OEC graphics | 100 YEARS

VISUAL INSIGHTS

OEC
GOES MOBILE

50% more time, just think of what that can mean. What would you do with that much time?

You might squeeze in more vacation and that's a fine idea, but in the back of your mind you know it means an ability to grow the business. If you could save that 50% in your approval process, would you?

OEC-IT has the mobile solution to help you do that. Increasingly, business decisions once made at a desktop are made in the field, with your customers and even at the airport between locations. Solutions that kept you in the office are now on your iPad and iPhone; what it means for business is nothing short of amazing. **Our solutions provide a real savings in real time that has reduced the approval process for clients by 50%**, and from 2011 to 2013 reduced turns on new packaging from 90 to 33 days. That's power and it's now in your hands with our mobile solutions.

- Increase access to information
- Reduce approval time
- Increase speed to market.
- Increased new product turns by 3x

Our systems are an integrated tool for you. One of our largest fresh produce customers began by managing Packaging and Marketing specifications and projects. That has evolved into a set of tools they rely on throughout their organization.

And, there's more in the works for this company that is taking advantage of our mobile solutions and helping their business save time, be more efficient and of course, help their bottom line.

How do you get that kind of power and time?

It starts when we visit to determine how our Digital Asset Management system and mobile components can best fit your workflow. Whether you are a CPC or a converter we have a custom mobile solution that will make your life easier, save precious time and just maybe allow you and your employees to squeeze in some of that vacation you keep putting off.

Go Mobile with OEC-IT and put us to work for you.

- A pricing component provides **daily reports of USDA market pricing and trends** displayed on screens across the sales floor.

- A mobile application is in the hands of Quality Assurance at every packing facility to **report product quality**.

- **Images of product are linked to data** and instantly uploaded for review and reporting.
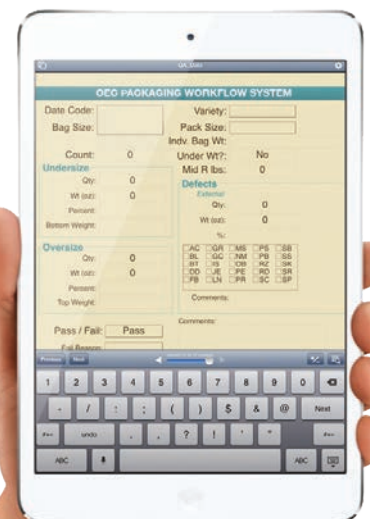
Wayne Wyngaard Profile

When OEC Graphics purchased Image I.T. in 2004, the company gained a group of talented employees, but was extremely lucky to add **Wayne Wyngaard** under the OEC umbrella. Wayne started his career in commercial photography in Northeast Wisconsin where he researched and developed the use of digital cameras in the late 80's. At the same time, he attended a program at the Rochester Institute of Technology for electronic image processing. His knowledge in both areas inspired the development of a business that would merge digital photography with electronic prepress. Wyngaard and owner Tom Running worked together to deploy a plan for this hybrid company, calling it Image I.T.

As IT Manager of the new company, **Wayne saw a real need for a way to manage the large number of commercial image files that were coming in.** In 1997, he began work on an Asset management system design, targeted specifically to handle Jansport's backpack line. After the system proved successful, the programs quickly became I.T.'s distinction in the marketplace. This shift in business also shifted Wayne's responsibilities. He moved from IT Manager to developing Asset and Workflow management systems. OEC Graphics' interest was peaked in this young company that was successfully integrating sophisticated digital asset management programs with prepress.

Image I.T. was officially purchased by OEC Graphics in 2004 and eventually merged into the OEC Appleton facility. Wayne continued on with his duties in asset management. Eventually he was promoted to Business Development Solutions Manager. Wayne now splits his time working with the sales team on educating customers as well as working with existing systems and the design of new systems for Asset and Workflow Management. Wayne enjoys the variety his position offers, "I'm involved with a diversity of markets including food, outdoor equipment and the petroleum industry, in addition to our core market of printers and converters."

Wayne's job can present challenges from time to time, but he meets them head on. He understands that Asset and Workflow Management are sometimes new concepts to companies and a lot of direction from OEC is required. "I enjoy the variety of people and the different needs of companies I encounter. It's rewarding to work with them to create systems that help them perform their jobs easier." When not programming, Wayne enjoys spending time with his wife, two adult daughters and his first grandchild, Morgan. He fully enjoys an outdoor lifestyle which includes boating, snorkeling, water skiing, hunting, fishing and motorcross riding. ■

gen·N™ BRAND DESIGN Expands 3D Rendering Capability

Nathan Eid has the joined the gen-Nth Brand Design team as an art director/illustrator with a specialty in 3D renderings. 3D is the process of taking flat artwork and cad drawings to create photo realistic 3-dimensional artwork on the computer. 3D rendering is a creative process similar to photography or cinematography because you can light and stage scenes to produce images. These images can be used in place of photography to pre-sell products before the package is actually printed, as well as to concept on new product ideas.

