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FDA LABEL CHANGES: THE TIME HAS ARRIVED



Scott Felty

The FDA announced on May 20, 2016, that all Nutrition Fact labels must be compliant with the new government standards by July 26, 2018. These changes bring about a whole host of questions from CPG brands that are impacted. Below are some answers fielded by OEC consumer product sales specialist, Scott Felty.

How is OEC Graphics gearing up to handle the influx of business from our customers?

OEC Graphics is currently working with our customers to understand the increase of activity, the new FDA rules and regulations, along with finding out what is needed to handle this for them and plan for the increase of new business. OEC Graphics has increased and continues to increase staff in multiple areas of our organization in anticipation of the change. We are investigating ways to automate this process by working with our current clients to develop end-to-end solutions.

What advice can we give customers so their packaging changes go smoothly?

Understand the product mix, and your inventory levels of current packaging. Decide if this is the right time to redesign, or do a refresh

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vit. D 2mcg 10%	• Calcium 260mg 20%
Iron 8mg 45%	• Potas. 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FDA Label Changes continues...

...FDA Label Changes continued

based on the packaging needs. Coordinate with your ingredient vendors to get the new data available early and placed into your systems. Understand the new FDA rules and regulations as they may require a complete new panel. Work with your supply chain and work backwards from the compliance date to build the timeline appropriately. Work with your design firm, graphics vendors, and printers to develop the right schedule. Educate your company as to the timing and the plan of attack so no one is caught off guard.

Are the guidelines/parameters for the Nutrition Panel labeling clear-cut or are they more flexible?

The panel guidelines appear to be clear by definition, but the capacity to fit the new nutritional panels and claim changes into new or existing packages can be riddled with challenges and nuances. OEC is best able to assist with this because of our experience and creativity.

What are some opportunities that customers can take advantage of with these changes?

Update your front of package with new claims and new data. You can use this to proceed with a SKU rationalization and an inventory check. This may also provide the opportunity to check current compliance and regulatory standards and possibly update packaging. The biggest opportunity this can be used for is a redesign to help increase market share. This may also prove to be a time to review the color standards on each package and educate the current print vendors of expectations along with implementing a Brand Management program with the print vendor.

Is there a deadline to start packaging changes early enough to finish on time?

There is not a deadline because every company is different and each vendor is planning differently. I would recommend to start planning and executing as early as possible to avoid a situation at the end of the timeline of low inventory and a back log at your print vendors.

If packaging isn't finished by July 26, 2018, what are the consequences?

Manufacturers with sales in excess of \$10 million must comply by the deadline or risk being fined. However, manufacturers with less than \$10 million in annual food sales will have an additional year to comply, according to the FDA website.

Why should customers or even prospective customers go to OEC to complete this work?

OEC Graphics has proven to be flexible enough to build the right workflow for our clients to make sure the current process is not interrupted. OEC will help all customers and prospective customers analyze their product mix, their timelines and execute all changes needed. OEC can bring the right mix of solutions to the table to help customers from design to plates and everything in between.

OEC also offers our FUSION workflow management solution to help manage large projects. This system manages these projects via dashboards, email alerts, a centralized approval process, and a repository of data for all specs, not only NLEA ingredients. Additionally, it can also house print specifications and digital assets.

How will the customer know whether their packaging meets the criteria?

Review the rules and regulations on the FDA's webpage, <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm>, the changes are explained there and give resources for support.

OEC has also taken the initiative to develop an FDA "playbook" that will be accessible through the OEC Graphics website, www.oecgraphics.com. Once available, this microsite will walk through strategies to plan for the FDA label changes. In order to access the playbook, customers will have to request access from OEC by contacting Scott Felty, scott.felty@oecgraphics.com or 920.360.4921. ■



FDA NUTRITION LABEL UPDATE: COSTLY MANDATE OR STRATEGIC OPPORTUNITY?

BY LORI JEPSON, BRAND SERVICES MANAGER



Lori Jepson

In May of 2016, the U.S. Food and Drug Administration released its long-awaited revision of regulatory guidelines for food labeling. While most of the changes are directed to the back panel (Nutritional Facts), new regulations on the declaration of

serving sizes and nutrients can also have an effect on the **face** panel of products. If any claims are made on the face panel regarding servings, calories, fats, etc. and are revised because of the changes, these too will need to be updated on the package.

Businesses have a choice: do only what's necessary to comply, or use the change to adapt your labeling to what consumers want.

“Now could be the ideal time to refresh, revitalize, or completely reconfigure your brand.”

