



OEC now has largest US Kodak NX footprint

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OEC INCREASES PLATEMAKING CAPABILITES IN OSHKOSH

OEC Graphics has added another Kodak Flexcel NX Wide 5080 imaging unit to keep up with platemaking demand. This equipment, which began production in OEC's Oshkosh headquarters at the end of September, creates both localized redundancy and increased throughput for platemaking. Using Miraclon's Kodak NX specific material, this unit produces plates at sizes up to 50 x 80 inches.

The Kodak NX establishes the final piece needed for a full second line of platemaking in Oshkosh. There is now dual equipment for every step of the platemaking process, allowing OEC to add personnel to the facility, which doubles capacity for each shift. Jason Nelson, OEC's Corporate Director of Operations, elaborates "We are pleased to announce the official opening of a second plate finishing line in our OEC Oshkosh office. This allows us to double our plate production within the facility, and it offers an additional back-up line for overflow from our other facilities when needed. We continue to grow our business together in the direction of our client's needs."

This is the third Kodak Flexcel NX unit that OEC has invested in over the past two years. The other two units were installed in 2020 at OEC's Vancouver and Chicago locations. With this installation, the company now operates five Kodak NX units, giving OEC the largest Kodak NX footprint in the US. This completely supports our client's growth opportunities within Miraclon's plate material offerings. However, OEC will continue to offer plates produced on different equipment with a variety of plate material to meet all of our customer's needs.





ADDRESSING OUR MOST ASKED QUESTIONS HOW FUSION IS CHANGING BUSINESS

Digital Asset Management systems have been around for a few decades, promising to store, organize, retrieve, and share all types of digital files. OEC Graphics has been an engineer of digital asset management development almost as long, with the development of our first FUSION system about 20 years ago out of a need to manage a customer's photo assets. The simplicity of that system and client requests have paved the way for an evolution of FUSION, where it has become an interactive and responsive tool for all stakeholders of a company's brand.

■ What benefits does a FUSION system provide?

The biggest benefit FUSION provides is increased communication between individuals involved in the activity and management of a brand. A centralized database houses projects, assets, specifications, and schedules. Specifically, FUSION allows the entire team a real-time tracking system to view, give approvals, make revisions, and manage the whole process, which in turn increases speed-to-market.

■ Who is best suited for a FUSION system?

FUSION systems are not limited to one type of customer. Any company that manages a lot of data and assets with a complex approval cycle can benefit from a system. In OEC's area of FUSION expertise, this could mean a CPC, printer/converter, or corrugated manufacturer.

"FUSION has become the center of our universe for all of our packaging, regulatory, design management, and quality, both internally and externally, resulting in less weeks to market for our customers."

General Manager, Corrugated Converter

production, should be part of the training process. OEC provides training documents, manuals, and videos to assist with the transition. OEC also is in contact throughout the first year and every six months after for continuous support and training.

■ Why choose FUSION over other systems?

FUSION is different because it is customizable. OEC does not ask customers to change what they are doing to make it work, FUSION adapts to them.

The customized solutions OEC provides with FUSION go beyond what a canned system can offer. Our programmers are all on staff here at OEC and practice agile project management and problem-solving. They also understand the processes for all the types of systems being built, they aren't just programmers; they are Subject Matter Experts.

■ How complicated is it to implement and train on a FUSION system?

According to OEC sales representative, Scott Felty, "Making a deep change is difficult. It involves coordination and communication, but OEC provides a nice playbook with four stages of development that allow customers to gradually embrace the changes. They don't adapt to FUSION; FUSION adapts to their process and the way they do business." Felty added that everyone involved in projects, from executives to



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ADDRESSING OUR MOST ASKED QUESTIONS HOW FUSION IS CHANGING BUSINESS

PROGRAMMING SUCCESS STORIES

Programming is the backbone of FUSION and OEC is lucky to have exceptional team members who are proactive problem-solvers. Megan Brown, OEC's Fusion Product Manager, elaborates: "We listen well and build FUSION sites to not only accommodate our customers' situations, but solve their everyday challenges."

