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dedication to innovation

# VISUAL INSIGHTS

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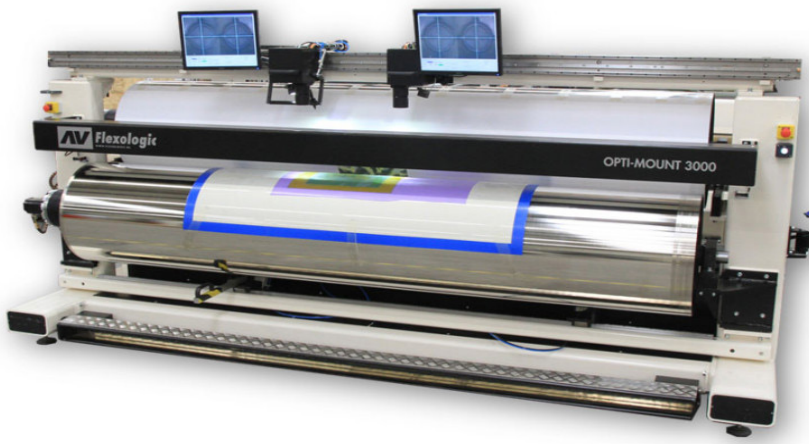


## OEC GROWTH SPURS EQUIPMENT INVESTMENTS

OEC Graphics is experiencing increased demand in all markets. As a result, the company recently expanded capacities in all locations with new equipment. These investments not only allow OEC to increase capacities, they also increase processing speeds and improve environmental sustainability.

Specific investments include multiple high-efficiency distillation units which minimize disposable waste, thereby contributing to active environmental protection. Additionally, all of our corrugated support facilities have received new plate mounters and/or cutting tables which have increased automation and accuracy, while improving speed and quality.

**Flexologic Plate Mounter**



**ZÜND Cutting Table**



Finally, all OEC locations are benefiting from the new color management solutions and devices that allow for increased continuity, control and accuracy.

As OEC continues to grow, we are certain that these investments will allow us the ability to continue to increase our capacity and provide increased throughput, quality and speed to market to better serve our customers. ■





# EMPLOYEE PROFILE: CJ BUZZELL



CJ BUZZELL

CJ Buzzell has had a long history in the flexo industry. As a teen, he worked as a delivery driver for a prepress company in Minnesota. CJ went on to pursue his passion of playing hockey and was offered a spot on the team at Miami University (Ohio), eventually moving to the

minor leagues. When finished with hockey, he decided to move back to Minnesota in 2002. CJ's connections led him to an internship with the newly acquired prepress company, SGS Minnesota, a position that would eventually lead to sales.

CJ took full advantage of the opportunity to learn the business from the ground up. He spent one year working in all the departments, including proofing, plating and computer production utilizing

Esko software. CJ then moved to the sales team in a billing coordinator/sales support position for another 18 months. Finally, CJ was moved into an SGS field sales position in 2004. His focus was on CPG clients, with an emphasis on the pet, confectionery and food packaging industries.

After 15 years with SGS Minnesota, CJ connected with OEC Graphics. Hired in December of 2017, CJ has an open territory, but is focused on CPG's in the Minneapolis market. CJ definitely has a strategy for growing sales, "I'm learning all I can about OEC Graphics and the way we do business so that I can apply that knowledge to build solutions for potential customers." His goals are to help clients manage their day-to-day, as well as help them make decisions to perform and succeed individually and as a company.

**“OEC is a nimble company; we don't take a cookie-cutter, one size fits all business approach. This allows us to service our customers based on their needs, not our own.”**

According to CJ, OEC has definite advantages over the competition. He shares, "OEC is a nimble company; we don't take a cookie-cutter, one size fits all business approach. This allows us to service our customers based on their needs, not our own." This is evident through OEC's FUSION Custom Workflow Management System. CJ shares "OEC's FUSION is more robust than any system available in the marketplace, I'm excited to present it to customers and show them how OEC can increase their efficiencies."

CJ's experience with his first year at OEC has been a positive one. He enjoys the smaller, family-owned

culture of the company and the benefits that it provides. He states, "OEC is really about what's best for the customer; they're customer driven and that is reflected throughout the company." As far as CJ is concerned, OEC provides the perfect platform for him to service the customer and grow his sales.

CJ lives in the Northern suburbs of Minneapolis with his wife, Heather, and kids Lauren (15) and Cam (13). He and his family enjoy vacationing in the Rocky Mountains of Colorado during the summertime, as well as attending his kids sporting events throughout the year. ■





# OEC INTEGRATES GMG COLOR PROFILING

In November of 2018, OEC Graphics – Appleton began the integration of GMG ColorServer into our color profiling system for packaging. OEC Display Graphics had been using the technology for our large format printing, so OEC was familiar with the brand. In 2018, an on-site customer had required GMG OpenColor, becoming the catalyst for a company-wide conversion.

