



WHAT'S INSIDE

WE ARE AMPHORA  
Brand Design

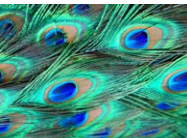
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FPA GOLD AWARD

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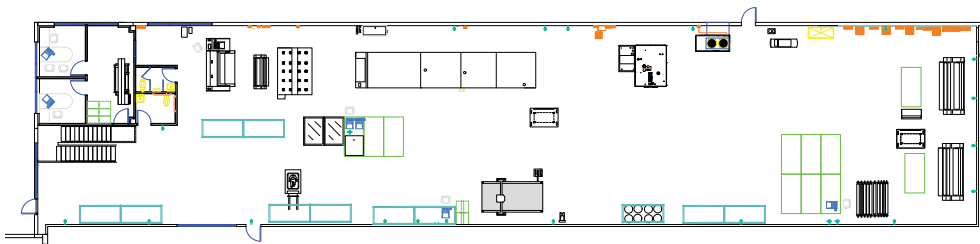


## OEC OPENS NEWEST LOCATION: OEC VANCOUVER

Complimenting OEC's strategy to pursue West Coast opportunities, OEC Graphics is proud to announce the opening of our newest facility "OEC Vancouver". Located on Mitchell Island in Richmond, British Columbia across the Fraser River from Vancouver, this facility offers full-service platemaking and mounting capabilities to service the Greater Pacific Northwest market. Concentrating on a few OEC specialties, namely, graphics coordination, high definition digital platemaking and corrugated mounting services, this division of OEC is poised for growth. Brad Vette, Corporate Director of Business Development, explains the strategy "OEC is thrilled to have a Canadian operation. We have had a vested interest in Western Coastal Canada with some long-term partners in the region, so it made sense for us to make further investment. We also are excited to have the opportunity to introduce OEC to converters and consumer products companies in the greater Canadian market." For more information on doing business with OEC Vancouver, contact **Brad Vette** at **920-420-2614**.



OEC Canada Logo

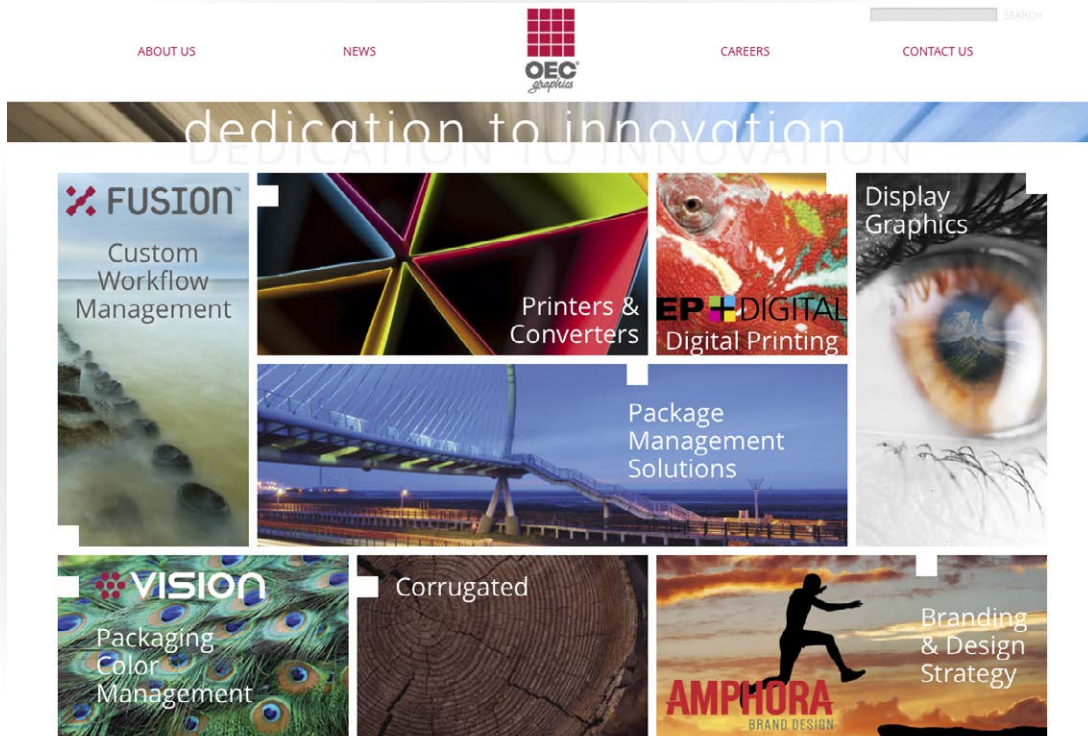


OEC Vancouver Floorplan



# DEDICATION TO INNOVATION

OEC Graphics has recently unveiled its new website based on the marketing message “Dedication to Innovation”. Throughout our 100+ year history, OEC Graphics has had the common thread of pursuing innovation. Shifting away from the technical imagery of the printing and converting world, OEC’s new branding features a more inspirational look recently featured in Flexo magazine and at the annual FTA Forum & INFO\*FLEX. Be sure to log into [www.oecgraphics.com](http://www.oecgraphics.com) and view OEC’s interpretation of “Dedication to Innovation”.



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The newly refreshed OEC website





## PHOTOPOLYMER PLATE HARDNESS/DUROMETER

With the introduction of different types of plate materials being created and introduced, on what feels like a weekly basis, I thought it would be a good time to review how these different polymers are measured for their hardness. Once you understand durometer and how it is referred to in our industry, then you can make an informed decision about what plate material is right for your particular operation.