In one example, OEC implemented a barcode scanner reader so that when pdfs are digitally approved on-line, through the click of a button the barcode is scanned to show what it reads. The person can then validate the information against other data provided in FUSION. This has eliminated barcode inaccuracies and additional rework. One customer wanted a dashboard to show what was most important to them. After OEC programmed this, each user can now have a customized FUSION dashboard to meet their needs. In another situation, a customer could not release files to their printers fast enough, so OEC created a distributor list that was tied to certain projects. A notice was then automatically sent to the printer list when the project was ready to go, increasing speed-to-market. These examples just touch on the different types of customizations that the OEC FUSION team offers.

The ways that FUSION can not only house data but make it accurate, efficient, and accessible are seemingly endless. Brown shared, "Customers who have implemented FUSION typically love the results and end up wanting to add on to the system. OEC is also great with customer service, always able



"Our through-put using FUSION went through the roof, because we are now addressing 20 orders at one time, instead of taking it one order at a time."

*Vice President Purchasing
Largest Potato Processor in North America*

to field calls that come through for additional technical support." OEC is aware that FUSION sites are constantly evolving and changing, so customization is necessary to accommodate the desired improvements. As Felty states, "The goal of FUSION is to reduce the cycle time and total packaging spend." Any

FUSION customer of OEC's would agree that they have experienced the benefits of this quality system with these real, tangible results.

To learn more about OEC's FUSION Custom Workflow Management systems, contact your OEC sales representative or Wayne Wyngaard, OEC's Corporate Business Solutions Manager, at 920-205-8720.



HOW THIS SALES TEAM OF 7 MAKE IT WORK MEET OEC TEAM WEST

OEC is fortunate to have a dedicated team of salespeople servicing the entire Western US and Canada. Learn more about these individuals and how their diverse skill sets work together to help customers on a daily basis.

• Jason Baca •



If Jason's name sounds familiar, it should. He was recently featured in the newsletter for his role in running OEC Salt Lake City. As was mentioned in that article, Jason also spends much of his time selling for OEC, filling the corrugated plating capacity of his facility. Jason likes to offer the full scale of OEC's products and services, sometimes surprising the customer with solutions they had never considered were possible with OEC, whether brand design or new floor graphics for their company. Jason believes his strengths lie in consistency with customers and the ability to collaborate with his fellow West Coast sales team. He shares "Our team is a mind trust that is always looking towards the future. OEC doesn't just supply a product, we are a solutions company."

Brent Fulkerson • Lisa Wilmet



Brent and Lisa are one of OEC's most seasoned teams, each having worked for the company for over a

decade. Brent handles sales and the strategy involved with growing OEC California, while Lisa is skilled at the day- to-day work of the accounts they manage. Servicing US customers anywhere West of the Rockies, this duo sells to corrugated, narrow/wide web and CPG's as well as FUSION, ITR (Seamex) customers and coating plate (Cadcoat) customers. Brent elaborates "OEC is the only trade shop on the West Coast that can offer this depth of products and services." As a team, they give customers the best of both worlds: Lisa is a previous prepress operator, with expertise in graphics requirements, while Brent has been in Flexo sales for over 25 years. Lisa explains it best, "We have lots of ground to cover, so we've learned to divide and conquer." Together, they have been successfully meeting the needs of OEC's West Coast customers.



• Kevin Grant •



Kevin heads up OEC's Canadian sales, operating out of the OEC Vancouver facility. His career in

printing involved working for different companies as a customer service representative, graphics coordinator, production supervisor, as well as in accounting and sales. As an OEC employee, Kevin's focus has been on selling to the Flexo label, mid-web and wide-web markets, including Cadcoat coating plates and FUSION. While offering the whole gamut of OEC products, Kevin has found a specialty niche in industrial Flexo printing, supporting the lumber and roofing industries. Kevin feels his strengths lie in his communication skills, "I am going to be present for my customers, definitely in person if that's preferred. OEC offers an ongoing partnership with clients, where we are constantly looking to make their jobs easier." Aside from his sales approach, Kevin agrees "OEC is able to offer services that other competitors in this area can't, including specialty cutting for the label market, - having precut plates, ready to mount. That's just not very common here."

