



OEC TO HOST HP INDIGO 20000 DIGITAL BETA PRESS

OEC Graphics is excited to announce that our Union City, California facility is to host and represent one of three deployments of the new HP 20000 digital flexible packaging presses worldwide. This 30" wide device will allow OEC to design and facilitate new brand packaging opportunities previously denied to the flexible packaging market. By combining OEC's strengths in brand strategy and packaging management expertise with nearby laminating and converting capabilities, it makes this venture unique in the global market.

"OEC Graphics is committed to staying ahead of technological innovations and packaging market trends" said Jeff Schloesser, President of OEC Graphics. "The HP Indigo 20000 will empower us to benefit from this new and groundbreaking digital packaging solution while expanding our service offerings to our varied customer base."

HP's press technology offers access to wider brand iterations, product customizations, regionalization, variable data and low quantity runs. OEC anticipates significantly heightened visibility and access to consumer products companies by leveraging this technology to allow the brand owners to control previously inaccessible portions of the supply chain.



The press uses HP-brand ElectroInks with up to seven colors, including opaque white. It is capable of delivering print with color space never seen in the flexible packaging market. The Indigo 20000 achieves nearly 97% of the Pantone Color Gamut, allowing for design exploration that was previously constrained by traditional press technologies. The press will arrive in June and will be ready for production this summer.

OEC BUILDS BUSINESS WITH SOUTH CAROLINA FACILITY

OEC Graphics is growing again. A new location in historic downtown Spartanburg, SC was opened early this year to support increased existing business as well as expand our customer base within the area. OEC Graphics – Carolinas is the company's sixth manufacturing facility, located in a region that is rich with printing, manufacturing and consumer product companies.

Jonas Scuggs, OEC's "Tech Tips" author and Clemson graduate, is managing our newest southern location. He shares the following about the facility "The OEC Carolinas team is excited about being based in downtown Spartanburg. This area is a very active part of our city, and through various revitalization projects, it has attracted business back to the downtown area. There is a definite energy and vibe that you get from working in this location. The community has really embraced our presence and made us feel welcome here. We are thrilled to be servicing OEC Graphics' customers' from such a unique place."

OEC Graphics – Carolinas is more than ready to execute. It is fully operational with in-house prepress, color separations, color management and technical support. Together with the full-service platemaking of OEC Graphics – Atlanta, OEC can deliver a complete pre-media service model to the Mid-Atlantic and Southeast. According to President Jeff Schloesser, "The establishment of our new Carolina location allows our full line of products and services to be even more accessible to customers across North America."

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OEC Shines at PPC Show and FFTA Info*Flex 2014

OEC exhibited recently at PPC's (Petroleum Packaging Council) Expo, March 16-18 in Tampa, FL. The Petroleum Packaging Council is an Association providing technical leadership and education to the petroleum packaging and blending industry. OEC had the opportunity to be a key speaker at the event, talking about FUSION, our customized packaging management workflow system. OEC has been very successful servicing clients within this industry who find FUSION to be an indispensable tool for their packaging needs.

OEC also exhibited in FFTA's Annual INFO*FLEX and Forum, April 28-29 in Baltimore, MD. The annual gathering of the flexographic industry proved to be well-attended, showing great promise for the future of flexo. OEC enjoyed an active booth and had the chance to introduce FUSION to attendees. If you'd like to learn more about FUSION, you can access OEC's FUSION video on youtube at: <https://www.youtube.com/watch?v=n19RoS1KvjY>

The image displays several overlapping screenshots of the FUSION software interface. The central screenshot is titled 'INVENTORY CONTROL' and features a 'PRODUCT INVENTORY' table with columns for SAP#, ITEM DESCRIPTION, VAREHOUSE, and various inventory metrics. Other screenshots show 'TRACK REVISION HISTORY' with a table of active changes, 'APPROVE PROOFS' for a specific carton, and 'MANAGE GRAPHICS & PACKAGING' with a list of active projects.

Cooking up Impressive Results



Although only five years old, Chard Products is a leading manufacturer of equipment for wild game processing, outdoor cooking and food preparation. Based in Two Rivers, Wisconsin, Chard provides customers from coast to coast with high-quality, innovative products with a well-earned reputation for durability and functionality.

However, when Mike Bartos became vice president of sales and marketing, he knew changes were needed. "Our packaging had a very safe, monotone look that was getting lost of the store shelf," Mike notes. **"We wanted to stand out from the competition, so we turned to genesis Brand Design for help."**



Lori Jepson and the genesis Brand Design team attacked the problem from the ground up by designing a new, contemporary brand standard. "Our goal was to create an attention-grabbing image that conveyed the product's purpose and really popped in the retail environment," Lori stated. "So we established a brand dress that could be easily and effectively applied to Chard's packaging as well as its corporate communications, sales literature, advertising and trade show presence."

