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visual INSIGHTS

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OEC GRAPHICS LAUNCHES NEW WEBSITE

After months in the making, OEC is excited to unveil our brand-new website to the world. We can still be found at oecgraphics.com, but users will notice a more contemporary, streamlined design. The AMPHORA design team combined the recognizable OEC red logo with a simple teal, white and gray color scheme to make the site pop. Lori Jepson, AMPHORA Brand Manager, explains “The site design needed to be conducive to cross-functional marketing. The look and feel can also be found in all OEC’s marketing materials and advertising.”

Another website goal was to deliver a more valuable, user-friendly experience across all platforms and devices. OEC wanted the user to be able to more readily identify our products and services. “OEC is a diverse company which can pose a challenge when attempting to combine it all together. We believe this site eliminates confusion and allows

people to quickly find what they are looking for,” according to OEC’s VP of Marketing, Jennifer Navin. Other features of the site include interactive, animated scrolling graphics, improved navigation, and functionality to provide visitors engaging content. Ultimately, the site creates an easier way to learn about OEC’s services and solutions.





OEC GRAPHICS COMPLETES MIRAACLON CERTIFICATION PROGRAM

OEC has recently been recognized by Miraclon for completing the Miraclon Certification Program for FLEXCEL NX Plates. Driven by comprehensive data measurement and analysis, the program evaluates the user's ability to meet international standards. The emphasis is placed on industry-leading efficiency, repeatability, and consistent quality flexo plate production. OEC is proud to be the first prepress supplier to have successfully completed certification. **Keith Korell, OEC Corporate Plating Manager,** shares "This certification is a confirmation of our ongoing commitment to provide consistently high-quality plates to customers and gives a nod to the processes we implement to achieve this. We are proud to join Miraclon's network of certified FLEXCEL NX Plate suppliers."



OEC's Keith Korell (Left) and Miraclon's Chris Mitchell (Right)



OEC EXTENDS PLATE PREP AND ADDS NEW SPARK CDI

OEC Appleton and OEC Chicago have had recent additions to their arsenal of prepress equipment. Early in 2021, OEC Appleton added a Kongsberg cutting table. Currently, it is being used to cut substrates in conjunction with pin-mounting and die lines for plates. This gives OEC the ability to process a larger number of jobs in a shorter period of time, increasing efficiencies. It also allows for pinning one color of a job up if it is partially damaged. OEC Appleton will eventually be using the table to cut corrugated plates.

OEC Chicago has also replaced an older CDI unit with a new Spark 4835 CDI. Installed in June, this laser will essentially be used for processing metal-backed, Cadcoat coating plates. Brendan Burke, OEC's technical sales manager of coated products, shares

"The reliability of the new laser will lead to significantly reduced imaging issues, and the etching process is about 20% faster than the older unit, allowing for greater throughput." According to OEC Chicago General Manager, Dave Garnache, "The new CDI brings updated software and a secure locking system, making it well worth the investment." The Chicago team looks forward to operating this upgraded unit and the production efficiencies it will bring to the process.

CDI Spark





DAN MARSCHALL LEADS DISPLAY GRAPHICS TEAM

OEC Graphics is excited for **Dan Marschall** to have recently joined the team as the **Operations Manager for Display Graphics**. This is a full circle moment for all, as Dan was previously an OEC DG employee, working in estimating many years ago.

Dan's early interest in printing was evident as he did a co-op with Ripon Community Printers during high school, later moving on to Laser Excel, where he became a CAD operator. He continued at a different company in the manufacturing field, training and troubleshooting equipment. Returning to Laser Excel, he worked in project management and eventually as Director of Operations. His connections with OEC eventually led him to come back and take the Display Graphics Operations Manager role.

Although equipment has been changed out and upgraded since the last time Dan was at OEC, he was happy to see some familiar faces. As he explains, **"This group really operates in a team environment. Our employees, especially those that are tenured, are passionate about their jobs and willing to share and use their knowledge to get the job done."**

Dan's management style has been hand's on, especially as he has adjusted to the role. He spends his time walking the production floor, meeting with his team, and helping where needed as he monitors the production schedule and ensures the product is delivered on-time. Scheduling is one of the biggest challenges as he balances work that may have identical due dates and tight deadlines. Dan also handles quality assurance.