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HOW THIS SALES TEAM OF 7 MAKE IT WORK MEET OEC TEAM WEST

• Ashley Miller •

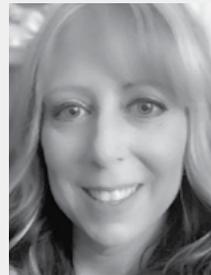


Ashley is OEC's Idaho salesperson, born and raised. With a customer service background in corrugated

printing, she naturally progressed to outside sales, covering a territory which includes Idaho, Washington and Western Oregon. Ashley focuses on larger corrugated printer customers in the area, however, is open to help with any of OEC's products and services. Much of her customers' work is run through our Vancouver and Salt Lake City facilities. According to Ashley, what makes OEC special is pretty simple, "OEC is a family-owned company. Things like our branding services, years of design experience and custom workflow management tools make us stand out from the competition. OEC is also really easy to work with and we have the best customer services reps!"

• Jeanette Solomon •

Jeanette is a Flexo industry veteran, having worked in multiple positions from customer service to sales over the past 23 years. With OEC since 2016, she has been selling corrugated plates and related services throughout the Central Valley/Bay area, southern California and in parts of Washington state. Jeanette considers herself a technical salesperson with a strong die-cutting knowledge and a lot of experience problem-solving on press. She shares that she and her fellow Union City based salespeople definitely collaborate when the need arises based on their strengths. As Jeanette sees it,



"No competitor on the West Coast matches the branding and flexible packaging side of the business like OEC. We are a bigger picture company with more to offer and the knowledge runs deep among our West Coast sales team."

• Paul Wakin •



With a background in Flexo account management and sales, Paul is based in Washington state and

currently sells for OEC primarily in Washington and Oregon. He has an overall focus on CPC's and brand management and spends much of his time working closely with printers to meet or exceed customer expectations. Paul's goal is to develop partnerships with his customers. As he states, "The OEC team develops relationships by looking at the customer's needs as a whole and giving them tools to help themselves, particularly through our FUSION custom asset management system." He also believes in the power of a diversified, family business with personalized service. "OEC is a company that offers fully integrated solutions; that is really what makes us stand out."

FOODSERVICE MARKETING – A DELICIOUS OPPORTUNITY

AMPHORA
BRAND DESIGN

You have the best foodservice product in the world. It's the most appealing. The tastiest. Sure to be a people pleaser! You just know it. But how do you get others to know it? How do you get your brokers and salespeople to sell its amazing qualities to your foodservice clients?

They have to know about your products before they can order the product. That's where wholesale marketing collateral comes in.



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FOODSERVICE MARKETING – A DELICIOUS OPPORTUNITY



Lori Jepson

1 What is Wholesale Foodservice Marketing Collateral?

Historically, the term "collateral" referred to brochures or sell sheets developed as sales support tools. Now collateral includes web content, videos, blog posts, social media, web banner ads and more.

Wholesale marketing collateral is considered Business-to-Business (B2B) marketing. Instead of being aimed directly at consumers, it's aimed toward those who use the product to serve the consumer, such as restaurants and institutions like hospitals, school districts, airports, etc.

2 What Does Wholesale Foodservice Marketing Do For Your Customer?

Foodservice marketing supports your customers by providing them information about your product. This can help them realize the potential for new or enhanced menu items, get the data needed to research and compare alternatives, as well as provide the opportunity for you to showcase any value-added options you offer, like discounts, add-on products, or further marketing support at tabletop. Ultimately, it helps your customer improve the end-user experience.

3 What Elements Should You Incorporate Into Your Marketing Materials?

PRODUCT PHOTOGRAPHY – Make it look as good as it tastes! Photograph your product in all its glory. Make it look delicious. Make it create a mouth-watering effect on those looking at it. Offer these photos to restaurants to use in their menus or on table tents for the table.

RECIPE IDEAS – Energize your audience by providing recipe ideas that showcase your product. This helps demonstrate how versatile it is and shows how easy it is for your customers to change up their menus by using your product.

FACTS – Make your audience feel that purchasing your product is a smart decision. Include shelf-life and storage ease information. Include trends and data associated with your product.

SAMPLES – The old adage "try before you buy" rings just as true in foodservice as it does in every other industry. Supply samples for the customer to try so they can experience the quality, taste, and appeal firsthand.

4 What Does Wholesale Foodservice Marketing Do For You?

Marketing to your customers helps them make better decisions for their business. They enhance their menus and make their customers happy. But what does it mean for you? EVERYTHING!

CREATE BRAND AWARENESS – Basically everything you stand for in terms of quality, volume, service, and more.

ATTRACT NEW WHOLESALE CUSTOMERS – This offers an opportunity to showcase all of your products.

