



OEC<sup>®</sup>  
graphics



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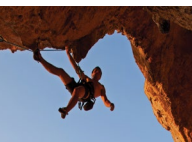
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## OEC GRAPHICS INSTALLS TWO NEW PLATE PROCESSORS

OEC Graphics believes that driving business forward, even in a pandemic, is the best course of action. Committing to this strategy, OEC added two KODAK FLEXCEL NX systems at our locations in Vancouver, Canada and Chicago, IL in late 2020. Adding additional imaging devices for platemaking is essential to increase capacity and redundancy throughout our seven locations. OEC will continue to offer plates produced from different equipment manufacturers on a variety of plate materials to meet all of our customer's needs.

The KODAK NX unit has been successful for many of our wide-web customers with a technology that has demonstrated benefits across a multitude of packaging applications and market sectors, influencing OEC's choice to invest in more units. OEC sees a possibility of the KODAK plates becoming a choice for corrugated customers as well.

Jeff Schloesser, OEC President, states

**“With four Flexcel NX Systems now located across all OEC production sites we are able to provide consistent quality plates to any printer or brand on any choice of material throughout North America. We continue to expand our customer base with innovative solutions, color expertise, quality plates and exceptional service.”**

**For more information on OEC's plating options and the best choice for your projects, please contact your OEC sales representative.**





## JASON BACA LEADS OEC SALT LAKE CITY

OEC Salt Lake City is one of our smaller OEC facilities, but it is growing under the leadership of Jason Baca. Baca, the General Manager and head of business development, took on the role of managing the facility late last summer. His presence has helped strengthen Salt Lake City during the struggles of the pandemic, giving the team direction.



Jason Baca

Jason Baca grew up in the printing industry where he worked with his dad on the weekends, helping to shoot film on the old cameras that were used in conventional prepress. He landed a job the summer after his senior year of high school at American Color Corporation

as a proofer making 3M Matchprint proofs. He continued to work there as he went to community college, taking graphics courses. Baca stayed in prepress for 17 years, working in production as a scanner operator and a Mac operator. Extremely well rounded, Baca worked at a few different companies over the years where he found a real passion in sales. A friend had suggested sales for him when a position opened at Sun Graphics and he took it. Baca shares, "there is nothing like sales, when you land a project it's extremely rewarding." Baca's talent for sales is what ended up connecting him to OEC Graphics. He had gotten to know a couple of OEC salespeople on the West Coast, referring to them as "friendly competitors." Over time they had talked about a potential position for him at OEC Graphics in Union City, CA and Baca ended up joining OEC as a salesperson in June of 2018. As opportunities shifted during the pandemic, it became clear that OEC Salt Lake City needed some additional help and Baca was asked to step into the role. He began the transition from California last summer and completed his move in October of 2020.

Already familiar with OEC Salt Lake City, Baca did not have a huge learning curve and was able to jump right into the business. OEC SLC serves corrugated printers in the region, providing flexo ready art and lightweight corrugated plates. Baca divides his day between operations and sales, which consists of checking the schedule and addressing any issues, working with the account manager, meeting on operational subjects, as well as taking care of the customers' needs. As head of business development, Baca also spends a portion of his time preparing quotes, prospecting, making calls and seeing customers. He definitely wears many hats, but sees great potential for growth in this small facility,

*"OEC Salt Lake City takes pride in being lean and all about speed. We can get quotes to customers within a couple of hours; if they order today, they'll have a proof tomorrow!"*

Growth is the goal for this facility. Baca believes that the key is the valuable partnership with other OEC facilities. According to Baca, "The company is mobile and adaptive, and customers can be confident that we will meet their delivery date. We have a great production system and tons of support from the other OEC facilities around the country." Corrugated customers of OEC Salt Lake City can be assured that Jason Baca and his crew are working hard for them on a daily basis.