Many companies are taking advantage of this opportunity to update their package graphics; refreshing the look of their design in conjunction with these nutritional updates. OEC Graphics and AMPHORA Brand Design can assist in creating a seamless transition. We will work with you to redesign or refresh your packaging from ideation to print within a budget that we will manage. The unique combination of our design, file prep, print, POP and store design make us a perfect partner.

Now could be the ideal time to refresh, revitalize, or completely reconfigure your brand. Is it time for you to rebrand? There's no simple answer for everyone,

however, if you answer **YES** to any of these questions, you should seriously consider a brand refresh:



- ▲ Have there been changes in your category?
- ▲ Does your *Selling Proposition* still align with the customer's *Value Proposition*?
- ▲ Are the *Reasons to Believe* in your *Value Proposition* unclear?
- ▲ Has new competition arrived?
- ▲ Is your company or product line under new ownership?
- ▲ Are there new markets and audiences to pursue?
- ▲ Have consumer tastes and perceptions changed?
- ▲ Are new packaging formats or structures available?
- ▲ Is your product being reformulated or re-introduced?

There are certainly other factors, options and resources to consider. Our experienced team is ready to help evaluate your branding. Get in touch with Mark Elliott, Brand Development Manager, melliott@weareamphora.com, 920.379.4575 for a no-cost brand refresh consultation. ▲





BRENT HOAG JOINS OEC AS CORPORATE OPERATIONS DIRECTOR

OEC Graphics is excited to announce the addition of Brent Hoag as our Corporate Operations Director. Educated in finance and management with an MBA and Master of Science degrees from UW-Whitewater, Brent is trained in process improvement and has extensive business experience in supply chain, IT and program management. This experience has led to many global leadership positions in manufacturing, consumer products and professional services organizations, including most recently with Briggs & Stratton, Inc. and Diversey, Inc.

The addition of Brent to OEC's management team was an easy choice when looking for a candidate that could focus on internal improvements, with a goal of increased profitability and growth. Brent has successfully created and executed

corporate transformation strategies with fully integrated program road maps of processes, people, data and enabling technologies leading to sustained profitable growth on a global scale. Brent elaborates on "corporate transformation strategies" in this way, "Most important is creating a model and culture for transformation to be what happens naturally and effortlessly by the entire organization as a way of life." He further explains, "Individual initiatives are helpful to drive value. What is more powerful is leveraging these examples of change as a catalyst for creating a model for transformation."

The Operations Director position at family-owned OEC might seem like a huge change for someone accustomed to working in larger consulting companies and holding leadership positions in billion dollar global organizations, but Brent welcomes it. "OEC is well-positioned for growth, success, and leading the industry in innovation. I am honored to be a part of this and look forward to using my skills and experience to accelerate growth." He continues "I have found that at the core, all businesses are the same; the product, service, customers and scale represent

the differences." In his observations of OEC, he finds that the biggest difference is the layers of customers from direct to very indirect.

Since starting in December, Brent has been focusing on conducting an overall

assessment that will lead to a focused set of priorities which will add the most value to OEC. He has immersed himself in the company by meeting, touring, inquiring and absorbing as much as possible, as quickly as possible. His personal management style is based on helping others succeed; in other words more of a "servant leadership" style. Brent describes himself as having an outer calm with an inner passion for excellence which will work well in OEC's environment. As an organization, we welcome Brent and his expertise and look forward to the leadership he will provide our team. ■

“ OEC is well-positioned for growth, success, and leading the industry in innovation. I am honored to be a part of this and look forward to using my skills and experience to accelerate growth. ”



Brent Hoag



OEC INVESTS IN KONGSBERG XN22 FOR WEST COAST

OEC Graphics – West Coast, our largest manufacturing facility in that region, has installed a Kongsberg XN22 with a 66" x 86" footprint. The unit has several functions. These functions include: cutting backing material to size for corrugated mount work versus cutting by hand, cutting finished sheet plates of all thicknesses into individual images versus cutting by hand, drilling registration holes in backing and plate material that register with each other for flat mounting corrugated jobs versus mounting in the round (best used for two and three color work). It also has a marking feature which allows for marking die lines and plate positions on the backing material as well as marking/scribing the plates with customer required information versus hand scribing.

The Kongsberg table will also be used in conjunction with the new AV Flexologic 3000 Optimount unit that is due to be delivered to Union City in late February. In this process the Kongsberg table, utilizing Hybrid software, will cut out the backing material to size and mark the positioning of the plates for mounting. It will then cut the plates per the layout. The Optimount aligns the plates to the backing material using optical registration marks for optimum registration on multi-colored mount jobs.



