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dedication to innovation

visual INSIGHTS

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WEST COAST SPOTLIGHT

OEC Graphics – West Coast has grown from a small, three person start-up to a manufacturing hub of 15 employees. Back in 2011, OEC was asked to add a location on the West Coast to better serve a number of large customers that needed us in close proximity to the San Francisco Bay area. OEC saw an opportunity to bring in prepress and platemaking services to support Western North America, and committed to establish a regional manufacturing facility.

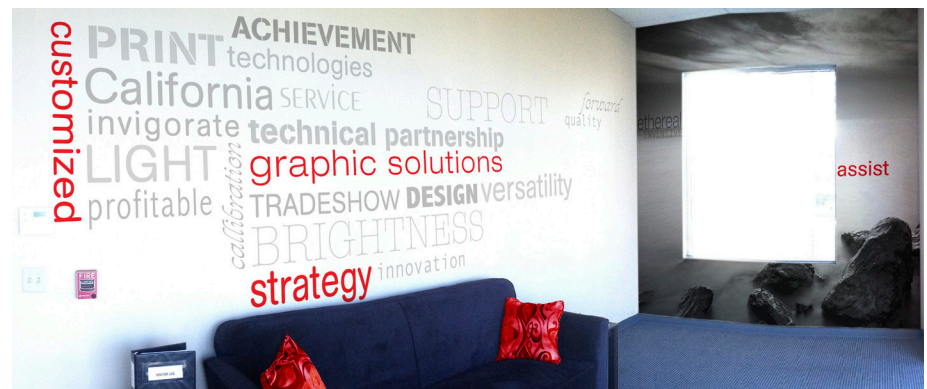
Celebrating our 7th anniversary in our West Coast facility, we've asked three of OEC's key employees from this Union City, CA location, to give their perspectives on working for a company that is growing and changing every day to meet the industry's needs.



Brent Fulkerson

Brent Fulkerson, Senior Business Development Manager, has been with OEC Graphics for 10 years. Our original West Coast salesperson, Fulkerson developed many of the relationships that led to opening this location. Fulkerson's role, as the Business Development Manager is to

manage the sales and operations of the West Coast location. As he describes it, OEC is now the "domestic hub" for all plating on the West Coast with a new EVO plating processor, a DuPont FAST 2000 TD thermal unit and an Esko 5080 HD/Pixel+ imager. Complementing the plating suites, OEC also maintains three mounting



West Coast Spotlight continues...

...West Coast Spotlight continued

devices servicing the corrugated market, including an A/V Flexologic Optimount 3000.

Servicing the narrow web, wide web and corrugated business segments regionally, OEC – West Coast also mutually supports platemaking for OEC's Portland, OR and Salt Lake City, UT locations.

Fulkerson shares, "OEC has a West Coast-centric business unit, where an internal partnership exists between manufacturing and business development in Union City, Portland, Salt Lake

City and Vancouver." He adds that this location would also like to diversify more extensively into end-user consumer product company accounts; a business model that is highly successful within OEC's other locations.



Jeff Hefter

Production Manager, Jeff Hefter, has also been with OEC – West Coast from the start. He originally joined OEC's Appleton, WI location in 2005 and ended up working on-site at a customer location prior to moving with the company to California.

Hefter's original focus was a hybrid of graphics coordination and day-to-day scheduling. Now, as Facility Manager, he oversees all of Operations and Customer

Service. Hefter describes the evolution of OEC – West Coast from the beginning to current as "night and day."

He elaborates, "We started with Brent, a platemaker and myself, working with no still (operating barrel-to-barrel) and an older wash-out unit. Now we have a new still, new EVO processor- basically a warehouse full of polymer and platemaking

equipment." Hefter also describes a close working relationship he has with OEC – Appleton and the desire to continue the transition

of wide web overflow work to Portland. In the past six months, Hefter shares that they have added five new employees with a couple more on the way. Although OEC – West Coast faced growing pains, through Hefter's

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efforts and that of his team, it is well-positioned for forecasted growth.

