OEC graphics

VISUAL INSIGHTS

Volume 12 | No. 37 | Fall 2009

JEFFREY HEMME LEADS OEC OPERATIONS

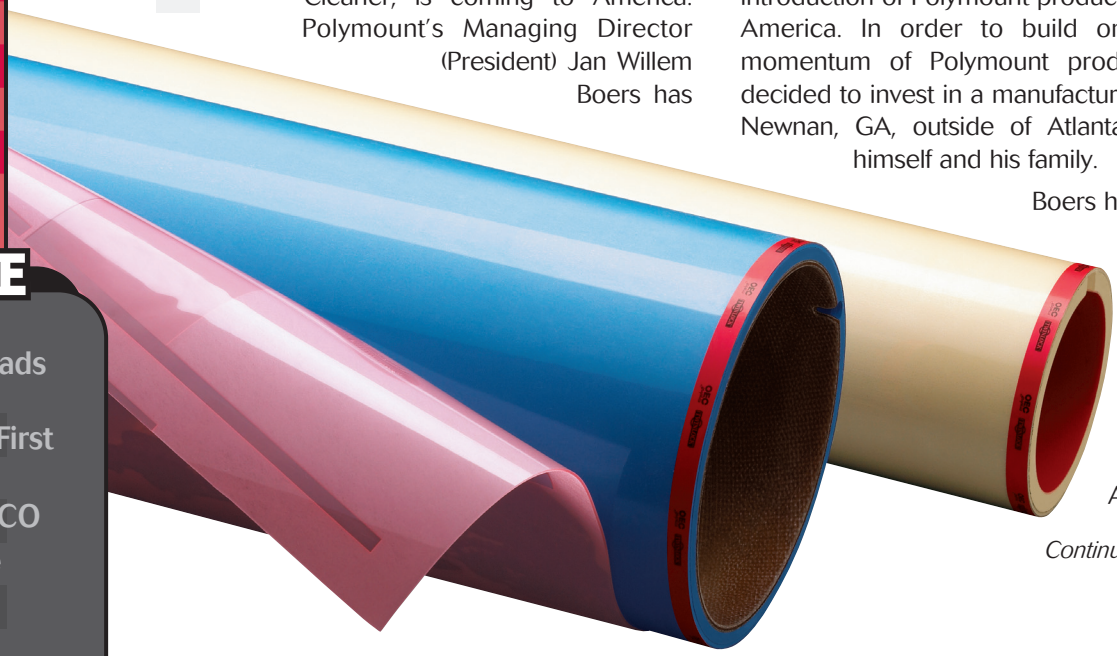
Over the course of his 18 months with OEC, Jeff Hemme has experienced some big changes within his responsibilities at the company. Originally hired as the OEC Remote Partnership Manager, Jeff managed OEC-DFM™ (Digital Facilities Management) programs and was their voice into OEC Corporate. About five months ago, Jeff was asked to assume the Corporate Director of Operations position, managing all OEC facilities and remote operations. Jeff maintains his residence in Canton, GA a northern suburb of Atlanta where he lives with his wife Christine and commutes weekly to OEC operations.

Jeff has spent his entire professional career in the graphic arts industry with his focus in the flexible packaging segment for many years. Most recently Jeff worked for Southern Graphics as the General Manager of their Atlanta facility, which included four remote operations. This experience made him a perfect fit for OEC's needs. Jeff was aware of OEC through the international reputation Jack Schloesser built for OEC as an innovative industry leader, at the forefront of technology, when taking the position managing OEC's DFM operations. The goal with this position was to allow Jeff to manage the DFM's thereby freeing up the salesmen's time so they could focus on new business development. He explains, "I was there to concentrate on the operational needs of our DFM customers, improving and enhancing

Continued on page 4

POLYMOUNT OPENS FIRST U.S. FACILITY

Polymount Int'l, creator of Twinlock® self-adhesive sleeves and manufacturer of OEC's Plate Cleaner, is coming to America. Polymount's Managing Director (President) Jan Willem Boers has been working with OEC since 2004. After their introduction at DRUPA, it became evident to Boers that OEC was a great fit for the introduction of Polymount products into North America. In order to build on the sales momentum of Polymount products, Boers decided to invest in a manufacturing facility in Newnan, GA, outside of Atlanta, relocating himself and his family.



Boers has looked to Twinlock's success in Europe as a measure of what he anticipates for North America.

Continued on page 3

INSIDE

Ask Dick!
TECHNICAL SPECIALIST

INK TRAP

In my review of printed samples or on-press experience, I frequently come upon printing problems caused by poor ink trap. That is the reason for the content of this issue's article. Before proceeding into this subject, I will define the following terms:

Primary Color

Primary color is best described as any of a set of colors from which all other colors may be derived.

The colors red, green and blue are additive primary colors. White light is produced when red, green and blue lights are added together.

The colors cyan, magenta and yellow are subtractive primary colors. These are the colors used to print three color process or four color process with black.

Secondary Color

A secondary color is one that is formed by mixing primary colors in equal or equivalent quantities.

Tertiary Color

Tertiary color is a color produced by mixing two secondary colors.

Ink Trap

Ink trap is a measure of how one ink prints over another. The first ink down must be sufficiently dry to allow optimum ink transfer to be achieved when the next ink is printed over it.

This definition of the word trap must not be confused with the definition used to describe the overlapping of various colors in a design to prevent their separation, and not touching as a result of registration variables during printing.

Cyan, magenta and yellow transparent inks, with or without a fourth color transparent black are used in the color separation and image reproduction process to reproduce almost all of the color tints in the gamut. In order to print a process reproduction effectively, and attain all of the color tints in the target and separation, inks must trap over each other. If the ink is not sufficiently dry before the next ink is printed over it, undesirable things begin to happen.