# WHAT IS PLATE CYLINDER OVERPITCH?

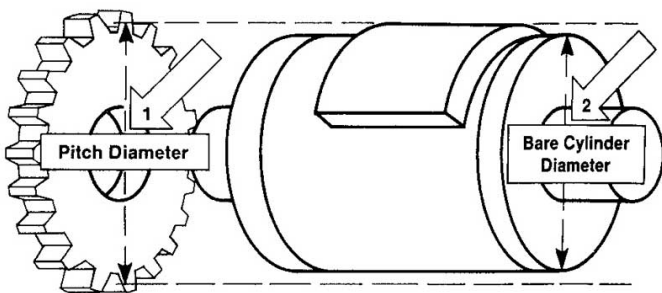
BY BRUCE PAGEL



**Often, the question comes up about what plate overpitch is and why it is used. The normal overpitch is .002". This overpitch is an old industry standard.**

Where does it come from? Plate overpitch is actually built right into the flat plate thickness. If you are using .067" plate thickness material and mounting on .020" backing right onto the cylinder or on a .040" thickness sleeve, you are running .002" overpitch or a .127 build up. To have no overpitch you would need to use .065" plate thickness material (don't bother going out and looking for .065" plate material, it does not exist). This would result in running a .125" build up.

This .002" overpitch goes all the way back to rubber flat plates and geared presses. The overpitch was built into the rubber plates so that the plate cylinder gears did not bottom out into the impression cylinder gears. Without this .002" overpitch, gear marks could appear in the print as the press operator added impression to get the rubber plate to fill in the print. This would cause the gears to bottom out.



Bottoming out on the gears refers to the gear teeth meshing below pitch diameter of the gear. When the gears are run below the pitch diameter of the circumference of the print repeat, you will get gear marks in the print. These gear marks look like a chatter in the print, with light and dark marks appearing across the printed sheet. If you are running a quarter pitch gear, the marks will repeat every quarter of an inch when measured in the print. The same applies to eighth inch gears; this makes it measure one eighth inch apart.

In the later 70's and into the early 80's when polymer plates started to become popular, the polymer plates were set up using the industry standard being used for rubber flat plates. Flat plates were set up as .112", .107" and .067" for flexo thin plate usage. It wasn't until the .045" plate thickness material came out, that the .002" overpitch was not added to the plate thickness. The .045" plate material didn't have a predecessor in rubber plates to match to. It is important to remember that the transition from rubber to polymer, and then to geared presses to gearless presses, took years.

With the new gearless presses, there are no gears for the plate cylinders to worry about, so the .002" overpitch is not technically needed on the press. However, this .002" can help with impression and compensate for the variations that are inherently in the printing process. Things like backing have a plus or minus of .001". The plates have a plus or minus of .001". Plate cylinders have a plus or minus of .0003" of diameter and TIR (Total Indicated Runout). The sleeves have wall thickness variation, etc. Therefore, the .002" overpitch can still have many advantages to being used.

With the digital gearless press, you must enter into the deck settings the outer diameter (OD) of the print cylinder. This OD has to be calculated with this added .002" overpitch to have proper speed match between the plate cylinder and the impression cylinder, while also matching the material being printed through the press.

OEC's Seamex sleeves use .020" backing and .067" flat plate material on a normal .040" sleeve, so as with flat plate mounting, we are running a .127" build up. If you choose not to use the .002" overpitch, then this has to be identified when ordering Seamex sleeves so the adjustments can be made on the sleeve wall thickness.

**As always, if you have any questions regarding plate overpitch, please contact your OEC sales professional or email Bruce directly at [bruce.pagel@oecgraphics.com](mailto:bruce.pagel@oecgraphics.com)**





# LET'S GET PHYDIGITAL WANT TO REACH TO GEN Z SHOPPER?

**Want to reach the Gen Z shopper? Then, you need to get Phydigital.**

This term was used to represent the new generation (Generation Z) of consumers who spend much of their time accessing the digital world, but also breathe in the physical landscape. "Phydigital" is defined as physical + digital. Getting Phydigital with branding is the combination of those two worlds to appeal to your target market.

## Who is Generation Z?

- Consumers born in the mid-90's and beyond, who don't remember life without computers or cell phones.
- Gen Z has been moving along at a digital pace since they were in diapers and already show characteristics different from the generations before.
- According to a study by IBM, these consumers are always "online" but 98% still prefer to shop in brick-and-mortar stores.



According to an article published by Dr. Anupama Gadiraju, Professor KL University, Hyderabad, "the phydigital generation is extremely mobile friendly and tech-savvy. They don't see technology as an enhancer or an add-on but consider it as an indelible part of the entire brand experience. It is very important for them that the brand they choose has a digital element to prove its approachability and ease of operation, and it is also equally important that it manifests itself physically as the basis of trust and safety for its customers."