GET MORE ORDERS FROM YOUR EXISTING WHOLESALE CUSTOMERS - It demonstrates your commitment to them by supporting them with information to make informed decisions.

INCREASE THE SALES REVENUE – Once customers know about your product and start incorporating it into their menu, they're going to need more. That's more dollar signs for you!



For a consultation on foodservice marketing for your brand, please contact Lori Jepson
ljepson@weareamphora.com / 920.410.1395



REFLECTIONS ON 2021

BY BRUCE PAGEL, TECHNICAL SALES MANAGER



Bruce Pagel

Happy Holidays to our OEC Customers! I want to wish everyone a wonderful holiday season and a very Happy New Year. This last year has posed continued challenges in many industries. Employees have had to adjust to normal day-to-day business, all while experiencing a second year of Covid-19 and the

new variants of the virus. Supply chain limitations have impacted almost every U.S. business. Travel and at times, basic communication, have not always gone smoothly.

OEC Graphics has been working on finding new ways to support customers through the pandemic with our products and services. We can vouch for our FUSION custom workflow management system and how it has been a communication game-changer for so many companies, as explained in this newsletter. OEC has also continued to add equipment to increase capacity and availability. We have always placed a high priority on providing technical support to customers, both on and off-site. The OEC sales team continues to be a resource for assistance and trouble-shooting press-side.

OEC'S EXPERTISE

- Brand Management
- Design
- Flexo & Corrugated
- Premedia & Print
- Coating Plates
- Display Graphics

This makes us a fully integrated company. We hire the best from the industry for every area we service. Our teams cross support each area as needed, which is reflected in this newsletter's article on OEC Team West. OEC has the depth in our teams to help our customers with technical needs for all areas. We will also reach out to vendors, when appropriate, for any additional help we may need to best service you, our customer.

Thank you for your business and support this past year. OEC appreciates the partnerships that we have developed together and look forward to a prosperous 2022 for all.



OEC'S 2022 TRADE SHOW OUTLOOK

Companies are beginning to get back out there and gather with proper safety precautions. After a couple of successful in-person trade shows in 2021, OEC is planning on more in 2022.

OEC Display Graphics will be exhibiting at the American Solutions for Business Conference, February 17-20, at the Omni Orlando Resort at Championsgate in Orlando, FL. "We have so much to offer our print broker partners all under one roof," Joe Dillon, Business Development Manager of OEC Display Graphics explains. "With OEC's mixture of different print technologies, we can provide a one-stop shop for customers' standard and custom large format projects." With distribution centrally located, OEC is able to serve our national clients with cost effective and timely service. OEC looks forward to sharing our capabilities with our print broker partners and owners to help them grow their business. **Contact Joe with any questions, at joseph.dillon@oecgraphics.com**

The FTA's Spring Forum and INFOFLEX is planning to come back big and better than ever. This is the 40th year of the INFOFLEX portion of the convention and OEC can proudly state that we have been attending and exhibiting since that time. This year's Forum and INFOFLEX will be taking place March 13-16, at the Omni Fort Worth Hotel in Fort Worth, TX. The theme "Corralling Solutions, Creating Results" will have sessions focused on solving issues ranging from production and print quality to meeting the needs of the brand owner. OEC is excited to see everyone again; **make sure to visit us at booth #410!**

New to OEC as exhibitors, we will be attending PLMA's "Live From Chicago!" Private Label Trade Show taking place November 13-15, 2022 at the Donald E. Stephens (Rosemont) Convention Center. As members of PLMA, OEC is excited to be involved in this gathering of retailers and wholesalers from around the world representing the private label industry. The PLMA is also keeping attendees' safety in mind by reconfiguring the floor plan for wider aisles and less congestion. **Be sure to visit OEC at booth F1339 if you plan to attend!**

WE WILL BE CLOSED FOR THE HOLIDAYS!

Friday, December 24th & Friday, December 31st

visual INSIGHTS

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555 W. Waukau Avenue
PO Box 2443, Oshkosh WI 54903-2443
920-235-7770 / 800-388-7770 / Fax 920-235-2252
www.oecgraphics.com

EDITOR
Jennifer Navin – jennifer.navin@oecgraphics.com

HUMAN RESOURCES
Jeanne Thomas – jeanne.thomas@oecgraphics.com