on to a 15-year employment with Sun Chemical selling ink and eventually managing a division of their plate group. During this time, he was transferred to the Appleton area for three years where he had frequent contact with several OEC employees both in the pressroom and out in the field.

The most recent position Dave held at Sun Chemical was as Division Manager of their Toledo, OH plate group. Dave managed the mostly corrugated operation for five years, primarily working with consumer product companies. When a position opened up at OEC Chicago it was a natural fit for Dave. "With my experience, I've bridged the gap between inks and plates. I was able to offer OEC my perspective and knowledge on all facets of printing." After both Dave and OEC agreed it was a good partnership, he joined OEC Chicago as their General Manager last October.



In his five months on the job, Dave has really enjoyed his interaction with OEC customers. "I'm a process-oriented guy, I like to add value to customers by helping them overcome their problems. I also like to take new technology and bring it to the customer in order to make them better than they are, which in

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SINGLE COLOR MOIRÉ



When the printing industry thinks of the term moiré it is often thought of as an undesirable print pattern resulting from interference between two or more screen angles in a color separation. Moiré can also be the result of plate misalignment, slurring, slipping or register movement in the press. A one color moiré can exist if there is a screen angle interference with the anilox roll engraving. Today, the vast majority of anilox rolls in the Flexographic printing industry are engraved at 60° and the application of standard angles in the halftone or color separation does not cause a problem.

Another very common moiré can often be found on screened photopolymer printing plates but not always in the print produced from these plates.

This type of moiré has always been present in films processed thru an imagesetter. In the conventional photopolymer plate exposure process, UV light is diffused as it passes thru the vacuum cover sheet (kreen) and the plate film. This diffusion of UV light is enough to soften or even remove any visible pattern on the plate.

There are additional factors in the photopolymer plate manufacturing process that can cause a moiré-like appearance, either single or multi-color.

As the photopolymer plate making process has evolved from conventional to laser imaged digital, this single color moiré phenomenon did not go away. Actually it has

become more of a concern. Given that the exposure process in digital plate manufacture does not involve film, the UV light is not diffused. It is transmitted directly to the photopolymer thru the carbon black mask which is an integral part of the photopolymer surface. Therefore, any patterns caused by the CTP device (laser), ripping software or other digital factors become more pronounced. To some degree this pattern is present in almost every digital plate manufactured by any vendor. It is important to remember that the vast majority of plates made with a slight pattern in them print perfectly fine. As the plate receives ink and dot gain occurs in the flexo printing process this pattern is diffused and minimized.

If the pattern in the plate is too severe it is possible for it to show in the final print. In some cases, if the situation cannot be resolved in the prepress arena, changes may be necessary to the design. The end-use customer, printer and the prepress provider may need to be involved in the communications. A solution to these types of rare interferences can always be found if changes can be made to the design criteria.



Pattern in Plate



Print from Plate

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embrace change and encourage interaction with the customers, which is something I enjoy."

Jim officially joined the company last August and is very pleased with the group he is working with. "Our employees are truly the key to our success. This group is dedicated and has been fully open to my management style which is based on team-building and motivation through positive experiences. Our key phrase since I have started is *Make a plan, work the plan.*" When asked what he enjoys most about the position, he goes back to the employees. "I love to help people grow stronger in their profession. I want to continue to build upon the great tradition of OEC and maintain its positive atmosphere. I want everyone to feel they have goals and expectations." Part of this expectation will include implementing the +1 culture customer service training program that will be required company-wide. However, his ultimate goal for OEC IT is to operate cohesively as part of the corporate structure while maintaining a high level of service for our customers. Of course, he's happy not to travel anymore too.

When not at work Jim enjoys spending time with his children and cheering for the Packers and Brewers! Jim lives in Appleton with his wife Dawn, and his children Lindsay, 18, and Brady, 15.

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turn assists in their growth." For Dave, OEC was the perfect technology-driven company to do this with. OEC's outstanding investment in technology really is a benefit to their customers.

Dave's goals for OEC Chicago include branching out and targeting consumer product companies, which is a group he has a lot of experience with. He also is working with each of his employees to help bring out their fullest potential. Dave explains "The employees and customers of OEC Chicago have all embraced the change and accepted me in this position for which I'm grateful. I want to continue to work with both ends to achieve success, whether it be personal growth or making our customers more profitable."

Dave his wife, Julie, and four kids are currently in the process of moving from Ohio to the Chicagoland area. In their spare time they enjoy swimming, fishing, and boating.

