dedication to innovation

visual INSIGHTS

OEC GRAPHICS OPENS MODESTO, CA SATELLITE LOCATION

OEC Graphics is excited to announce a new satellite location in Modesto, CA that supports our Union City facility. Modesto is located about 80 miles east of Union City in California's Central Valley. Opened officially on March 4, 2019, OEC Modesto has been a welcome addition to OEC customers and employees on the West coast.

There were several reasons behind the establishment of OEC Modesto. One, it gives OEC better access and ability to service customers in what is referred to as the "99 corridor". Located right along the 99 freeway, OEC Modesto can more easily visit and deliver to their corrugated customers in this area. Another purpose was to provide a work-life balance for a portion of the Union City employees that live there. The Modesto location is also serving as a prototype for future business models. OEC opened this small, low-overhead location to support the plating hub in Union City. Looking ahead, this arrangement may make sense in other markets.

OEC Modesto has a small team that operates in this location. Essentially, Modesto is a plate-mounting and customer service/sales facility. Two full-time plate mounters are available for prepping and mounting plates whether they are delivered locally or sent to Union City. There are also two business development team members that spend part of their time in the Modesto office or on the road in the Central Valley, as well as an account manager on-site.

The opening of this facility and the coordination of operations between Union City and Modesto has gone well, with just a few hiccups. Brent Fulkerson, Business Development Manager out of Union City, believes that this model is going to be a success. He states, "As we continue to work towards a more streamlined process, the Modesto business model is going to make OEC more efficient, responsive and agile for all of our customers on the West Coast." OEC's goal is to have more customers in this area see us as a good option for them, as well as making us more competitive in the marketplace. ■

Pictured Left to Right: Esther Mannon, Laura Malone, Steve Lawler and Jim Lawler

ILLUMINATED SIGNS ATTRACT CONSUMER'S ATTENTION
PERFECT FOR RETAIL STORE POP APPLICATIONS
BY MARK ELLIOTT, BRAND DEVELOPMENT MANAGER

Mark Elliott

Long popularity of neon signs in retail and merchandising demonstrate their value and ability to attract consumer's attention and sell a product off the shelf. They have been around since 1910 when Georges Claude used them at the Paris Motor Show. The challenge in modern times is neon lights require special care, are harder to fix and require a fair amount of energy. Not to mention a craftsman is needed to build. Fast forward to today, OEC Display Graphics now offers energy efficient, low maintenance Slim LED Lighted Signs.

MATERIALS OF CONSTRUCTION BENEFITS

Our OEC Slim LED Lighted Signs are constructed from acrylic with high output LED lights embedded. These lights produce a glow that will help your brand stand out from the crowd of standard point of purchase. Compared to neon, our lights are easier to read, lower cost to operate and lower initial cost to manufacture. LED signs use very low voltages, which provide an added value of lower energy cost compared to other illuminated signage options. The combination of durable materials also make this an easily shipped item. Life expectancy of an LED sign ranges from 40k to 50k hours, all depending upon the environment that it is in. When hung on a wall, OEC adds locking hardware, minimizing theft.

Slim LED Lighted Signs – Lit on the wall

DESIGN FEATURES

OEC Slim LED Lighted Signs can print full color and be routed to almost any custom shape. Vibrant high resolution, four color images and line art come to life with back-lit enhancement, letting your brand stand out. Special effects can also be explored including 3-D layering, programming with animations, and the ability to externally dim at a retailer's establishment, making this a very versatile product. When mounted in typical fashion,

an added "halo" effect on the wall behind is illuminated which helps draw extra attention from consumers. There are relatively few limitations on the design of OEC Slim LED Lighted Signs. Design options are open to both images and line art, layering, cutting and lighting variations.

APPLICATIONS

Applications which have worked fantastically for Slim LED lighted signs include: bars and restaurants, sporting venues, liquor stores, club stores, convenience stores, point-of-sale merchandising, beauty aisle, hotels and many more.