According to Mike, the results speak for themselves. "We're tripling our sales this year, and our new packaging and branding are important parts of that success," he observed. "In every meeting we have with our retail buyers, we get very positive feedback on our new look and how it performs in stores." Mike also notes that working with the genesis Brand Design team is a pleasure. "They listen carefully and quickly understand our vision and goals. They're responsive, creative and always provide top-notch quality. I've never been disappointed with their work."

Previous

At genesis Brand Design, we specialize in bringing the power of creative branding to businesses large and small. In fact, we're now helping Chard Products develop a new brand for a highly innovative product line. If you'd like to learn more, contact Lori Jepson at ljepson@genesisbranddesign.com or 920-560-4512 ext 2116.

Employee Profile:

Larry Davis

Larry Davis has definitely hit his stride as one of OEC's key national sales reps. His diverse career in the prepress industry has prepared him for success. An RIT graduate with an emphasis on Printing Technology, Larry went to work for Hallmark Cards as a process engineer. Shortly after, he changed to a supervisory position in the Color Separation department, where they had over 10 drum scanners for separating artwork. Larry explains, "I found color separation to be a very intriguing process, which led to a position with Banta in Menasha, WI". There Larry worked with the Color Department and later grew into managing the Scitex and Barco systems as well as the Photopolymer Platemaking department.

Larry worked in many stages of the printing process and decided that he wanted to challenge himself by getting into the sales side of the business. "In 1999, I went to work for MacKay (Bemis) as a remote Account Manager, which was invaluable training and helped propel me into sales" he shared. In 2004, Larry moved to OEC Graphics and was hired to nurture business outside of the local region.

Working at OEC Graphics for the past 10 years, Larry spends the majority of his time focusing on printers and converters in the Flexo market. This effort has afforded him the opportunity to meet with several end users (CPGs) and emphasize the complete picture of OEC solutions. This includes the ability to cross platform lines and service all aspects of premedia, such as Branding/Design services and large format digital print. Larry finds that educating customers is the most rewarding aspect of sales. "From that information exchange, we are able to better understand their needs and goals, which allows OEC to develop a truly customized solution."

Looking to the future, Larry sees continued workflow automation and advancement in technology. He believes the management of assets will receive more emphasis from Brand Managers as the marketplace rewards those that are able to react and adjust to trends more quickly. OEC's FUSION is the ideal sales tool for those clients and gives Larry more leverage and the ability to be able to meet those market demands. "I look forward to the opportunities the future brings and being able to share the OEC portfolio as it expands and shifts with this fast-paced industry."

Larry is married to wife Katie and has two adult daughters, Danielle and Becca. He enjoys activities with family and friends, especially those centered around the outdoors.



OEC TECHNICAL SUPPORT

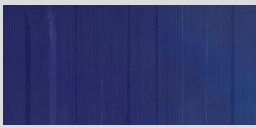


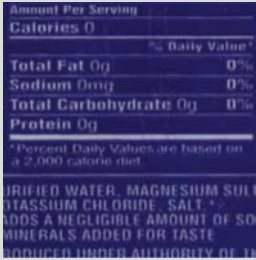
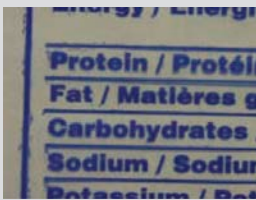
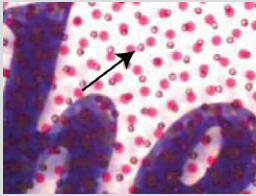
By: Jonas Scruggs



Troubleshooting: Solutions or Struggles

In the last installment of *Tech Tips*, we discussed some common print issues and their potential solutions. Hopefully, you found this information helpful and applied some of these principles to reduce downtime in your facility and increase your bottom line. In this edition of *Tech Tips*, we will conclude the series, *Troubleshooting: Solutions or Struggles*.