OEC DISPLAY GROUP GROWS WITH NEW WEBSITE

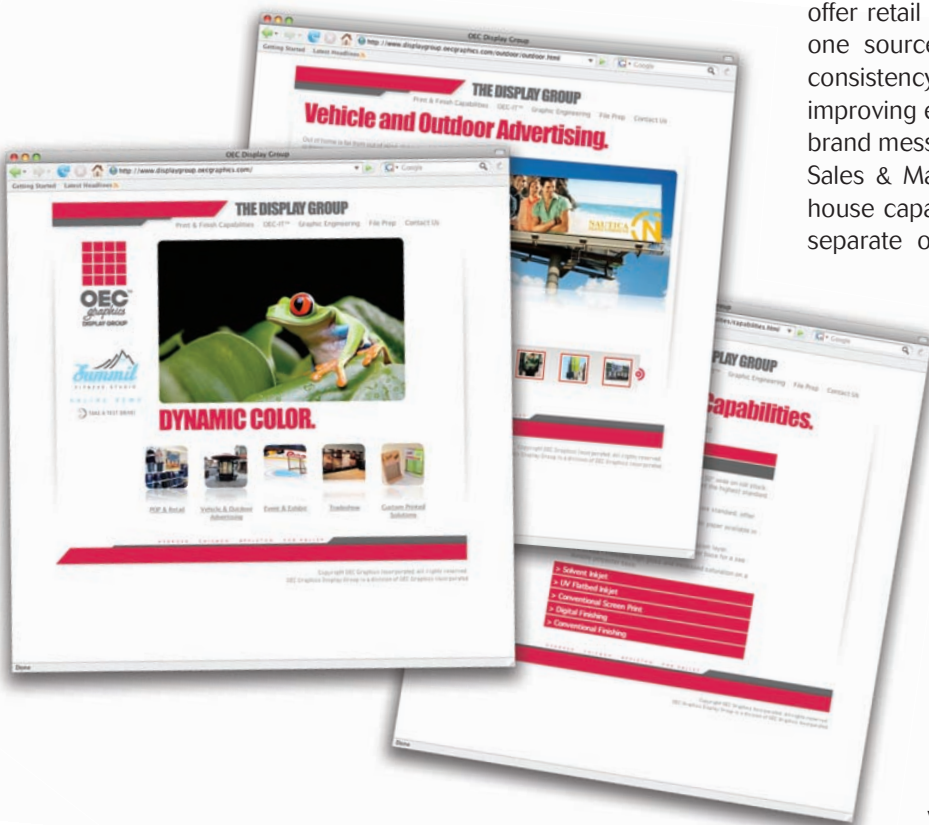
OEC's Display Group has made a big marketing push in 2008, beginning with a brand new website. Live since February, the site is a fresher, more visually-oriented representation of what our Display Group's capabilities are. It also contains a demo site of

our custom graphics management system for franchises. Currently, it is a link to our corporate site (www.oecgraphics.com), but can be accessed through www.oecgraphics.displaygroup.com.

OEC's Display Group is unique within the industry because we offer retail franchises a way to order all of their graphics from one source within their own customized site. This ensures consistency of graphics and pricing within each franchise, improving efficiencies and keeping the integrity of the franchise brand messaging in tact. John Sweeterman, OEC Display Group Sales & Marketing Manager, explains "OEC has all of the in-house capabilities of any other display company, but we try to separate ourselves with services such as Custom Graphics Management Systems. Our focus has always been to service any display need, however we find a real fit with the retail franchise market."

In order to zero in on franchises, OEC has been seeking out trade shows within that industry. The IFA (International Franchise Association) show in Orlando in February really put OEC in front of the right decision makers and opened doors. Future franchise-based shows are on the agenda as well.

As for other segments of display, OEC is highlighting our tradeshow design abilities with a new case history sheet on the work we've done with School Specialty. We want our customers to know that OEC Display Group can take on any challenge and come up with the right solution, whether it be for POP, trade show display or industrial graphics.



OEC TRADE SHOWS & PRINT ADS

OEC is excited to be exhibiting at the upcoming FFTA INFO*FLEX 2008, April 28 and 29th in Dallas, Texas. We will be showcasing what makes our products green, specifically Twinlock and Plate Cleaners. OEC will also be encouraging converters to consider Seamex, the most proven ITR sleeve in the industry, as well as streamline with our OEC-DFM program. Visit us at **booth 236/238** if you plan to be in Dallas. Also, look for OEC's Green Converting Solutions and Seamex ad campaigns, hitting Flexo magazine in 2008.

OEC's Display Group recently had a successful experience exhibiting at the IFA (International Franchise Association) February 9-12 in Orlando, Florida. This show gave the Display Group an opportunity to come face-to-face with a variety of retail franchise companies. The retail franchise customer is a great fit for OEC due to our digital printing capabilities as well as our custom graphics management portals. OEC Display Group looks forward to attending similar shows in the future to broaden our exposure to that market.



VISUAL INSIGHTS

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Last December, OEC hosted Polymount International (Nijkerk, Holland), the developer of Twinlock and Plate Cleaners. Hailing from Holland, the Czech Republic, Sweden and France, the group enjoyed a taste of a Midwest with a holiday party accompanied by a Wisconsin winter storm. From left: Jeff Schloesser (OEC), Martin Kvapil (Polymount Brno), Richard Kershaw (Polymount France), Fredrik Starck (Polymount Scandinavia) and Jan Willem Boers, (Managing Director).