According to Greg Renn, the General Manager of OEC Graphics – West Coast, "OEC's goal with this purchase was to improve efficiencies, reduce waste and achieve labor savings. Installed since April of 2016, the Kongsberg has improved labor and time savings by 70% through elimination of the need for hand-cutting and mounting." By removing the human potential for error, accuracy has also improved. This is OEC's third Kongsberg cutting table. The other two are utilized in OEC Oshkosh's large format display graphics department. The units are used for completely different reasons, but achieve the same basic results. The Kongsberg has proven to be a win-win for both departments. ■



OEC TO EXHIBIT AT UPCOMING SHOWS



OEC Graphics looks forward to exhibiting at the upcoming spring FTA Forum & INFO*FLEX, April 30 – May 3, in Phoenix, AZ. This year, the discussions will center around OEC's preparation for and dedication to guiding our customers through the nutrition labeling requirements implemented by the FDA. Stop by and visit us at **BOOTH 525** if you plan on attending.



OEC will also have a tabletop at the PPC (Petroleum Packaging Council) Spring Meeting & Tradeshow, March 12-14, in Napa, CA. The PPC is an association that provides the petroleum packaging industry with leadership, technical education and networking opportunities. ■



THE IMPORTANCE OF A FINGERPRINT PT. 2

BY BRUCE PAGEL, TECHNICAL SALES MANAGER



Bruce Pagel

I hope everyone had a wonderful holiday season and all of us at OEC Graphics wish you a prosperous 2017! This is the second part of a two-part series discussing the preparation and running of a fingerprint.

Fingerprinting is a method for determining the performance, capability and gamut of a printing press. It is a process to identifying the factors on the press, which are then used to determine the graphics specifications. The purpose of the fingerprint is primarily to provide information for the printer and the graphics supplier, but there are a number of other areas that the fingerprint covers.

By fingerprinting your press you can determine the standards and settings for the press:

- The customer, plate supplier and printer now have predictable information to carry out the graphics.
- Separators will be able to produce plates tailor-made to suit the specific graphics to a particular printing press.
- The press operator now has standards to set the job.
- The customer can approve proofs with the knowledge that the printer can match the proofs on the press. Proofs today are made to match within tight specs of the press based on the profile information.
- The customer will have consistent, predictable print from run-to-run.
- Ink companies will note the ink used for following production runs.

The process to achieve a good quality profile:

- Discuss with your sales person what printer marks you want and need on your profile to gather all the necessary information.
- Good impression settings so that the 4-color screens are printing even from highlights to the solid; no low spots or over impressions.
- Check the entire tone scale on all 4-colors for good, clean, even printing.
- Read solid density with the densitometer/LAB of the four process colors making sure you are hitting the FTA density targets.
- The market is moving toward using density in combination with LAB reading to capture ink strength as well as hue.
- Fingerprint set up should target FTA standards; the graphics supplier will evaluate the data and supply actual printed press density profile specs back to printer for future production runs.
- Read your tone scale for screen impression settings. A 1% dot should be 10% to 12% or lower for good highlights and the 50% target should be close to 68% for good mid-tones. These numbers are important to achieve balance as well as to get as large of a color gamut as possible. The better the highlight, the better your vignettes will fade down to a light edge.
- Visually inspect the overall quality of the entire print. Solids should be free of picking, pin-holing and streaking. Make sure that the screens for your four-color process colors look clean and even and that the dots are well formed. The ICC profile screens must be in register and clean with no print skipping.

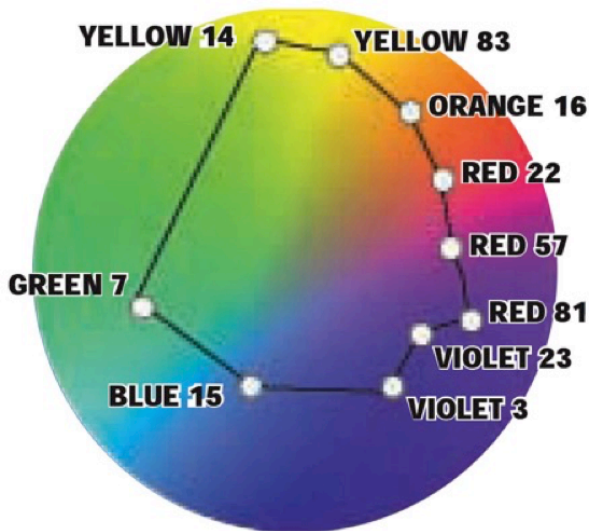
“Fingerprinting is a method for determining the performance, capability and gamut of a printing press.”