These things include, but may not be limited to:

- The appearance of pinholing or light impression,
- Inaccurate color tint reproductions,
- Moiré or rosette appearance in screens or process color reproductions,
- The appearance of dot drop-outs in the plates in screened image reproductions, primarily in the shadow areas,
- Or very small voids that appear at about the three-quarter tones and above in screened image reproductions.

Some of the contributing factors causing ink trap shortfalls are:

- First-down ink not dry
- Second-down ink incompatible with first-down ink
- Ink drying too fast on second ink down
- Second-down ink viscosity too low
- Ink not drying due to high holdout of substrate
- pH not within recommended range, in the case of water-based ink

Some of the corrective actions to improve ink trap are:

- Increase the drying rate by reducing the first-down ink viscosity
- Increasing dryer temperature and air flow
- Leave a color deck open for additional drying
- Reducing the ink film thickness, first-down color (alternative anilox roll)
- Reducing press speed
- Less doctor blade pressure on first-down ink
- Ink formulation change
- Increase the second-down ink viscosity to higher than the first-down ink
- Slow down the dry rate of the second-down color
- Insure no air is blowing onto the second-down printing plates
- Make sure pH is to within the ink suppliers recommendations

It's very easy to mistake ink trap shortfalls for light impression. When this happens, usually the first action is to add more impression pressure. This does not solve the problem, but only exaggerates the degree of color mismatch to a target, and results in overall darkening of the print reproduction. Check the printed sample closely to make a determination of the 'real' cause.

INTRODUCING

OEC ECO™ SOLUTIONS

oec eco solutions.com

Water

Water consumption is significantly reduced by controlling and containing the cleaning process.

Time

Throughput and efficiencies are increased with an extensive reduction in manpower and press time.

Landfill

Eliminating the 3rd largest printing raw material results in drastically less waste being sent to landfills.

Solvents

An overall reduction in solvents and VOC's in addition to odor mitigation.

Environment

Reduce overall raw material consumption by reducing set up material and increased press throughput.

OEC is proud to introduce OEC ECO, our sustainable program created especially for converters to maximize cost savings and improve print quality while increasing operational sustainability. OEC's sustainable products consist of the following:

TWINLOCK • self-adhesive compressible sleeves

OEC-DFM • on-site digital facilities management

SEAMEX • seamless flexographic printing sleeves

PLATE CLEANER • self-contained plate washing system

Each of the products within the OEC ECO program exhibit three of the environmental benefits listed above.

How do you measure their worth? OEC experts will audit your flexo printing set up and calibrate how much waste and cost can be removed from the process. They will then make recommendations demonstrating cost savings, improved quality and increased sustainability for your organization.

To learn more about OEC ECO, please contact the following:

BRAD VETTE
OEC Graphics
555 W Waukau Ave.
Oshkosh, WI 54902
920.420.2614

brad.vette@oecgraphics.com

oec eco solutions.com

See OEC's ad and article in November's Flexo magazine.

POLYMOUNT continued

Over 100,000 Twinlock sleeves have been sold worldwide to date. With proven product potential and a larger flexo business than Europe, Boers believes that the North American market is more than ready to grow. Twinlock specifically meets a sustainability need of converters, eliminating the waste of stickyback, increasing mounting speeds and is completely reusable. Twinlock is OEC's premier "Eco" product, saving landfills, the environment and time.

The Polymount facility in Atlanta will be the primary manufacturing facility for Twinlock and Plate Cleaners. OEC will continue as a back-up manufacturing site for Twinlock. According to OEC's Jeff Schloesser, "Our Twinlock customers should expect no changes, just additional support and experience from having Polymount within North America." Both Polymount and OEC plan to continue their close working relationship. As Boers explained "We produce and fully outsource sales to OEC, these two things can only go hand in hand."

VISUAL INSIGHTS

A Biannual Publication of:
OEC GRAPHICS, INC.

555 W Waukau Avenue
PO Box 2443
Oshkosh WI 54903-2443
920-235-7770
800-388-7770
Fax 920-235-2252
www.oecgraphics.com

EDITOR
Jennifer Navin – jennifer.navin@oecgraphics.com

HUMAN RESOURCES
Janine Diana – janine.diana@oecgraphics.com

JEFFREY HEMME continued

their successes." As the position evolved, it became apparent that there was an opportunity for increased continuity within OEC's operations. In May of this year, Jeff was asked to assume his current responsibilities.

OEC's management team has come together with Hemme to zero in on how to achieve greater continuity between facilities. Jeff Schloesser, President of the company, has also been part of the drive towards improvement. Schloesser explains "A Corporate Operations Director was necessary for the company to capitalize on the core manufacturing strengths of the organization and to support our sales efforts."

Jeff's initial focus has been to introduce Lean Manufacturing Principles which focuses on the elimination of waste, and sharing best practices between the facilities. "I have seen OEC employees refocused and reenergized with the implementation of these programs. It's been very encouraging to be a part of empowering and enabling our people to do their best to better serve our customers with outstanding quality and exceptional service. Our employees are among the best in the industry and it is great to see them grow and develop." Jeff and his team have seen the difference, we hope our customers notice it too.

OEC HAS PRESENCE AT PRINT 09

OEC Graphics joined over 650 exhibitors at Print 09, September 11-16 in Chicago. Held at McCormick Place, OEC displayed our Sector equipment, which integrates coating blanket cutting into prepress workflows, in both Pitman and Folex's booths. We were at the Pitman booth in support of our Sector distributor and the Folex booth as a partnership with one of OEC's suppliers. The show was a success, according to Dave Garnache, OEC Chicago General Manager. He reports "We generated a lot of interest for Sector and Cadcoat, including selling a Sector machine."