One last perspective comes from Laura Malone, the lead Account Manager who started with OEC – West Coast 18 months ago. Malone shares that she worked for a competitor

in her previous position and began to wonder who OEC Graphics was as she noticed more work filtering to them. Eventually she met with Brent Fulkerson and Brad Vette, OEC's Corporate Director of Business Development, and found

OEC was a good fit for her. Malone now handles the corrugated and mounting schedules, as well as customer support and billing. As she puts it, the mounting department has "grown immensely." They have added four new employees to meet the needs of the mounting schedule and fulfill capacity. She also reflects positively on the support she receives from OEC Appleton, the manufacturing hub of the company's corrugated prepress.



Laura Malone

She shares, "We all work well as a team. I feel very supported with good, constant communication, but I am never micro-managed which allows me to do my job successfully."

OEC Graphics definitely leads this region with a level of expertise and sophistication that has surpassed the competition. Fulkerson states, "OEC – West Coast is unique in that we have more resources with multiple locations, as well as services such as our Cadcoat-offset coating plates and FUSION asset management system, which offers customers a centralized, streamlined approach

to their graphics and packaging management." Malone also recognized the difference that OEC offers. "We are very available to our customers and

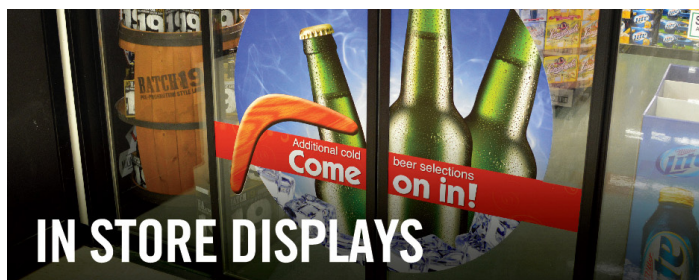
try to fit our services to their needs, instead of the other way around." All three employees agree that OEC has a bright and busy future in the years to come as they support this vibrant and growing West Coast packaging industry. ■



OEC DISPLAY GRAPHICS GETS NEW LOGO, SELF IDENTITY

OEC Graphics Inc. would like to (re)introduce our "OEC Display Graphics" division. As a complementary division of OEC Graphics, OEC Display Graphics now has a new logo and identity, and a new web site is under development. Like its sister division, AMPHORA Brand Design, OEC Display Graphics is a unique division of the company that has stepped out to form its own identity. While remaining under the OEC umbrella, OEC Display Graphics is bringing more attention to the wide variety of services offered in the large format graphic arena.

OEC's first digital press was installed in the mid 1990's and we have only grown from there. Almost three decades later, OEC Display Graphics operates multiple digital and screen presses as well as die-cutting and fulfillment services; all while serving a variety of markets including in-store, event marketing, tradeshow exhibits and outdoor advertising. Download our *Product Catalog and Idea Structure Guide* for quick reference on future projects. OEC Display Graphics has always been about servicing the customer and providing a high-quality product, but it



IN STORE DISPLAYS



EVENTS & EXHIBITS



OUTDOOR ADVERTISING



is OEC's "specialties" that set us apart. We are able to start from the very beginning of an idea with creative strategy provided by our in-house agency, AMPHORA Brand Design, through in-store installation of the final product. Files prepared by OEC technicians will always be carefully constructed with color and printing method in mind. OEC also has a sophisticated color management team to tackle any tough print issues that may arise. This expertise stems from OEC's decades of prepress experience; making sure that the file reflects what is produced on the press. Our state-of-the-art presses take the files and output graphics with vibrant, attention-grabbing color and exceptional detail. OEC Display Graphics can also print on a variety of substrates and will always strive for fast turnaround. Additionally, product fulfillment is handled on-site with direct in-store delivery, if required.

OEC Display Graphics is not just in the business of outputting graphics, we enhance this with the ability to manage our customers' print and packaging assets. This is accomplished through OEC's custom asset management system, FUSION, where we develop workflows for customers to store specifications, view files, track revisions, approve proofs and manage projects. Deploying FUSION assures that brands stay consistent, reduce errors and shorten lead-times.

