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dedication to innovation

# VISUAL INSIGHTS

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## IN-THE-ROUND (ITR) PHOTOPOLYMER SEAMEX® TRENDS FOR 2018

BY: BRAD VETTE, CORPORATE DIRECTOR OF BUSINESS DEVELOPMENT

As the demands for more economical flexible packaging increase, flexographic press manufacturers have responded with presses that offer press speeds twice that of the average press of just ten years ago. These presses are being engineered to run at speeds of nearly 3000 feet per minute, while maintaining or exceeding the packaging expectations of brand owners and the consumer. With this increase in press speed come challenges for the packaging converter to adapt their processes to accommodate this change.

Among these challenges is the need to hold traditional plates onto the press cylinder. At these speeds, these "flat" plates can come off the cylinder and can damage the press and compromise the run. This is such a risk, that the press manufacturers require the use of in-the-round sleeve (ITR) technology to overcome this challenge, or they will not honor the press warranty.

OEC has a unique solution for this challenge in the form of our exclusive Seamex ITR sleeve. This sleeve has an integrated foam and plate technology that allows for the elimination of the "plate seam" that is inherent in the traditional flat plate process and is the cause for plates releasing off of the cylinder at high speeds. As opposed to any other in-the-round solutions, OEC's technology offers the highest level of print production available in the market. OEC's Seamex is an innovation that allows for the sleeve to carry the most state-of-the-art imaging and surface technologies while eliminating the risk of damaging the press. These imaging and plate technologies include: variable plate durometers, variable foam densities, Flat-Top-Dot, HD Imaging and Pixel+ screening.



*In the Round Photopolymer continues...*

...In the Round Photopolymer continued

OEC's exclusive Seamex technology means that there will be no compromise for the brand owner or the consumer as the industry evolves with faster and more sophisticated presses. Our Seamex team is ready to help integrate Seamex into your pressroom. Contact your current salesperson directly or OEC's sales group at [info@oecgraphics.com](mailto:info@oecgraphics.com) or **224-828-1266** for more information.

**SEAMEX – NO COMPROMISE ■**



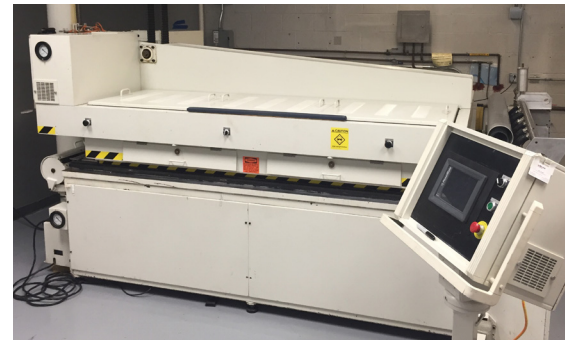
## OEC CHICAGO ADDS LIQUID PLATEMAKING

OEC Graphics has recently invested in liquid platemaking equipment, adding a large format Merigraph 5280 system and its four companion machines, including washout, dryer, post-exposure and detack units. OEC Graphics also produces liquid plates in our Salt Lake City facility in smaller format, while Vancouver, BC, Appleton, WI and now Chicago facilities all have 52" x 80" machines.

Producing liquid photopolymer plates allows OEC Chicago to better service the corrugated board/low density poly markets, where line screens are less than 100 lpi and plates caliper between a 0.067"– .270" thickness. OEC Chicago has

been producing regular sheet photopolymer plates for the corrugated and multi-wall bag markets since 1997. Although sheet photopolymer is ideal for high line screens, fine lines and even flat-top dot, there is a huge market for more of the 1, 2 and 3 color and island plate work.