Combine the resources of OEC Display Graphics and AMPHORA Brand Design to extend your brand and merchandising, all with professional brand designers for your very own custom OEC Slim LED Lighted Sign. Contact Michael Kurtz (michael.kurtz@oecgraphics.com) or Mark Elliott (mark.elliott@oecgraphics.com) for a design consultation today. ■

BUSINESS DEVELOPMENT COORDINATORS THRIVE AT OEC

Four years ago, OEC developed the Business Development Coordinator role, a hybrid position that meshes account management with sales. Since that time, the Business Development Coordinator team has grown from 3 to 8, working throughout several OEC locations. The growth of this team is the result of a successful formula OEC has developed for our customers. Business Development Coordinators bridge a gap between our Sales team (also known as Business Development Managers) and Account Managers.

BUSINESS DEVELOPMENT COORDINATORS BRIDGE A GAP BETWEEN OUR SALES TEAM AND ACCOUNT MANAGERS

They allow Sales to focus on selling and Account Managers to focus on the details of each specific project coming in the door. Business Development Coordinators are then able to work more strategically with the client.

Danielle Maedel

Danielle Maedel has been with OEC Graphics in Salt Lake City, UT for four years. She joined OEC upon the acquisition of MGM Graphics in 2016. Originally, Danielle was working as an Account Coordinator, but eventually was moved onto the Business Development team. Danielle is now able to go out and visit customers, not just communicate by phone or email. She explains, "I visit local customers, deliver printing plates, go over projects and even help with press set-up. I enjoy being able to be physically present and assist with anything they need." Danielle also works with Account Coordinators to bring jobs into the workflow as well as

HAVING OUR CUSTOMERS KNOW THAT SOMEONE IS ALWAYS THERE TO ASSIST THEM WITH THEIR NEEDS IS CRUCIAL IN THIS ROLE.

helping our Business Development Managers with new leads. Danielle believes her customers prefer working with OEC because they like her availability in this role.

In the Midwest, Julie Pickart performs the same Business Development Coordinator role in OEC's Appleton, WI office. A long-time employee of OEC Graphics, Julie recently moved from an Account Manager position to Business Development. Julie has customers that she visits weekly, whether it's on her own or traveling with a salesperson. Her focus is on corrugated customers, which she is often preparing estimates for as well as managing their workflows. Julie is

Julie Pickart

also able to easily fill in for sales if they are unavailable. She elaborates, "Our customers know that someone will always be there for them to assist with whatever they need. It also gives me the opportunity to slowly learn sales."

In OEC's Canadian location, Kevin Grant serves as the only Business Development Coordinator in the area. Originally employed by a Canadian customer of OEC's, Kevin took a job in the Vancouver office in late 2017. He was helping to manage the OEC plant, then switched over to Business Development Coordinator. He works closely with OEC's regional Business Development Manager and fellow Business Development Coordinators, with whom he is in close contact keeping them current on new and existing customers. Although Kevin is in the office some of his time quoting and following jobs, he visits nearby plants to check-in, manage fingerprints and make deliveries. He explains, "The most important aspect of a

Kevin Grant

Business Development Coordinator is to make sure we are satisfying the needs of the customer. I'm direct with them and want to know how I can help." The job of OEC's Business Development Coordinators are very similar, but each person has their own approach to it as dictated by their experience and market. Whichever approach is taken, each has shown that this hybrid role is a successful formula for meeting the needs of OEC's customers. ■

GHOSTING
BY BRUCE PAGEL, TECHNICAL SALES MANAGER

This newsletter I would like to discuss a print defect that I often get questions about. Ghosting is a phenomenon that is mostly seen affecting areas of print around solids or negative fonts and dropped out windows.

Ghosting is when you can see a hint of an image that should not be there. This

Bruce Pagel

image is normally a transfer of the image off the anilox. This can be caused by a number of different things, but most of the time it is a ink transfer related problem. This can occur when the surface tensions between the plate and the anilox are not releasing the ink properly. It can also happen when the ink is drying too fast. Years ago, when two roll systems were run, we did not see a lot of problems with ghosting. The main reason for not having the problem at that time was because a much thicker film of ink was being put down. It was usually pretty simple to solve the issue because it was a dryer problem or over impression.