OEC Display Graphics is here to offer supply chain solutions that will simplify the process and give our customers the best possible images in the marketplace. ■

DIGITAL FRONT END SERVICES WITH OEC



Jason Nelson

OEC Graphics has always been at the forefront of digital technology. The most recent shift to digital print, is no exception. Digital print has been changing the landscape of offset and even flexo printing as it finds its niche in short-run, variable data and regional print. However, eliminating a printing plate is not a simple process. The Digital Front End or "DFE" can get quite complex as files must be set up properly and a fingerprint and color profile of the digital press is necessary.

The traditional steps of prepress or premedia including art layout, stepping and process control marks still exist when prepping for a digital press. From there, color profiling and fingerprinting of the digital press must take place prior to print. OEC Graphics has been certified by HP as a Digital Front End provider, having gone through the training to manage this

whole process of DFE. Jason Nelson, OEC's Corporate Prepress Manager, has had a large role in integrating OEC's DFE program. He shares, "One challenge can be setting up and managing the digital press so that it matches the conventional runs. OEC is equipped to do this successfully for our customers due to our training and experience."

OEC is able to offer DFE services at several different levels for customers. From full on-site DFE management, to press set-up, to individual project management, OEC can manage all customer assets in a database and streamline the files to the press. Whether on-site or remote support, OEC offers a wide array of services to meet our client's needs with all digital presses.

OEC prides ourselves in being a leader in this arena. If digital print is part of your present or will be part of your future, contact Brad Vette, OEC's Corporate Business Development Manager at brad.vette@oecgraphics.com for more information. ■

OEC CAMPAIGNS FOR SEAMEX AND CADCOAT

In an effort to highlight two of OEC's most successful product lines, we are giving them a little extra attention this year. OEC's Seamex sleeve just celebrated its 25th anniversary in 2016. In order to reintroduce the fantastic benefits of printing with seamless Seamex sleeves, OEC featured Seamex in an advertising and direct mail campaign which kicked off in January of 2018 with a fun portable charger giveaway. Seamex ads can be seen throughout the rest of the year in Flexo magazine.

OEC's exclusive coating plate product, Cadcoat, also has a unique upcoming promotion. OEC has developed a sample kit of seven different coatings featuring the Seven Wonders of the World. These will be sent out to existing and potential coating plate customers to remind them of all the great benefits of Cadcoat coating plates.

If your company has an interest in Seamex sleeves, contact your current sales representative or Rob Cooper at 920-460-6267. If interested in Cadcoat coating plates, contact Brendan Burke at 630-455-6700 x3601. ■



PLATE CLEANING & STORAGE SOLUTIONS

BY BRUCE PAGEL, TECHNICAL SALES MANAGER



Plate cleaning and storage is critical for getting the most out of plates. Here are a few suggestions to help with this task.

- Plates should be cleaned before mounting. The solvent that is used to wash the plates off after the platemaking processing should be removed for better adhesion to the mounting tape and better ink transfer.
- After mounting onto the plate cylinder, the plates should be wrapped with opaque film, often black film. When the film is wrapped around the plates, minimum pressure should be used. Any exposed backing should be avoided or corn starch should be applied to take the backing tape tack away. Caution should be used when wrapping the film around the plates. If wrapped too tightly, it will leave low spots on the plates. Wrapping the plates after mounting will help them to adhere to the backing and protect the plates from the ozone and light.
- Plates should only be cleaned with a soft brush, horse hair bush, sponge or lint-free soft rag. The plates should be air dried or blotted with the lint-free rag. When cleaning plates, great care needs to be