Simply put, durometer is a measure of the hardness of a material, where hardness is defined as a material's resistance to permanent indentation. The durometer scale was defined by Albert Ferdinand Shore, who invented a measurement device to test Shore hardness in 1920. Photopolymer and rubber printing plate hardness are determined using the Shore test. There are twelve (12) Durometer types that exist, but photopolymer and rubber plate hardness is measured with a Type A scale. As a result, plate hardness is expressed in terms of Shore A, such as 68 Shore A and will be referred to as such. The scale range of a Type A Durometer is 0-100. A plate at 50 Shore A could be considered a soft plate, with plates measuring 55-65 classified as medium and upper 60's and above considered hard. In fact, many of the newer polymers being introduced into the industry today carry a Shore A rating of over 70.

A couple of things to keep in mind when considering the durometer of a particular plate:

- Plate thickness will influence the reading. Thicker is softer (lower number) and thinner is harder (higher number).
- Finished plates, not raw material, are most often referred to when referencing Shore A readings.

As for determining what photopolymer plates to use and why, consider this. Photopolymer plates with a lower Shore A reading (softer) will provide improved ink coverage on **substrates that do not have a smooth surface**. A softer plate will conform to an uneven substrate surface without the need for added over-pressure. In addition, a higher density plate (harder) mounting tape should be used when running a soft plate. Consequently, hard plates require more plate-to-substrate impression pressure than softer plates to achieve good ink coverage on **substrates that do not have a smooth surface**. A hard plate may not allow complete ink coverage without added pressure. With that being said, on **substrates that have a smooth surface**, such as many polys and coated papers, many printers today are finding success using a hard plate/hard tape combination when plates are optimized with a plate cell technology. The microcell technology allows the ink to cover in solid areas much like a softer plate would, while allowing the printer to print a very small highlight dot in the image. To find the optimum set up for your operation, testing should be performed using data points, such as dot gain, solid ink coverage, run speed, etc. as determining factors for your decision. Consult your OEC sales representative to help find the right plate type that will best suit your needs.





## OEC GRAPHICS DISPLAY GRAPHICS DIVISION ADDS ADDITIONAL PRESS

OEC's Display Graphics division has geared up with a new UV digital flatbed press, adding to our company's existing arsenal of wide format output devices. This high-speed industrial digital press was installed in March and has been living up to expectations. Ideal for producing quality printing on both lower volume jobs needing quick turnaround, as well as meeting demands for volume work, this press can do it all. Anything from signage, trade show graphics, posters, window decals and banners are output at a high rate of speed and productivity. To learn more about Display Graphics, visit their [website](#). Contact your sales representative to learn more about the UV press and which OEC device best suits your large format needs.



## INFO\*FLEX HAS A BIG IMPACT IN NASHVILLE



The FTA's annual spring Forum and INFO\*FLEX 2015 held in Nashville, May 4-5, was a great success. OEC exhibited at the show, sharing our new marketing campaign "Dedication to Innovation" with booth graphics and the roll-out of our new website. OEC prepress and plates were also awarded Best in Show for the Narrow Web category. INFO\*FLEX 2015 had good traffic, great conferences and allowed us to network with customers, potential customers and vendors all under one roof.



## OEC SHARES IN 2015 FPA GOLD AWARD



OEC Graphics' partnership, EP+Digital, was honored in March with a gold award for "Printing and Shelf Impact" by the Flexible Packaging Association. The winning entry, a Dole Fruit & Veggie Blend series of three pouches, was printed off of the HP Indigo wide-web digital press housed in OEC's Union City facility. The Dole pouches were printed in line with zero print waste between each package. The stand-up pouch was PET/PE laminated with a scored zipper closure for easy opening.

Jeff Schloesser, OEC President, was present for the FPA Annual Meeting held in Naples, FL, where awards were announced. He states, "OEC was excited to be a part of this inaugural recognition of this packaging segment. This award confirms that OEC and EP+Digital are truly the leaders in digital flexible packaging today." With their ongoing collaborative effort, OEC and EP+Digital look forward to more outstanding packaging printed off of the HP Indigo 20000 digital press.

Visit [ep-digital.com](http://ep-digital.com) to learn more.



Award-winning packaging



# WE ARE AMPHORA BRAND DESIGN



OEC Graphic's Design and Marketing Division recently announced the agency will now be known as AMPHORA Brand Design. Lori Jepson, Brand Services Manager, explained the strategy, "As we've now expanded our scope beyond the United States, we needed a name better suited for an international audience. While our name and look has changed, we continue to be committed to strengthening brands and building business for our clients."

Amphora, by definition, is a Greek and Roman reference to a two-handed vessel used to protect, preserve and carry valuable commodities. "Like the two handles of an amphora," Jepson continued, "we use strategy and design to carry functional and effective branding to customers wherever they may be – **uplifting brands to new heights.**"

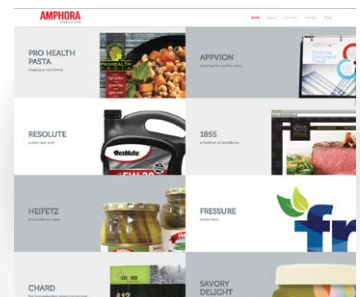
With locations in Appleton, Wisconsin and Los Angeles, California, AMPHORA services a wide variety of clients in the Consumer Products Goods and Business-to-Business categories.

The agency has also rolled out a new website, [weareamphora.com](http://weareamphora.com), aimed to provide potential clients with improved ease of navigation and features a flash-based portfolio showing a sampling of the agency's work. For more information on AMPHORA Brand Design, please visit [www.weareamphora.com](http://www.weareamphora.com) or call Lori Jepson at 920-560-4512.

 Like us on Facebook!



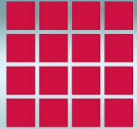
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The newly refreshed AMPHORA website

# visual INSIGHTS

a biannual publication of



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*graphics*

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