Today we have chamber systems that meter the amount of ink much closer to the exact amount of ink needed to print the image. When using high line, low volume BCM anilox, more problems are seen with ghosting. Combination plates with screen and solids are a problem. To try and keep the screens clean and printing nice, we lay down as thin of an ink film as we can, causing the ghosting.

So, what is really causing the ghosting? It is a lack of the ability for the cells of the anilox to refill, causing the cell to carry a smaller amount of ink onto the area that follows the area of the printing needing a large amount of ink. This ghosting is seen more around solids and reversed out text. So, it is a simple problem to understand, but as in all printing problems the cause can be many.

While we all try and reduce the ink film being laid down to have sharper, cleaner print and better ink mileage, it can increase the chance of ghosting and highlight dots not printing or printing dirty.

These are some ideas that should give you the results you need. But as always, this is a starting point and you may find other things that are causing your ghosting problem. ■

SOME TIPS ON CAUSES AND PREVENTION OF GHOSTING ARE:

■ Deck settings – Too much impression between either the anilox to plate or plate to substrate.

■ In-between deck dries blowing air onto the plates – Make sure the deck is covered to reduce loss of solvents and reduce air movement around the anilox.

■ Too high of line anilox or too small of a BCM – Try going to a higher BCM with the same lpi or lower lpi with the same BCM.

■ Ink drying in the cells – Slow the inks down. Faster press speed may help keep the ink wet or slowing the press down is more common on large solid areas.

■ Increase the ink flow in the chamber – Adjust the chamber doctor blade pressure. Too much pressure can cause the doctor blade to flex and not work properly.

■ Ink Viscosity – For water and solvent inks, the viscosity can be too low causing the ink to dry too fast. Too high of viscosity can also affect the refilling of the cells. Talk to your ink supplier about the range the inks should be run at.

■ Ink ph – Make sure the inks are at the recommended ph.

■ Change the anilox configuration to an easy flow or channeled cell.

UNDERSTANDING MARKET SEGMENATION

BY ALEISA HASTING, FORMER INTERN AND LORI JEPSON, BRAND SERVICES MANAGER

Take a moment to think about your target market. Are they Millennials? Gen Z? What do you know about them? Maybe you know that millennials are less brand loyal than preceding generations? Or maybe you know that Gen Z prefers to shop at brick and mortar retailers rather than online?

Identifying your target market is the foundation of all your future marketing strategies. Once you know how to segment your customers and target their needs, your marketing campaigns will outperform your competitors and your sales will quickly increase.

IDENTIFY AND SEGMENT YOUR CUSTOMERS

Before you can begin the segmenting process, you must identify your current and potential customers.

Be familiar with their motivations, behaviors, needs, and wants.

AMPHORA
BRAND DESIGN

Next, segmenting involves dividing the total market for a particular product/category into relatively homogeneous groups. You can segment your customers by their demographics, behavior characteristics, psychographics, and geography/location. The Generations Chart below is divided by today's working generations and shows each generation's characteristics. This chart is a helpful tool to use after you have separated your customer groups and are ready to define your target market.