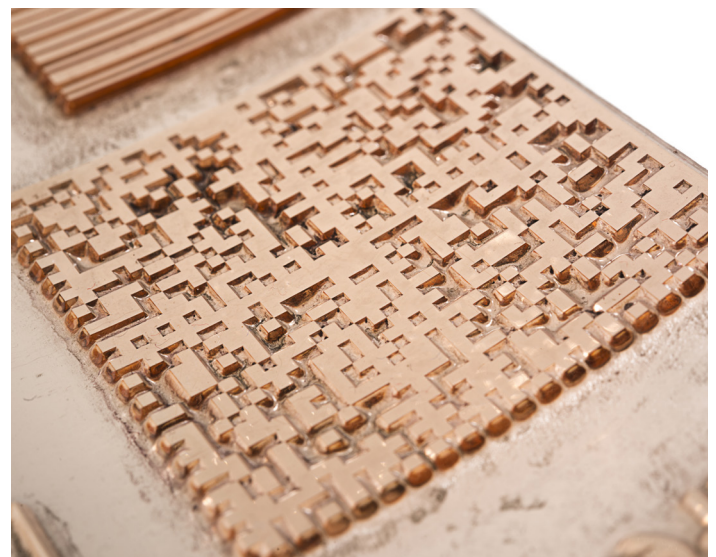


Bruce Pagel

taken to avoid damaging the dots of the screens.

- When the job is complete, if the plates are going to be kept for the next run, they should be cleaned as soon as possible to keep the ink from drying onto the plates. This is especially true for water based inks. Water based inks are designed not to break back down. Once water based ink hardens, it is required to scrub harder, risking damage to the plates.
- Before storage, the plates should be allowed to dry completely so that all the solvents can flash off. If the solvents are trapped in storage, it can lead to plate swelling and other damage.
- If running Seamex 2 sleeves, after cleaning, the sleeves should be carefully put back into the core packaging the sleeve was received in.
- Flat plates should be stored flat and wrapped to keep out the light and away from any ozone that is present. Best practice is to place paper or the foam from the packaging the plates came with, in between each plate. Plates should not be stacked over 6" high and be kept away from any heat source. Plates should be stored between 40° – 100° F.

Following these tips will increase the longevity of plates and sleeves. ■





LEAPFROG RETAIL WITH eCOMMERCE "DIGITAL SHELF" ENTICE, INFORM & CREATE DESIRE WITH BETTER E-TAIL CONSUMER EXPERIENCE

BY MARK ELLIOTT, BRAND DEVELOPMENT MANAGER



Mark Elliott

Think about the last purchase you made. Was it online or in store? Was it a product you bought before, or something new? What drove your buying decision – a need or a want? Best practice in selling to a consumer says your package has to entice, inform and create desire...and then your marketing has to build loyalty. For years, the package had to do the majority of the work. All you hear about in current marketing research is "consumers are looking for experiences... not brands." Consumer brand preference may feel like it is declining, and online sales are requiring brands to market themselves differently. As our society continues to advance in technology, it is not surprising that many consumers are shopping at click-and-mortar rather than brick-and-mortar stores. With an increase in e-commerce shopping, consumer packaged goods (CPG) companies are at a disadvantage. What is a consumer packaged good company to do?

CREATE DESIRE FROM THE SCREEN

Some of the shifts consumer product companies are making due to online purchasing erosion of price and experience, is to create a "digital shelf" which provides more information than a stocked retail store shelf does. The typical retail experience includes consumers entering a store intending to view and interact with the product and package to learn important information, like ingredients, nutrition or use and care instructions. However, with the disruption in e-commerce, consumers are hungry for information and willing to put in the time to search around. E-commerce allows consumers in some cases to disregard product packaging, while viewing only product information and reviews to make an informed decision. This is where unique, high-quality package design is crucial for retailers. Although package design is one of a brand's key selling points for their products, there are a few



The screenshot shows an Amazon product page for 'GoGo Dipperz Healthy On-the-Go Roasted Red Pepper Hummus and Multi-Grain Sea Salt Pita Chips - 2.6 oz Combo Packs (Case of 6)'. The price is \$16.00 (\$1.03 / Ounce) with FREE shipping on orders over \$25. There is an 'Extra \$4.00 Off Coupon' and a 'prime | Try Fast, Free Shipping' badge. The product is 'In Stock' and sold by Amazon. The page includes a quantity selector set to 1, an 'Add to Cart' button, and an 'Add to List' button. The product description mentions it contains six combo packs, is all-natural, and is portable and convenient.

Example of a basic Amazon® digital shelf

eCommerce "Digital Shelf" continues...