The Importance of a Fingerprint continues...

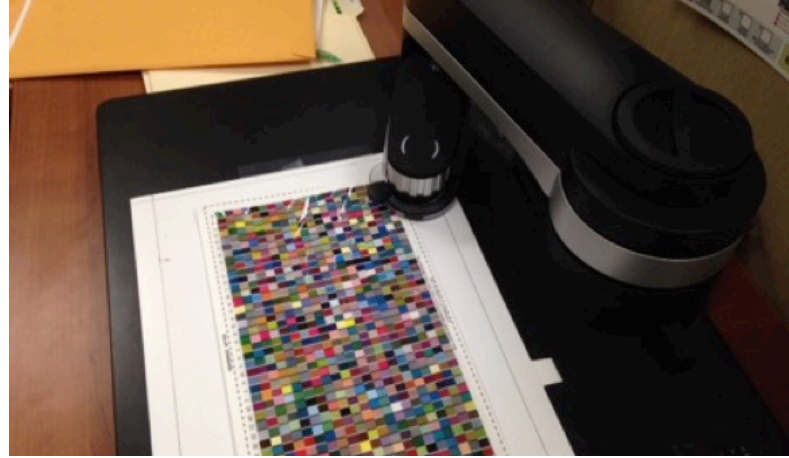
...The Importance of a Fingerprint continued

On your fingerprint test you have a number of tests that are taking place at once:

- Establishing your four-color or seven-color densities so that when printing using these four or seven colors, while setting up a new job, it is necessary to get the inks back to the set densities. The densities and your screen profile is how the job will be separated to make any pictorial that is in your design successful. If these conditions are not returned to when the original fingerprint was set up on the press, you will have increased downtime and will not match the proof.
- The next test that is taking place is the ICC profile production run.
- In color management, an ICC profile is a set of data points that characterizes a color input or output device, or a color space, according to standards by the International Color Consortium (ICC). Profiles describe the color attributes of a particular device or viewing requirement by defining a mapping between the device source or target color space and a profile connection space (PCS).
- This is color calibration; every proofing type and printing process has a limit on the saturation levels of the colors it can achieve on a given substrate know as color gamut.



The color gamut comes from your ink color, impression settings of screens, solid ink densities, LAB and substrate.

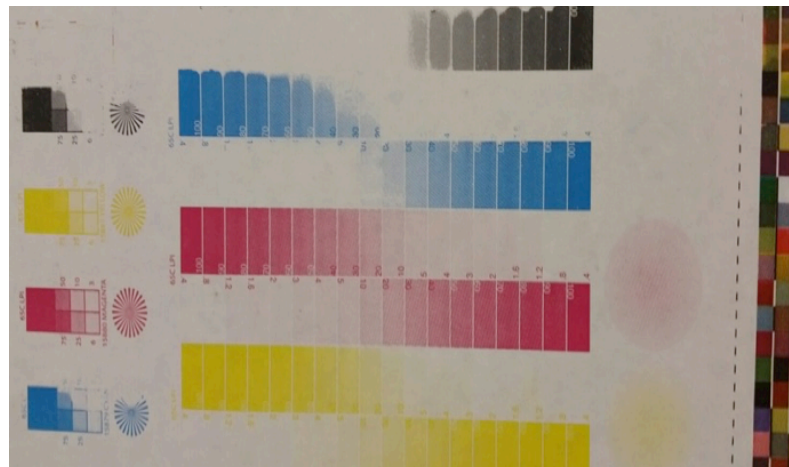


ICC Profile Reader

The ICC profile is read by a computer automatically and is not easily capable of making adjustments for bad print. It only reads what you produce on the sample and if it is skipping print or has dirty screens, this will affect how the computer then predicts the colors you will produce on the press. This can cause spikes and hooks in the color gamut.

Shown are some examples of the print samples we get from printers asking us to use these to produce their profiles. These samples will produce very poor results for the printer. The proofs that the customer is signing off on will not meet their expectations; they may feel you cannot do their work based on how the proof looks. Often times the printer will come back and ask for a better proof. The only way we can produce a better proof is to override the supplied bad profile information. The proof will look better, but now you have the press trying to match the proof instead of the proof matching the press.

Bad 4-color print example



The Importance of a Fingerprint continues...