For some of OEC Chicago's customers, adding liquid platemaking is a "bolt on" for what we already do for them in the high-end corrugated sphere. According to Dave Garnache, OEC Chicago's General Manager, "OEC can now be more competitive in a very aggressive brown box market, allowing us to pursue the full range of corrugated work." He continues, "We intend to manufacture excellent island plates so we can capture a larger volume of high-speed machines such as the Evol within this growing market." OEC Chicago's liquid plate equipment is scheduled to be completely up and running by the first week in January. ■



## OEC'S UNION CITY, CA FACILITY INSTALLS NEW PLATE PROCESSORS

The installation of the EVO plate processor and the newly released Dupont Fast 2000 TD system represent OEC's continued focus on growth in Union City and to the West Coast overall. According to OEC Union City's Senior Business Development Manager, Brent Fulkerson, "The 50 x 80 EVO system will allow for greatly improved photopolymer plate productivity and efficiency in support of our narrow web, wide web and corrugated business segments." Completely automated, plate washing and drying occur inside the unit after ablation and exposure has been completed.

Additionally, with the first installation west of the Mississippi, the Dupont TD 2000 is a leap forward in thermal plate processing representing print quality rivaling or exceeding that of solvent-processed plate material. In conjunction with the TD 2000, OEC is installing DuPont's latest technology, EASY screens. Used for white ink, it allows for higher opacity with less ink lay, boosting plate quality. Currently up and running, together these two units will help to increase flexibility with OEC's platemaking capabilities and allow us to better serve our West Coast customers. ■



# 2018 TRADESHOW TRENDS

BY LORI JEPSON, BRAND SERVICES MANAGER

Now is the time of year to start planning for the spring trade show season! Here are some trends that AMPHORA has been implementing in their booth strategy and design for clients.

**THE “UNBOOTH”** — Create an environment that is inviting and welcoming for weary tradeshow attendees to want to hang out and recharge (think cell phone charging station)! This also presents a great opportunity for making a human connection with one-on-one conversations in a relaxing environment.

**RICH TEXTURES/ENVIRONMENT** — Trade show booths are including rich textures like wood grain flooring. Other unique or customized features like bold colors, fabrics, brick and metals all create a certain mood and experience.

**TECHNOLOGY** — Continuing to be a major trend, big screen TV's playing promotional videos and digital signage remain two of the top choices. Both offer the ability to create customized messaging that resonates with the audience.

**PERSONALIZATION** — Your company may sell into multiple vertical markets and categories, but the more personalized, specialized and focused on the audience the better these days. Customers want to know you know their business and can provide value above your product in industry knowledge.

**GAMIFICATION** — Games and contests offering a unique user experience is still key in getting attendees out of the aisle and into your booth. Do your homework. Know your audience. Select the best game for their engagement and remember that they want to be entertained.

These five trends have been proven effective and can certainly enhance your booth. However, there are many other factors that can determine trade show success — which is why a tradeshow strategy is so important.

Examples of AMPHORA's Designs



Get in touch with Mark Elliott, Brand Development Manager, [melliott@weareamphora.com](mailto:melliott@weareamphora.com), 920.379.4575 or Lori Jepson, Brand Services Manager, [ljepson@weareamphora.com](mailto:ljepson@weareamphora.com), 920.410.1395 for a free consultation on how to improve your future trade show strategies. ▲



# MARK ELLIOTT AND THE EVOLUTION OF BRAND SALES

Mark Elliott joined AMPHORA Brand Design only two years ago, but his role has evolved and grown from a focus on new business development and customer marketing to an added responsibility of Sales Manager. This new position will help align AMPHORA and OEC's Display Graphics department to best service our customers. Mark is uniquely positioned for this task with experience including over two decades of owning and operating a full service advertising agency, as well as leading a commercial print packaging sales team. He brings broad-based marketing and strategy experience with knowledge

of the competitive markets of flexible and paperboard packaging printing and is enthusiastic about sharing it with OEC's customers.

When Mark started at OEC he was

focused on business development for AMPHORA and working with those customers on strategic marketing. As OEC began to look at better ways to streamline our business, it made sense for Mark to expand into our Display Graphics division and find more ways to connect the two markets. AMPHORA offers total supply chain, omni-channel marketing, where Display Graphics picks up on the retail level, producing large format (plus small and in-between) graphics for these businesses.