An Overview of the Working Generations

Characteristics of each Generation	Traditionalists (The Silent Generation) (Pre-1945)	Baby Boomers (1945 – 1964)	Gen X (Latchkey Generation, MTV Generation) (1965 – 1979)	Gen Y (Millennials, Gen Me) (1980 – 1994)	Gen Z (iGen, Centennials) (1995 – 2015)
Major Cultural Events	World War II, Great Depression, The New Deal, Defined & Fixed Gender Roles, Rock 'n' Roll, Nuclear Families	Civil Rights Movement, Vietnam War, Apollo Moon Landings, Woodstock, "Swinging Sixties", Cold War, Youth Culture, Family-Orientated	End of the Cold War, Fall of the Berlin Wall, Reagan/Gorbachev, Introduction of the First PC, Early Mobile Technology, Internet Revolution, Stock Market Decline, Rising Levels of Divorce	Columbine, 9/11 Terrorist Attacks, Iraq War, Playstation, Social Media, Reality TV	Popularity Rise of Social Media, Mobile Phones, Global Warming, Global Focus, Economic Downturn, Energy Crisis, Cloud Computing, Wiki-Leaks
Population Size	28 Million	76 Million	82 Million	95 Million	About 25% of the Population
Core Values & Characteristics	Discipline, Dedication, Family Focus, Patriotism, Patience, Trust in Government	Anything is Possible, Equal Opportunity, Question Authority, Success, Transformational, Anti-War, Involvement, Loyalty to children, Want to make a difference	Independent, Pragmatic, Balance/Time, Self-Reliance, Informality, Diversity, Entrepreneurial, Skeptics	Globally Minded, Optimistic, High Morals & Tolerance, Individuality, Sociability, Confident, Street Smarts, Most Educated Generation, Extremely Technologically Savy	Optimistic and Self-assured, Accepting of others, Competitive, Entrepreneurial and Inventive Spirit, Realists, Freedom from Micromanagement, Creativity & Individuality, Diverse
Work Ethic	Dedicated, Sacrifice, Hard Working, Age = Seniority, Authority, Company First	Long Hours = Fulfillment/Self Worth, Quality Work	Balance, Self-Reliant, Want Structure/Direction	Multitasking, "What's Next?", Persistent	High Autonomy, Company Culture, Prefer Guidance
Preferred Method of Communication	Formal letter	Telephone	Email; Text	Text; Social Media	Facetime (Video Chat)
How to Work with Them	Work shouldn't be fun, Frustration caused by lack of respect and structure, Personalization	Recognition for Ideas, Careers Define Them, Identify the Big Picture/Purpose	Prefer Independence, Allow Appropriate Fun	Team Oriented, Treat them Respectfully, Grow Networks with Care	Use Technology
Media Consumption	Have assimilated in order to keep in touch and stay informed	Highest users of traditonal media like TV, magazines and radio, 90% have Facebook	Watch an avg. of 165 hrs of TV a month, Heavy Facebook users (7 hrs/week), Blogs are their favorite form of content	94% watch TV, but increasingly cutting the chord for streaming options; Mobile is big, but 32% still use computers for puchases	41% spend at least 3 hrs/day online (mostly via mobile)
Dealing with Money	Put it away, Pay cash, Save–Save–Save	Credit, Buy now–pay later	Cautious, Conservative, Save–Save–Save	Earn to spend	Conservative spenders, Price-conscious, Fewer Credit Cards, Rather Save Than Spend
Purchase Behavior	• Likely to shop at one location • Focused on value for money and product quality	• Likely to shop at one location (highly value convenience) • Focused on value for money and product quality • Most likely to shop/make purchases in-store • Brands with bold and consistent omnichannel engagement are likely to perform better among this group	• Seek out a specific brand • Influenced by family and friend recommendations and in-store experience • Want straightforward messaging • Shop conservatively + skeptical about marketing tactics • Won't purchase a product unless they have researched it throughly–it is critical to make products visible and accessible using SEO strategies • More likely to purchase from "do-good companies"	• Seek out a specific brand • Influenced by family and friend recommendations and in-store experience • More likely to make a purchase in-store	• Compare options to make an educated purchase • Prefer to shop in-store • Technology drives this group's shopping experience
Marketing to Each Group	• Use traditional marketing tactics like TV, direct mail and newspapers • Create big advertisements with a large font • Come up with a campaign that speaks directly to them • Use keywords like "how to save money," and put emphasis on the deal you're offering	• Responds to messaging that is personalized and specifically targets them • Marketers should avoid pointing out that Baby Boomers are seniors, elderly, or old • Receptive to direct marketing/sales tactics • Take advantage of brand loyalty • Go for the up-sell • Tie in cash back • Skip the discounts	• Respond to messaging geared to providing for families, themselves, or their futures • Use email to market to this group • Try direct mail	• Desire authentic/real marketing from companies • Most responsive to online shopping opportunities • Strongly influenced by social media and word-of-mouth • Take an approach that shows a new perspective on a common problem or task • Use a rewards program	• Social media should be the major communication medium to reach this group • Use short videos like a GIF format • Use eye-catching imagery on Instagram and other social media sites