- · Product Renderings
- · Kiosk Renders
- · Shelf-Sets
- · Tradeshow Development
- · Architectural Renderings
- · Interior Design Renderings

*For more information on 3D rendering, samples or a quote please contact **Lori Jepson at 920.560.4512***

The subject of design/image color-to-color mis-register has appeared in a previously published "Ask Dick" section of OEC Graphics' Visual Insights Newsletter. Image color-to-color mis-register issues continue to occur. The issue is sometimes referred to as a distortion problem. Because of this, I have decided to resurrect it once again.

I'm frequently presented with print registration shortfalls being experienced at a customer during the plate mounting process or when a job goes to press and "the job doesn't fit", or the images are mis-spaced or "walk out" in the around direction. Sometimes it is about the spacing at the plate join-up being "off". It's not unusual to immediately place fault with plate mounting or pre-press graphics and/or "pull the job". There's no question that the problem could occur as a result of shortfalls in either of these two areas. From my experience, especially in cases where photopolymer plates with or without multiple stepped images are being used the cause of the problem is due to other factors. I'll identify some potential "others" which may be the cause. Some of these factors could be identified and corrective action taken in the plate mounting area before the job goes to press. I'm sure this list is not all-inclusive.

- Print cylinder diameter is incorrect for the print repeat specified or cylinder diameter differences exist within the same set for the repeat. A diameter difference of .001" equates to a .00314159" difference in circumference.
- Thickness differences exist in the mounting tape, (cylinder-to-cylinder) or plate mount tape may be thicker than nominal (.015" or .020").
- Cylinder and/or anilox roll journal concentricity shortfalls or gear "wobble", enhanced with helical gearing.
- Problems with worn keys, keyways and/or gear splines in the case of gear type presses
- Damaged gear teeth

- Plate sleeve thickness differences and scoring, if sleeves are used.
- If the design is skewed, and plates have been accurately mounted, insure that print cylinders are level when in the print position in press. Shortfalls can exist with some press designs where cylinders move up or down into the print position. Insure that print cylinder bearing support blocks in the press are clean. Bearings must seat properly.

Mis-registration at 60X
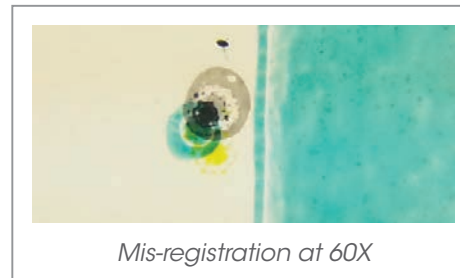
- Web tension, especially with extensible substrates
- Web width shrinkage/growth (ink coverage, deck spacing, temperature, air flow, press speed)
- Color sequence in press
- Mechanical condition/alignment of press registration control components
- Machining accuracy on ends of cylinder journals onto which register components must be installed; worn journal segment(s).
- Build-up of varnish or other, applied to the back of plates before mounting to enhance removability. I came across a set of seven (7) photopolymer plates for a critical register process design with varnish applied to the back of the plates. Plate thickness varied by as much as .0035" between plates, and .0015" within the same plate.

Insuring that no shortfalls exist in any of the above aforementioned areas will improve quality, reduce frustrations and enhance profitability. ■

OEC Installs High-Speed, High-Resolution Flatbed Inkjet Printer

OEC recently installed a new high speed, UV, hybrid roll to roll / flatbed inkjet printer for our Display Graphics department. This investment was spurred on by an increased demand for point of purchase displays and in-store signage.

The new device increases our output capacity and in many instances lowers the price for our customers - solidifying OEC's position in the marketplace as a leader in large format printing and finishing services.

VISUAL INSIGHTS

Trade Show Updates

OEC Graphics recently participated in the bi-annual Petroleum Packaging Conference, March 17-19th in St. Augustine, FL. OEC has established relationships with major petroleum companies who utilize our digital asset management, prepress and platemaking services. This show was and continues to be, a good opportunity to meet with our current clients, as well as network with potential customers. The show had a good turnout and OEC was given the opportunity to formally present our capabilities to key individuals within the petroleum industry.

OEC also attended and exhibited at the FFTA Forum & INFO*FLEX, which took place April 28-May 1st in San Diego. This year marked the 55th anniversary of the FTA, an organization that connects, supports and educates the flexographic industry. The exhibition space was sold out and OEC was pleased with the traffic at the show. Jeff Schloesser, OEC President, stated "This year's FTA, as always, was a great networking opportunity and business generator. We look forward to 2014 in Baltimore."

Going Digital

Visual Insights is a printed publication of OEC Graphics that was started in 1997. The newsletter has come a long way since then with updated features and design. However, after 16 years, we've decided that it's time to convert our printed publication to a digital publication. We will be working on our database of emails for our next distribution in fall. OEC will do our best to reach all of our current mailing list for their proper address. If you would like to be proactive and have the time, please email **jennifer.navin@oecgraphics.com** with your email address so that you continue to receive Visual Insights. OEC looks forward to providing you with more interesting content as we go digital.