Customers in the phydigital generation are used to being remembered. Everything they see online is tracked through cookies and the result of this tracking brings them customized recommendations based on their own preferences.

## What does that mean for you?

It is time to take a closer look at the customer experience. Future consumers will be looking for blurred lines between their online and brick and mortar experiences, and for your brand, that will mean taking an honest and complete look at how your customer interacts with you.

Chances are, you are always looking for ways to make the customer experience better but determining the best way to appeal to this generation will require some true imagination.

Where can you add value to the buying process? In what ways can you integrate new technology to make your customer's experience more memorable? How do you personalize this process?

## So, how do you plan to target the Phydigital Generation?

**Let us help you create an amazing customer experience, contact Lori Jepson at: [ljepson@weareamphora.com](mailto:ljepson@weareamphora.com)**



# RETAIL AND TRADE SHOWS RETURN WELL-BRANDED SIGNS AND DISPLAYS HELP YOU SUCCEED

## Doors are Finally Open

COVID affected us all in the last year and with business getting back to normal, OEC is here to help. Some of the questions you should be asking are: Have we welcomed visitors back? Are we showing customers what may have changed with our product? Has our brand evolved through the pandemic? Most businesses have a lot to communicate with the return-to-normal. Data shows signs and displays can be one of your best returns on investment in communicating the answers to these questions.

## Staff Up with Recruitment Graphics

Today, almost every business is looking for employees. OEC Display Graphics signs can build your organizations brand and help you find the right candidates. Attracting new employees has become more competitive, so making sure to build an attractive brand to help support your culture can be the difference between you getting the talent you need versus your competitor adding them to their team. OEC Display Graphics has the tools to help and the team to support your hiring goals!



Businesses are reopened and there is a lot to communicate to customers. Reach out to your OEC Display Graphics consultant to see how displays can play an important role in the return. We will start with a solid brand strategy and display program which meets the needs of the environment and build displays where the results will be larger than life.

## RECRUITMENT FOCUSED DISPLAYS

- Incentive Referral Posters
- Career Fair Booth
- Culture Wall Graphics & Motivating Messages

## Trade Shows Have Returned

Trade shows are back, and we could not be more excited to work with you on your journey into in-person events again! Now is the time to review what impression you are making after a year of being removed from trade shows and we can help. Schedule a time with our team to discuss your 2021 strategy and goals.

## TRADE SHOW BOOTH UPDATES

- New Messaging and Graphics to Align with Marketing Strategy
- Make Sure to Differentiate Yourself at Shows with Demos & Giveaways
- Build Multiple Configurations for Different Events



**Call OEC Display Graphics representative Joe Dillon at 920-815-5875 or email at [joseph.dillon@oecgraphics.com](mailto:joseph.dillon@oecgraphics.com) for a quote or more information.**



# OEC DISPLAY GRAPHICS INCREASES CAPACITY WITH NEW PRESS

OEC Display Graphics recently added a new press, the Trufire LT/X2 UV flatbed, engineered to be the most durable and accurate printing table in the marketplace.

The press features true 3 level greyscale and precise motion control accurate to 1 micron, producing breathtaking print quality and ink efficiency.

With more printheads, an auto unloader and upgraded software features, this press has increased capacity and made us more competitive in the marketplace. Installed in March, OEC is excited to offer our customers this print alternative for their upcoming large format projects.

**Contact OEC Display Graphics today at 920-235-7770 for more information.**



# OEC GOING VIRTUAL: FTA FORUM AND INFOFLEX 2021

OEC Graphics recently participated in the FTA Forum and INFOFLEX, which started on May 11th and concluded on May 21st. OEC's **Jared Hinkle** was a part of the FTA Forum panel discussing five common print defects and corrective actions.

As an exhibitor, OEC had a live booth where one of our many technical salesmen hosted visitors who came into our virtual booth space.

In addition, our FUSION expert, **Wayne Wyngaard** gave a live presentation in our booth on custom workflow management systems and the advantages that they offer to converters.



Wayne Wyngaard

**Contact Wayne Wyngaard at 920-205-8720 if you missed the FUSION presentation and would like a personal demo.**

**THANKS TO ALL WHO VISITED US AND LISTENED TO OEC'S PRESENTATIONS AT THE SPRING FTA!**



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