Click on chart for expanded view

TARGET YOUR DESIRED CUSTOMERS

Now you can define your target market. A target market is a subset of individuals who share similar needs or characteristics that your company can fulfill.

Below are three different levels from which you can choose to define your target market:

1. MASS-LEVEL | Targeting at a mass-level involves little to no segmentation and works best when the needs of your market are homogeneous.

2. SEGMENTATION-LEVEL | At this level, you can attempt to obtain maximum market share by targeting just one segment, or you can target many segments by providing a variety of products that appeal to your customers' diverse needs.

3. INDIVIDUAL-LEVEL | Individual-level marketing can be satisfied in many ways. First, you can use one-on-one marketing by creating a unique, personalized offering for individual customers. Second, you can extend the one-to-one product offering and customize your products on a mass-scale with mass customization. Third, you can use permission marketing to target the customers who have chosen to be members of your target market. These customers sign up for email updates, loyalty programs, and other exclusive offers.

WHY IS THIS BENEFICIAL?

Segmenting and targeting your customer-base has more benefits than you might think. First of all, it helps to develop marketing strategies. Once you define your target market, you will understand how your customers want to be communicated to and what is important to them. Another benefit of segmenting/targeting is that it creates more success (and money) for your business. Only spending money to reach your target market saves your business from the funds lost by advertising to consumers who are not likely to convert into customers.

Need help to segment your customers? Contact Lori Jepson (920.410.1395) or Mark Elliott (920.379.4575) at AMPHORA Brand Design or your OEC Sales Rep for a discovery call. ▲

TYPES OF MARKET SEGMENTATION

GEOGRAPHIC

Target customers based on a predefined geographic boundary. Differences ininterests, values and preferences can vary dramatically.

Region, climate, market density, market size, urban/rural, etc.

DEMOGRAPHIC

The process of dividing a market through variables. This is one of the most widely used strategies amongst marketers.

Age, gender, education level, family size, occupation, income, marital status, social class, lifestyle, religion, etc.

PSYCHOGRAPHIC

Focus on the intrinsic traits the target customer has.

Values, personalities, interests, attitudes, concious and subconscious motivators, lifestyles, opinions, beliefs, etc.

BEHAVIORAL

Break down the way customers go through their decision making and buying processes.

Occasion, benefits, attitude,user status, quantity, rate of usage, way they use it, loyalty status, readiness to purchase, knowledge base, etc.

TRADESHOW UPDATES

OEC Graphics recently participated in the Petroleum Packaging Council's annual meeting, August 25-27th in Salt Lake City, UT. This annual gathering of members of the Petroleum Packaging Industry encourages education and networking within this community. OEC Graphics/AMPHORA took a sponsorship role by providing signage for the meeting. OEC's Wayne Wyngaard, Corporate Business Systems Manager, also presented on "Color Management Across Print Methods" at the PPC College. The PPC College consists of three condensed 3-hour technical certificate programs available for attendees called "Packaging 103".

OEC Graphics will also be exhibiting at the FTA's Fall Conference, October 28-30 in Charlotte, NC. A smaller, more intimate gathering than the Spring FTA trade show, the Fall Conference gives industry insiders focused technical sessions, a chance to view the latest products and services from suppliers, as well as the opportunity to network. Located in Charlotte, a "hotbed of flexography", the Fall FTA promises to be a must-attend event. Be sure to look up OEC's tabletop if you plan to attend! ■

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