...eCommerce "Digital Shelf" continued

difficulties when selling products online: images may be too small, unrecognizable or difficult to interpret, the exact size of the product is unknown, and extra value-added features of the packaging are absent. This is exactly where digital shelf can help.



Examples of mobile ready hero images

Digital shelf seeks to bring back the consumers ability to explore the product on an online/ecommerce website. Additional features digital shelf provides beyond just the package design in multiple angles may include:

MOBILE READY HERO IMAGES

- ▲ Simplified thumbnail images
- ▲ 3D rotational view
- ▲ Product out of package
- ▲ Ingredient specific call-outs
- ▲ In-use shots

BRAND MARKETING ALIGNED GRAPHICS & MESSAGES

- ▲ Ingredient/instruction/care highlights
- ▲ Mini-ads
- ▲ Videos

ENHANCED VISUAL IMAGERY

- ▲ Environmental backgrounds
- ▲ Pack highlight call-outs
- ▲ Functional settings
- ▲ Product display
- ▲ Unique dispensing

DELIVER THE ONLINE EXPERIENCE CONSUMERS AND BRAND OWNERS WANT

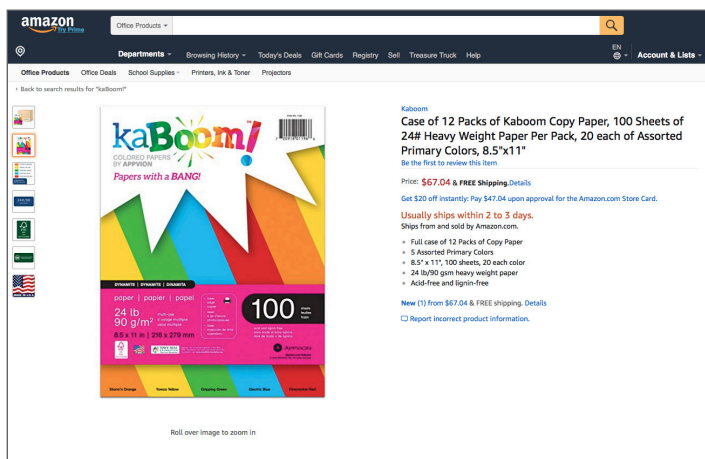
Digital shelf looks to leapfrog the in-store experience and provide extra ecommerce experiences impossible with the growing clean-store environments. Many of these experiences are not even possible within an in-store environment.

Building a digital shelf ecommerce strategy which provides brand consistency and digital consumable information for your customers E-tailing experience may be one of the best investments you can make in today's disruptive digital shopping world.

Consumer product companies providing their E-tailer partners the rich online experience of digital shelf with their packaging and visual images can expect a significant competitive advantage over their competition, as well as delivering on the brand experience consumers are saying they want.

For the full article, visit our *blog*. For more information about digital shelf, follow our AMPHORA LinkedIn page. ▲

Examples of a basic digital shelf and assets





OEC'S ROB COOPER TO PRESENT AT PETROLEUM PACKAGING COUNCIL



Rob Cooper

Rob Cooper, Business Development Manager for OEC, will be speaking at the PPC (Petroleum Packaging Council) Fall Meeting, held August 26-28 in Savannah, Georgia. This annual event supports the PPC and its goal to provide leadership, technical education and networking

opportunities to the petroleum industry. Cooper

will be one of four speakers participating in a series named "PPC College – Packaging 101." Cooper has

been in Business Development at OEC for the past six years, where he is an energetic manager of prepress solutions serving a wide variety of recognized Fortune 100 brands in the petroleum and food industries.

The subject of Cooper's talk at the PPC meeting will be on Labels/Graphics, where he will address the options and purposes of the various labels used within the petroleum industry. He will also discuss branding, layout and GF6 compliance of these labels in order to educate participants on their packaging requirements. OEC will be hosting a table-top in the PPC office where attendees can go to learn more about how OEC can assist them in achieving GF6 compliance, managing their assets and creating vivid store shelf graphics. ■



PPC College –
Labels and
Graphics 101



visual INSIGHTS

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