

**OSHKOSH
ENGRAVING
COMPANY**



OEC's humble beginnings, State Street, Oshkosh, WI. Specialized in letterpress printing plates.

VISUAL INSIGHTS

OEC'S CEO JACK SCHLOESSER

It's hard to believe that OEC Graphics is celebrating 100 years. When I started here as a young man, I could never have imagined in my wildest dreams how OEC would grow and change. I knew I was lucky to have the opportunity to take over the business from my father, Carl, and my goal was to make the most of it. What I learned early on was that a combination of people and technology was the key to OEC's growth. My company has been fortunate to have talented and dedicated employees who have been the backbone of our success. When presented with challenges, they've faced them head-on and moved the company forward. We are a family-owned business and I'm proud of my three children who have chosen to carry on OEC's legacy. As for technology, I did what I could to stay one step ahead; to see what was coming before our competitors did. I am pleased with the reputation we have developed as a technological leader within the flexographic industry.

Last, but never least, a business cannot succeed without great customers. OEC recognizes our customer's loyalty. We know that without them, we wouldn't be here today and I thank them for that. So as we celebrate OEC Graphics turning 100, I look back with pride at how far we have come and look forward with anticipation to where we are going.

■ *Jack Schloesser*

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A LOOK BACK and TO THE FUTURE as the FLEXO GIANT TURNS 100 YEARS OLD



EC Graphics is celebrating our 100th anniversary in 2012! We would like to take a look back at what we've accomplished as a company, who has had a hand in OEC's success and what makes us strong.

1910s & 1920s

- The Oshkosh Engraving Company was founded in 1912 by Arthur Koehler, Charles Weichering & Fred Roth.
- The original building was located on State Street in downtown Oshkosh, WI.
- The company specialized in letterpress printing plates for commercial printers and newspapers.



1930s & 1940s

- Carl Schloesser and Jack Riegel purchased the company in 1931.
- The Oshkosh Engraving Company became the largest U.S. mail order engraver, specializing in portrait engravings for school yearbooks.



1950s & 1960s

- Carl Schloesser became the sole owner of the company in 1958.
- Schloesser coined the term "Presto-Etch" describing their method of producing magnesium engravings for the flexographic printing process.
- The Oshkosh Engraving Company was establishing itself as a major prepress supplier to the growing Wisconsin packaging industry.
- Jack Schloesser takes over the company upon the passing of Carl Schloesser in 1967.

1970s

- A new location inspires a new name. The Oshkosh Engraving Company moves to a business park near the city airport in 1972. The company is renamed OEC Graphics, Inc., reflecting the company direction with more focus on graphics.



• OEC Graphics becomes one of the first companies to acquire a photopolymer platemaking system.

- OEC purchased Wisconsin Typographers, adding the advantages of in-house, high-quality, computerized phototypesetting capabilities.

1980s

- OEC purchases one of the first large format, DS Screen color scanning and recording systems in the Midwest.
- OEC solidifies its position as a leader in image manipulation capabilities and grows to 60 employees.



1990s

• Now identified as the leader in prepress technology throughout the industry, OEC is given the opportunity to acquire exclusive rights to the Seamex™ Sleeve System from Stork Screens America and does so in 1991.



• Seamex requires a rapid building expansion of 16,000 square feet. OEC is the only flexographic prepress company in North America capable of producing seamless printing sleeves.

• After much research and development, OEC purchases the Schepers' Digilas™ laser unit in 1997. This equipment will now produce Seamex and flat plates digitally.

• A second Digilas laser is added in 1998 to meet manufacturing demands.

• OEC enters the digital printing arena for the display graphics industry with the purchase of the Durst Lambda 130.



• OEC now employs a staff of 120 people.

2000s

• OEC goes through a series of acquisitions and name changes: CAD Coat LLC, the leading offset coating plate manufacturer in the country becomes OEC Graphics - Chicago, corrugated prepress provider Horizon Color (owned by Jack Schloesser) becomes OEC Graphics - Appleton, high-end data asset management and prepress provider Image I.T. becomes OEC I.T. and screen printer Tec Graphics is absorbed into OEC Graphics in Oshkosh.

• In 2002, OEC introduces a new customer partnership program called OEC-DFM (Digital Facilities Management).

