



OEC Opens Atlanta, GA Manufacturing Facility

OEC Graphics is proud to officially announce the opening of our newest manufacturing facility in Atlanta, GA. **OEC Graphics – Atlanta** opened its doors in July of 2012 in order to better service our Southeastern customer base. First offering thermal platemaking capabilities, the facility recently expanded to include full HD solvent platemaking and Flat Top Dot supporting a variety of polymers.

The Southeast has proven itself to be a strong market for OEC Graphics. “The relationships OEC has cultivated in the region have led to our ability to successfully pursue other converters and consumer product companies within the Southeast,” according to Brad Vette, OEC’s Corporate Director of Business Development. “Opening a manufacturing facility was a logical move to support this growing segment of our business.”

OEC Atlanta is our fifth manufacturing location in the United States. It will operate much like OEC Graphics – West Coast, where files are prepared by the Oshkosh, Appleton, and Chicago locations, then sent to the appropriate output facility. This hub-and-spoke workflow establishes a growing redundancy of services that increases OEC’s capacity and effectiveness.

The establishment of the Southeastern facility testifies to our commitment to the region. In support of this facility, OEC has hired additional sales and technical support staff who are well regarded within the industry. Future plans include the addition of remote contract proofing to the OEC Graphics – Atlanta facility. OEC is excited to give our Southeastern customers the flexibility and support that they require.

For more information on OEC Graphics – Atlanta, contact Brad Vette at 920.420.2614.

OEC GRAPHICS – ATLANTA

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OEC Graphics - West Coast Boasts Continued Growth

OEC Graphics – West Coast has only been up and running for about eighteen months, but we are excited to report that this facility is experiencing rapid growth. OEC has expanded its reach in the western region, servicing customers in California, Arizona, Utah, Nevada, Idaho, Oregon, and Washington. As a result, this growth has required OEC to ramp up production with a full second shift of platemaking at our Union City, California location.

Why has OEC made such an impact in the West? We have brought a combination of relevant technology and sensible economics to this marketplace. This has aided in creating long-term partnerships including one in-plant manufacturing site, an OEC-DFM™ in Southern California. OEC has found success with both converters and consumer product companies alike.

We recently added coating plate manufacture to OEC Graphics – West Coast. OEC looks forward to the possibility of bringing more of our services to this facility as the business requires it. Brad Vette, Corporate Director of Business Development, shares, “OEC is committed to servicing our customers in the western region of the country. We feel confident that our superb service and technology will continue to cultivate these long-term partnerships that give a business like OEC Graphics staying power.”

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gen-Nth: a Dynamic, Results-focused Adjunct to OEC

In 2009, we announced the formation of **gen-Nth Brand Design** as part of the OEC family. Careful planning, hard work and the right people have brought this unit vibrant success. Here's the story from the viewpoint of **Lori Jepson**, Manager, gen-Nth Brand Design.



How did gen-Nth come to be?

OEC has always had a small art department, mainly to fix pre-press problems that came in with work from other agencies. Customers began relying on these quality-control services as well as asking us to do small projects. Eventually these projects grew in scope and customers were asking for more. Jack Schloesser, CEO, decided to expand our graphic design and strategic capabilities to meet those rising needs by offering a full-service agency under OEC's company work values and customer commitment.



How does gen-Nth complement and enhance OEC Graphics' other capabilities?

gen-Nth makes OEC a vertically integrated company. We're a single-source for strategic planning, design, and production of POS and tradeshow projects through pre-media. For customers, our one-stop shop capability means they have less vendors to manage. Artwork goes through fewer hands, so there's less chance for mistakes and better management of the brand across all media.

How is gen-Nth different from other agencies?

We're a small boutique agency that offers highly personalized and responsive service. Our goal is to differentiate our clients from their competition using meaningful and market-proven methods. We think outside the box and attack the challenge in different ways, pushing our clients to try new ways to engage the consumer. Specifically:

- We're skilled in VOC, VOD, and CI market research and sales strategy development so we can turn data into revenue.

- gen-Nth's award-winning designers are Design-to-Print (D2P) trained to get products to market faster and more efficiently, saving our clients time and money.
- Our staff is trained and current in USDA/FDA Regulatory Labeling Requirements, so artwork is prepared right the first time.
- We are one of only a handful of agencies that are Walmart scorecard trained.
- We have highly-skilled specialists in all key positions, so we are vertically integrated and customers can count on us to solve problems and get the job done.

What other advantages does gen-Nth offer?

Although the idea of branding goes back decades, today's marketing and media environment has redefined, recast and expanded concept. That's why we created our Brand Messaging Group. The BMG ensures that we leverage our knowledge experience in branding across the full spectrum of a customer's product position.