...The Importance of a Fingerprint continued

Other times the job is approved, plates are made and sent to the printer. The press sets up on the job and then they have troubles matching the job. This can be caused by the press not being set back up as it was when the profile was created. Are screens printing better than they did at the time the profile was run? Everything must be set up as it was at the time of the fingerprint.

It is very important that the press crews understand that the fingerprint is what will make their lives easier when setting up new jobs. The time and the care must be taken to assure that the samples submitted for your profile are as good as they can be. All information at the time of the fingerprint must be captured. Ink system, viscosity, ph of water base, anilox used if numbered, but also what line count? And what is the volume, BCM of the anilox? What substrate is the finger print run on? If reversed printed with white back-up, then what is the opacity of the white? What plate material and backing was used? What are the press settings at? Record the production press speed and identify lamination procedures. OEC has forms to help record all the information of the elements used for the fingerprint. Contact your sales representative to get yourself a copy.

In some of the samples below, you can see the dirty print in the highlights. The ink is drying too fast onto the plates which cause most of this. Sometimes it is just cleaning the plates before the final pull down because they have gotten dirty from pulling down. By having your

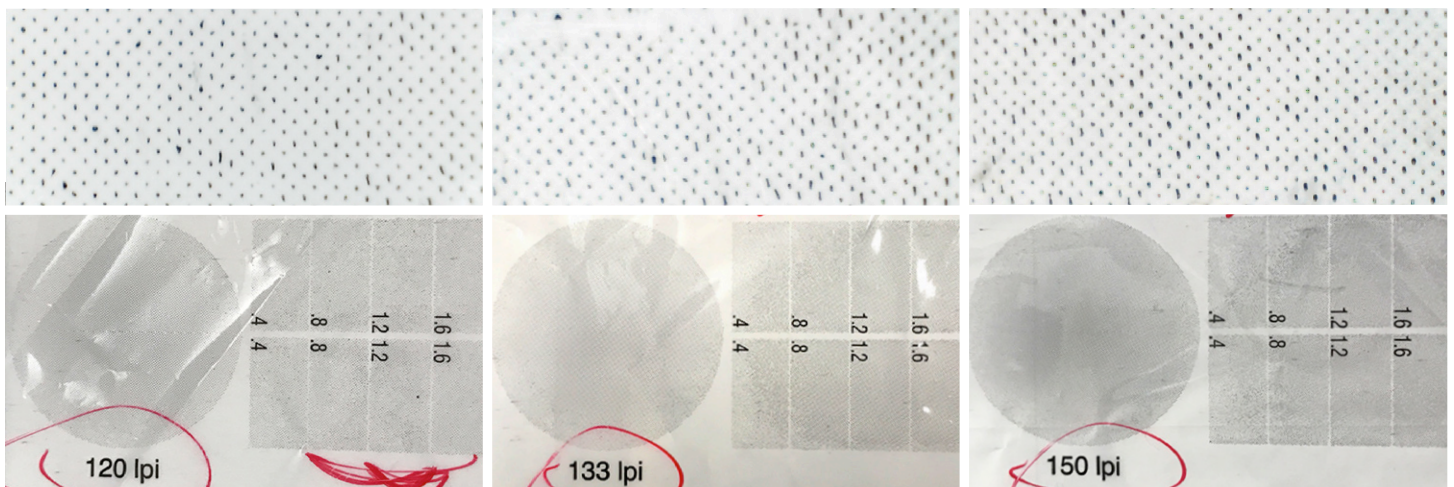
ink company along with your salesperson from OEC, everyone can work together to assure the best results.

There is a lot that goes into achieving a good fingerprint that will help you with your customer satisfaction, reduced downtime and print quality. It is worth spending the time to do it right.

I believe some printers look at a fingerprint as an inconvenience and a waste of time. The fact of the matter is, it costs time and money not only on the printer's part, but also for the ink company and the graphics company if done improperly. If everyone takes the time and has a vested interest in doing it right, it helps us all to be successful. At the end of the day that is what we are all looking for.

In this two part series I have highlighted some of the things that need to be taken into consideration when doing a fingerprint and why it is important that the time is taken to get good samples. We see a lot of samples that come into us that the printer did and the time spent did not produce the result that best represents the printer's capabilities. A good fingerprint should make it possible to set your press up by setting the densities/LAB of your process colors. Spot colors to your delta, set your screen area and get everything in register and the job should fall together. The only way this will work is by going back to the way the press was set up with plates, mounting tape, inks, anilox, and press settings at the time of the fingerprint. ■

Examples of bad prints which are unacceptable for use in creating a good print profile.



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