GMG OpenColor is seen as the new proofing standard. As they state on their website “With GMG’s CMYK re-

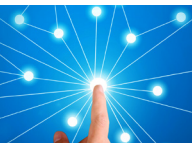


separation, data that can be standardized in terms of color composition, and the RGB-to-CMYK conversion achieves smoother separations than an ICC workflow could do. Spot colors can accurately be converted to process colors, using the maximum gamut of the CMYK color space.” In

simpler terms, this technology has better math/formulas and technology, which equal better print results.

Pairing GMG with Epson’s proofing technology, OEC is experiencing noticeable gains in efficiency, accuracy and repeatability within our Color Management program. Epson offers a high performance in-line spectrophotometer which was developed jointly with X-Rite. This technology has provided OEC with automated color measurement which passes on multiple benefits for our team.

Currently, OEC is in the process of converting the remaining locations. Brad Butkovich, OEC’s Prepress and Profiling Manager, just recently completed the conversion at OEC’s Union City facility. He shares, “We are about 50% done with our GMG installations at OEC, when complete we will gradually be updating customer profiles. The technology is fairly easy to learn, so our color management team should have no problem with training.” OEC looks forward to offering all of our customers this new proofing technology in the coming months. ■



# OEC TRADE SHOW NEWS

OEC Graphics will be participating in the 2019 PPC (Petroleum Packaging Council) Spring Meeting being held March 3-5th in Scottsdale, Arizona. This event offers a combination of networking and technical sessions for leaders in the petroleum industry. Topics such as global compliance, digital printing and industry regulations are covered. OEC looks forward to meeting up with customers and sharing our specialties with attendees.

OEC Graphics will be attending the upcoming Spring FTA Forum and INFOFLEX, May 5-8th at the Ernest N. Morial Convention Center in New Orleans. This year’s INFOFLEX theme is “Find Your Fit, Expand Your Brand.” Over 240 global manufacturers, distributors and prepress providers will come together to share their knowledge and technology in order to help package printers/converters expand their brand. OEC Graphics will be highlighting our HD plates and Seamex sleeves, Fusion customer workflow management systems and other services at Booth 415. Be sure to stop by and see us if you attend. ■



# HOW LONG DO PHOTOPOLYMER PLATES AND SEAMEX SLEEVES REALLY LAST?

BY BRUCE PAGEL, TECHNICAL SALES MANAGER



The most frequent question I get is how long do photopolymer flat plates or Seamex sleeves last on the press. More specifically, how many times can we reuse the plates and Seamex?

From my experience, there is no standard to the predictability of plate life or the reuse of plates or Seamex. Twenty years ago, a printer would hope and plan on getting a million feet of production on one run or over a number of runs. The question remains, why can one printer get two million feet and the next printer with the same plate material only get half a million? Every printer you ask will give you a different number of feet they expect to get.

## SOME OF THE FACTORS THAT INFLUENCE PLATE LIFE ARE:

- Type of plate material used
- Type of ink/coating being used-solvent/water
- ph, in the case of water-base ink
- The type of solvent/blend
- Plate mounting tape
- Plate cylinder and anilox roll concentricity (TIR)
- Anilox roll surface characteristics
- Substrate surface characteristics
- Plate de-mounting, removal techniques
- Type of plate cleaner used
- Plate storage conditions; Exposure to ozone, UV, and temperatures in storage area
- Mounting room conditions
- Length of press runs
- Plate lift
- Design layouts
- Gear pitch line, if geared press is being used
- Deck setting, Impressions setting between plate and anilox
- Mis-matched speeds — Plates to impression cylinder/anilox to plate/plates to substrate
- Harmonics (bounce)
- Plate processing conditions
- Press speed
- Press maintenance
- Etc...

The problem is that there are so many factors that influence the life of photopolymer plate material that it is completely up to the printer and the choices they make based on their needs.

This list has many important operating conditions and things to think about in your own operations. This list can always be expanded, the factors on plate life are many.

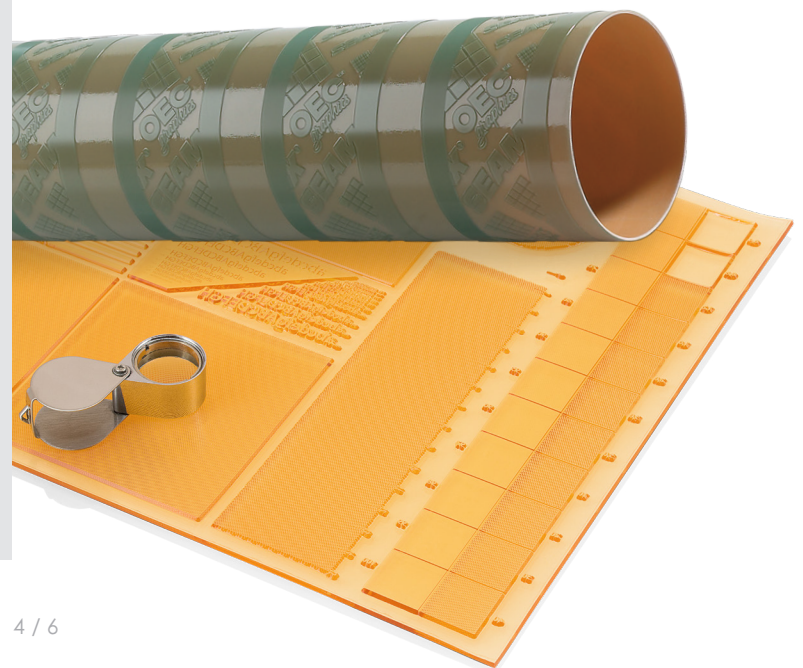
Flat top dots and HD surface screens have also improved plate life in many operations. If you are not using these technologies, it may be worth looking into for your process.