• SeamexBlanks, customized, ready-made, imagable sleeves are introduced to the marketplace in 2003.

• Seamex2, an alternative product to traditional Seamex is introduced after OEC's collaboration with Flint Group.

• OEC's Display Graphics division continues to grow with several new digital presses.

• Jack Schloesser receives Dupont's first ever Lifetime Achievement Award in 2007.



2010s

• OEC introduces flexo plates and sleeves in HD. Seamex is the first and only North American ITR sleeve offered with High Definition Flexo Imaging and Screening Technology.

• OEC's exclusive Flat Top Dot digital plate technology is offered, providing greater surface area and more image structure for a variety of flexo-print technologies.

• OEC was the first to install Esko's new ITR laser in the US in 2010.

• In 2011, OEC opens a new prepress manufacturing facility in Union City, CA called OEC Graphics - West Coast.



EMPLOYEE INTERVIEWS

PAUL CAIN

39 YEARS {1973-2012}

Jeti Operator in the Display Graphics Division



What Brought You To OEC?

I started in a co-op program at Wisconsin Type, located in the same building as OEC Graphics used to be on State Street in downtown Oshkosh. I became an employee when OEC acquired Wisconsin Type and brought them into the new location on Waukau Avenue.

Biggest Change Experienced:

The largest change I experienced was when OEC entirely

eliminated the engraving and rubber platemaking department, replacing it with digital printing equipment in 1999. That was a huge leap into new technology and gave me the opportunity to train in this area. Now I work exclusively on producing display graphics, ranging from point-of-purchase materials to signage.

Best Memories: OEC's airshow picnics and the friends that I've made.

What Keeps You Working Here: Jack. Plus, I've had the opportunity to do so many different things, I can't say no.

VISUAL INSIGHTS

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BOB INGIALD 35 YEARS {1977-2012} *Display Group Project Manager*

What Brought You To OEC?

In 1977, I took a job as a production artist at OEC. At the time, I was employed at Milprint in Milwaukee and was really interested in working for a smaller, family-owned company where I would have direct contact with the ownership. After meeting Jack and his wife Joni, I knew it was a good fit. Jack's enthusiasm and vision inspired me and I moved my family up to Oshkosh to work for this growing company.



Biggest Change Experienced:

The physical changes to the inside and outside to accommodate new technology, services and product lines have been the most amazing to witness. From greatly expanding the exterior of the facility, to adding 16,000 square feet of Seamex™

manufacturing to the recent renovations in OEC's production department, OEC has certainly grown. I think I've moved about six times from my small drawing board to my current corner window booth.

Best Memories: I am most proud of designing the OEC Graphics red square logo. It has become the identity of a strong and successful company and while the meaning has evolved, the logo remains a constant icon for OEC. I'm also very proud of my 35 years of service, it has been quite a journey and has gone by so quickly.

What Keeps You Working Here: The ownership of the company, the people and new projects that make it challenging and interesting keep me here. I've worked with incredibly talented people that I've been able to learn from and hopefully in return, they've learned something from me. What brought me here, Jack's inspiration and vision, is also alive and well.

MIKE MORRIS 35 YEARS {1977-2012} *Seamex Manager*

What Brought You To OEC?

I was going to school at the technical college and OEC called looking for someone to work in their filing and rubber platemaking department. I met with Jack and Don Weber, one of the salesmen at the time. I thought it was a good start for me since I was going to be finishing my classes soon, so I took the job.

Biggest Change Experienced:

The most notable changes that have happened at OEC in my past 36 years involve technology. Everything used to be done by hand and now it's all digital. As a result, the quality of our plates and sleeves are so much better. Jack is a risk-taker and always wants to be the first to adopt new technology which has kept us ahead of our competitors.

Best Memories: Well, the funniest memory I have of OEC is on my second day of work back in 1977. I stayed a little late to file and came out of the room to find the entire building locked up and all of the lights off. I didn't know my way around so I had to find my way in the dark. I finally made it out! OEC is also where I met my wife and my best friend who was the best man at my wedding. They are definitely the highlights of my employment here. Both relationships are still going strong!



What Keeps You Working Here: Over the years, I've enjoyed the people at OEC and the variety of work I've been allowed to do. I'm comfortable here and plan to work at OEC until I retire. ■