Troubleshooting: Solutions or Struggles (continued)

	ISSUE	[P] PROBLEM	[S] SOLUTION
	<p>Streaking</p> <p>Appearance of faint continuous lines through print.</p>	<p>P1. Damaged/scored anilox roll.</p> <p>P2. Damaged doctor blade.</p> <p>P3. Film dragging in dryer section.</p>	<p>S1. Replace anilox.</p> <p>S2. Replace doctor blade.</p> <p>S3. Check rollers/bearings.</p>
	<p>Pinholing</p> <p>Appearance of small holes or voids in the print area; usually more visible in solid print areas.</p>	<p>P1. Impression between plate and substrate is too low.</p> <p>P2. Stickyback tape is too soft.</p> <p>P3. Ink is drying too fast.</p> <p>P4. Substrate is poor or marginally treated.</p>	<p>S1. Increase plate impression and check print appearance.</p> <p>S2. Use hard tape for solid print areas when possible.</p> <p>S3. Add slower drying solvents.</p> <p>S4. Increase Dyne level to acceptable range.</p>
	<p>Skip Print</p> <p>Areas of the image failing to print.</p>	<p>P1. Impression set too light or uneven across web.</p> <p>P2. Low spot in plate.</p> <p>P3. Plate cylinder bounce.</p>	<p>S1. Re-adjust impression setting evenly across web.</p> <p>S2. Remount plate using build up tape as necessary.</p> <p>S3. Check for bent journals. Inspect sleeve to insure diameter is same across roll.</p>
	<p>Fill-in</p> <p>Printed type and designs are very ragged. Letters are filled-in and poorly defined. Overall appearance is dirty.</p>	<p>P1. Print impression is excessive.</p> <p>P2. Ink is drying too fast.</p> <p>P3. Plates are worn, uneven, cupped or poorly made.</p> <p>P4. Ink viscosity is too high.</p> <p>P5. Plate relief height is incorrect.</p>	<p>S1. Reset plate pressure to "kiss" impression.</p> <p>S2. Add slower drying solvents to reduce tack. Tacky inks will usually show stringing from type edges.</p> <p>S3. Check plates and replace, if necessary.</p> <p>S4. Reduce ink viscosity.</p> <p>S5. Adjust plate relief to correct height range.</p>
	<p>Feathering (Dirty Print)</p> <p>Ink drying on plates. Resulting print along plate edges produces a ragged, feathery appearance.</p>	<p>P1. Impression between plate and substrate is excessive.</p> <p>P2. Ink is flooding due to high anilox volume.</p> <p>P3. Ink is drying too fast.</p> <p>P4. Air hitting plates is excessive.</p> <p>P5. Ink viscosity is too high.</p>	<p>S1. Reset plate pressure to "kiss" impression.</p> <p>S2. Reduce anilox volume.</p> <p>S3. Check ink formulation; add slower drying solvents.</p> <p>S4. Block stray air; balance dryers to eliminate "blow-down" on plates.</p> <p>S5. Reduce ink viscosity.</p>
	<p>Donuts in Screens</p> <p>Appearance of dots that only print on the circumference of the cells with a void in the center. Due to slur, dots may also appear elongated or oval shaped with center voids.</p>	<p>P1. Print impression is excessive.</p> <p>P2. Stickyback tape is too hard.</p> <p>P3. Ink is drying too fast and is too tacky.</p> <p>P4. Ink film is too thin and is not hitting dots sufficiently.</p> <p>P5. Plates are hard and over-exposed.</p>	<p>S1. Reset plate pressure to "kiss" impression..</p> <p>S2. Avoid hard tapes; switch to a cushion stickyback tape.</p> <p>S3. Add slower drying solvents to reduce tack. Tacky inks will usually show stringing from dots.</p> <p>S4. Check viscosity and ink metering; adjust for optimum amount of ink on plate.</p> <p>S5. Use a softer plate.</p>

GENESIS ACQUIRES VSG, ANNOUNCES NAME CHANGE

Genesis Brand Design, formerly gen-Nth Brand Design, a vertically integrated brand strategy company, has announced the acquisition of Visual Solutions Group (VSG), in Santa Ana, CA.

This new location is to be named genesis Brand Design and will be located in the former site of VSG in the Art District of Santa Ana, CA. VSG founder, Dan Plomin, will remain with the company in a sales capacity. According to Plomin, "It is exciting for VSG's clients to now benefit from genesis' offerings and expertise. It made the decision to be a part of the genesis west coast expansion an easy one for me."

VSG clients will experience an expanded service offering including brand strategy, package design, 3-d visualization services and access to a broader range of digital print services. Genesis' level of digital expertise and diversity will fill a niche within the vibrant West Coast market.

"The definition of Genesis is the creation of something, which we felt was appropriate as we begin to expand our service offering and growth into new markets."

— Lori Jepson,
Brand Services Manager



The name change from gen-nth Brand Design to genesis Brand Design simplified the identity and better reflected the direction of this rapidly growing agency. Lori Jepson, Brand Services Manager, states " The definition of genesis is the creation of something, which we felt was appropriate as we begin to expand our service offering and growth into new markets." This new location is the latest expansion of parent company OEC Graphics' branding division.

For more information on genesis Brand Design or its new California location, contact Lori Jepson at ljepson@genesisbranddesign.com or 920-560-4512 ext 2116.

VISUAL INSIGHTS

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