As Mark works with the sales team, his goals include better bridging AMPHORA design services with

Display Graphics so our customer's brands are well-represented. Like AMPHORA, many of OEC's Display Graphics customers are consumer product companies or retail promotion based companies with retail outlets. OEC is uniquely positioned, being able to service clients with a complete understanding of brand design and either creating or maintaining standards while executing the message all the way through packaging and promotion. Our expertise in brand design, color, asset management and digital print allows us to offer the "total package" and differentiates

OEC from our competition.

Mark believes that OEC's more unique approach is a win for clients. He explains, "OEC brings more to the table with our full-service capabilities.



Mark Elliott

**“OEC is uniquely positioned, being able to service clients with a complete understanding of brand design and either creating or maintaining standards while executing the message all the way through packaging and promotion.”**

We aren't just a design shop or just a printer, we are seamlessly integrated in all areas and can address the best way to put a brand out in the marketplace. We operate by the philosophy "create-manage-sell." Mark is excited about the collaboration between AMPHORA and Display Graphics, "Together we will improve the customer experience along their path-to-purchase, using the best methods in brand design, package design, graphics management, color management and promotional display graphics to increase sales for our clients." ▲



# IN MEMORY: RICHARD KOSLOWSKI "ASK DICK" – 1942-2017

BY: JENNIFER NAVIN, VICE PRESIDENT OF MARKETING & COMMUNICATION



Dick Koslowski

OEC Graphics lost a friend over the summer with the unexpected passing of Dick Koslowski.

Dick was employed as OEC's Technical Specialist from 1996-2014, upon his retirement. He was a teacher and mentor for many who crossed his path during his

career; this held true whether you were an OEC employee or a customer of OEC Graphics. Dick enjoyed teaching others how to improve their printing process, spending much of his time working with customers on press.

Personally, I counted on Dick year after year for this very newsletter. In 1997, we came up with the idea that he would write a technical article to answer common (or not so common) questions related to flexo printing. The column would be called "Ask Dick" and in short, it was a hit. On many occasions, I would be contacted by a customer to dig up a column Dick wrote on some subject like ph or poor ink trap. The little tidbits he provided became really useful information to our printer customers. I have to say, his contribution to my newsletters gave them a notoriety I couldn't have achieved on my own. He also provided me his excellent proofreading services, which were out of his normal job duties, but I fully appreciated.

Dick was considered one of the best technical specialists in the flexo industry. He was called on time after time by the FTA to serve on the



FTA Awards Committee, as well as to share his knowledge for early editions of FIRST (Flexographic Image Reproduction Specifications & Tolerances). Fox Valley Technical College relied on Dick to help with the installation and operation of a new press, even involving him in their first classroom session. He was always willing to help, providing Flexo Printing

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**“ Dick was considered one of the best technical specialists in the flexo industry. ”**

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Training Seminars to industry suppliers and agreeing to speak on subjects like digital flexo plates and sleeves.

Although Dick loved his career, he definitely put family first. He

is survived by his wife, Julie, son, Brian, his daughter-in-law, Lori, and his granddaughter, Aspyn. They shared a love of the outdoors and spent much of their time at the family's cabin up North at the "Big Trees" in Wausaukee. Deer-hunting was his favorite past-time and he found great joy in sharing this with Brian and Aspyn. As for his OEC family, we will remember him fondly and miss him dearly. ■



## OEC NEWS

OEC Graphics will be attending the upcoming Spring FTA Forum and INFOFLEX, May 6-9th at the Indiana Convention Center in Indianapolis, IN. This show brings the flexographic supply chain together for several days of educational sessions, speakers and the opportunity to see the latest services and technologies of exhibiting companies.

OEC Graphics will be showcasing our HD plates and Seamex sleeves, Fusion custom workflow management systems and other services at **Booth 431**. Be sure to stop by and see us if you plan to attend!

OEC Graphics will also be exhibiting at the 2018 PPC (Petroleum Packaging Council) Spring Meeting and Tradeshow being held March 4-6th, at the Renaissance Tampa International Plaza Hotel in Tampa, FL. OEC's Mark Elliott will be speaking on marketing opportunities in regard to GF6, which is the driving force for new packaging regulations in the oil industry. Held every two years, the PPC Spring Meeting allows members to come together for leadership, technical education and networking opportunities. ■



## visual INSIGHTS

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