I normally expect to see two to three times the life of flat plates with Seamex sleeves. If you take a job that you have a history of running, track the plate life from flat plate to Seamex. It's been my experience, Seamex sleeves, when run under the same conditions as flat plates, will get a much better run life. Today's Seamex sleeves are used for more than just continuous designs and offer cost savings on long runs of designs that are put in and out of the press often.

Plate life comes down to the handling and care given to the photopolymer from plate processing to press run. If you have questions, please see your OEC Graphics salesperson. ■



Bruce Pagel





# SEASONAL PROMOTIONS: WHY, WHEN, AND HOW TO PLAN

BY ALESIA HASTINGS, INTERN AND LORI JEPSON, BRAND SERVICES MANAGER

Imagine you had the chance to increase the exposure of your brand during the most prime times of the year. Visualize consumers flocking to your products and ignoring your competitors. Your sales are rapidly rising, and you can barely keep up with demand.

Turn this dream into a reality by creating a seasonal promotion!

## WHY PARTICIPATE IN SEASONAL PROMOTIONS?

A seasonal promotion is done in preparation for a holiday, event, or time of year. One benefit of implementing a seasonal promotion is to shift attention to your brand at an ideal time. Plus, you can increase your revenue since seasonal promotions occur at unique times when sales are escalating. In fact, according to the Whittier Daily News, See's Candies experiences nearly 50% of its annual sales during the holiday season. Other benefits of seasonal promotions include acquiring new customers and increasing your brand awareness.

An example is Dollar General – who changed their house paper towel for the football season. AMPHORA (through Orchids Papers) illustrated and designed these fun football themed designs which allowed customers to showcase their team spirit on their kitchen counter, in the garage or at a tailgate party! Available at select Dollar General stores.



Football Themed Paper Towel Aesthetics

## WHEN SHOULD YOU PARTICIPATE IN SEASONAL PROMOTIONS?

Think about your target market and the holidays/events that relate to your products. For example, an appetizer manufacturer

would implement seasonal promotions leading up to March Madness, Easter, or graduation season. Consider different holidays/events when consumers search for your products. You could execute your promotions during recognized holidays such as Valentine's Day, annual events such as going back to school, and non-traditional holidays like National Coffee Day.

# AMPHORA

BRAND DESIGN

## TIPS FOR PLANNING FOR SEASONAL PROMOTIONS

### ▲ Start early

Start planning and developing the promotion about 4-6 months before its release. This will give you plenty of time to make changes, create packaging material, and promote your seasonal product.

### ▲ Think outside the box (or pouch)

Many companies have created seasonal packaging for a long time. Create a package that consumers have never seen before and stands out on the shelf.

### ▲ Keep it on brand

Don't get caught up in creating something so unique that your brand becomes unrecognizable. Assure that consumers can easily recognize your brand.

### ▲ Choose your season wisely

As mentioned earlier, it is important to specify during which holidays you want to promote your products. This will highly influence your package design including colors and graphics.

## SEASONAL PROMOTION IN MOTION: NOW WHAT?

Promote your content often. Make sure consumers are aware of your promotion so that your product is included in their evoked set when searching your specific product category.

<https://www.whittierdailynews.com/2018/12/03/we-got-inside-the-sees-candies-factory-to-see-how-a-real-chocolate-factory-works/> ▲



# AMPHORA WINS GDUSA PACKAGE DESIGN AWARD

AMPHORA Brand Design has been recognized as a winner of the 2019 American Package Design Award from Graphic Design USA for their work on Orchid Paper's Virtue Bath Tissue in the Beauty and Personal Care category. Initial designs were presented in four sets of focus groups with a wide demographic representation in order to get the broadest feedback. AMPHORA incorporated their feedback into the final design, creating a fresh, more appealing look for the brand and the consumer.

AMPHORA was excited to be recognized by Graphic Design USA magazine in this category. According to AMPHORA's Brand Services Manager, Lori Jepson, "GDUSA is such a respected organization, it really is an honor for our designers to be recognized for design excellence."

The annual competition showcases packaging, marketing materials, websites and more, from design firms, ad agencies and in-house departments across the country. This year's entries exceeded 2,000 for the fourth year in a row with a highly selective top 15% receiving awards. ▲



## visual INSIGHTS

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