Being the Tier I agency for many clients in go-to-market strategies, we're able to apply that expertise and gain the maximum effect and efficiency branding offers. gen-Nth brings these expanded resources to the OEC equation. That means we can deliver results not only in-store, but from the point of product conception all the way to dealership and distributor sites.

From a technology standpoint, what does gen-Nth have to offer?

Our designers are thoroughly trained to use the most up-to-date design software. We offer 3D modeling. Our staff is charged with staying current with the latest trends and techniques in go-to-market strategies. Our objective is to bring "Wow!" shopping experiences to our customer's customer.

With smart phones outselling tablets and laptops by 5 to 1, one of our major focuses right now include staying on trend with print-to-mobile strategies such as augmented reality, tap or snap, SMS, and other leading edge techniques. We're committed to investing the time and resources needed to stay ahead of the curve and bring customers the revenue benefits technology offers.

What is the key to gen-Nth's success?

No doubt it is our creative staff led by Diane Konyon, creative director. Diane is ultimately responsible for all creative leaving the agency. With that said, each of our designers bring a unique set of talents to the table and different ways of problem solving. Good work gets you more good work. That is what we have been doing – quietly doing good work and gaining more clients. ■



Ghosting, as defined in Flexographic Image Reproduction Specifications & Tolerances (FIRST 4.0) is the presence of a faint image of a design in areas that are not intended to receive that portion of the image, usually a repeat pattern in the press machine direction. The appearance of ghosting is most prevalent when printing on film.

It can be a ghost (shadow) from a section of the design that appears in the same color, a ghost of a previous printed image in the same design in an overprint color, or as a ghost of an image(s) from a previous printed design or designs due to a "plugged/packed-in" anilox roll.

In the case of an overprinting color picking up a shadow of the image from a previously printed color, these options can be considered to reduce or eliminate the ghost.

- Increase/speed-up the drying rate of the first down (ghosting) color.
- Reduce the ink film thickness of the first down color; anilox roll change, reduced volume.
- Provide one or more open decks between the problem colors to provide increased drying time.
- Increase the ink film thickness of the overprint color; anilox roll change, more volume.
- Slow the drying rate of the overprint color; slower solvent.

- Decrease the press speed to allow more between color dry time; NOT suggested.
- Improve the in-between color dryer air flow.
- Reduce impression/anilox pressure on the overprinting color plate if picking up a ghost of a previous printed color.
- Raise the viscosity of the overprinting ink.
- Increase the between color dryer temperature.

The mounting tape choice on the color plate that exhibits the ghost could also be an influencing factor. Use of softer (lower density) foam on the color plate that is displaying the ghost could relieve the plate to substrate pressure enough to eliminate the ghost.

If ghosting is experienced, my first suggestions would be to slow the drying rate of the ink that is displaying the ghosting and reduce the plate to substrate impression pressure if possible. The use of an anilox roll that would provide additional volume would allow the ink to remain wetter and reduce the chance of picking and transferring a previous printed color.

For longer term consideration when using water-based ink, increasing the central impression (CI) drum temperature could assist between colors drying. Consult with the press manufacturer for their input.

OEC Exhibits at SuperCorr Expo and FTA Fall Conference

OEC had a successful showing at SuperCorr Expo which took place October 1-4 in Atlanta, GA. This was the first time OEC exhibited at SuperCorr, the largest tradeshow in the Western hemisphere serving the corrugated industry. OEC Chicago's General Manager, Dave Garnache, thought the show generated a lot of good leads. Garnache reported, "The traffic at the show was constant. It was a great opportunity to highlight OEC's new location and solidify our presence in the Southeast." OEC was also able to introduce our new Southeast sales representative, Bob Daus, to attendees. SuperCorr Expo was a weeklong exhibition

hosted by the corrugated industry's two largest associations, TAPPI and AICC.

OEC also participated in the FTA Fall Conference Tabletop in Milwaukee, WI, October 15-17. Marshall Hogenson, OEC's Corporate Director of Sales, thought the conference was a success. "The FTA Fall Conference is a smaller, more intimate event where attendees get a nice mix of educational conferences and face-time with suppliers. For OEC, it is always a nice way to stay connected to our customers and suppliers in the flexographic industry." ■



VISUAL INSIGHTS

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OEC Holiday Hours

As we celebrate Christmas and New Year's, OEC Graphics will be closing its doors on the following days:

Monday, December 24th -
Tuesday, December 25th

Monday, December 31st -
Tuesday, January 1st

We wish you and your families
a blessed holiday season!

HAPPY HOLIDAYS

from



and