Dan's goals for the department involve continuing to add more efficient equipment and becoming more streamlined. He would also like to see expansion of the production area with further growth. For now, however, he really enjoys the diversity his position brings, **"Every day is something new, whether we are printing surfboards or floor graphics. I look forward to seeing what is around the corner on a daily basis and how we can best service our customers."**



Dan is married with a daughter and son, as well as a newly adopted member of the family, a shepherd mix from Saving Sully dog rescue. He enjoys woodworking and boating in his spare time.



DOES YOUR WEBSITE NEED A REFRESH?

Your website is your biggest marketing tool. People will almost always research your company online before committing to a conversation. It's your first impression and needs to be a positive one. Think of it as a critical component of your overall brand strategy. It allows you to dynamically present your brand, establishes credibility, and enhances and enables the sales process.

When should you consider a website refresh or a complete web site redesign?

Following are a few reasons:

Responsive and Mobile Friendly -

1

Making your website responsive and mobile-friendly will please visitors so they can access it from many devices, but it will also improve your ranking with Google. Even if your site is responsive now, it is important to keep up with the latest trends and new technologies to stay current.

Appearance -

2

The visual appearance of your website is the first impression of your company. Does your website reflect your brand? Does it portray a reputable company? Graphics play a huge role in how your site feels. Photos, fonts and color choices should all be considered carefully.

Content -

3

While layout and design are important, visitors are looking for useful information. Is your content up to date? A good way to start is by conducting a content audit. Is your messaging on target? Locations and contact information up to date? New products or services added? Does your value proposition come across loud and clear?

Speed -

4

Loading time is very important! People will either stay on your site or leave depending on the load time.

User Experience -

5

How easy is your site to use and how easy is it to find the information you need? If a visitor encounters obstacles when searching, chances are they will bounce from the site. Additionally, good navigation will allow search engines to crawl and index a website more efficiently, making your site place higher in search inquiries.

Need help with a website evaluation?

Contact [Lori Jepson](mailto:ljepson@weareamphora.com) at ljepson@weareamphora.com or call 920.410.1395.





THE IMPORTANCE OF A FINGERPRINT

BY: BRUCE PAGEL , TECHNICAL SALES MANAGER



Completing a press profile is a critical part in ensuring the success of every design that is run on press. OEC has shared the following information in a past newsletter, but we determined that it deserved a reprint. **If you have consistent issues on press and want to make positive changes so your press and its components are working together, please read on.**

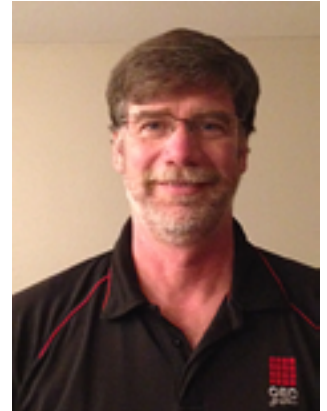
The components would include:

- Press
- Press speed
- Anilox
- Plate cylinder
- Doctor blades, chambers
- Impression cylinder
- Dryer
- Ink System
- Substrate
- Plate mounting tape (cushion tape)
- Plate mounting
- Plate type
- Cushion tape

Each and every one of these items needs to be drilled down into and assured that they are at their best working conditions.

Cushion tape, plate material, anilox line count and BCM, design, substrate and ink system all need to be complementary of one another to make the profile successful.

If you have been running your press and know the correct combinations and needs of these components, then it's just a matter of making sure everything is in normal working order. If you are changing some of the components then these items should be researched and the impact of the new components should be known and understood before the fingerprint is performed. It is important to note, however, that the fingerprint is not the time to be trialing new inks, plates, blades, etc. If you are setting up a new press or changing the screen count for the plates, you will want to consider doing a banded anilox test.



Bruce Pagel

BANDED ANILOX TEST

The banded Anilox roll trial is based on the substrate that will be run, ink system, plate material, plate screen count, and cushion tape. Inks set at recommended viscosity and PH are set to ink recommendation. A PH meter will be needed for this test for water base inks. Solvent inks should be set at recommended viscosity and season blend.

The banded Anilox trial is the first trial to run. The Anilox test is set up with a number of 4" wide bands with different line counts and BCM or volume. The number of bands is based on the print width of the press and the print specifications. One set of plates that match the bands on the Anilox will be made with different screen values so as many screen combinations as possible

can be tested in a single pass.

This trial is to determine the best anilox line count with the best BCM. It will also help us to decide on which plate material will work the best for your product mix. The test normally takes 4 to 6 hours.

PROCESS

First, a meeting is set up with the Anilox supplier, an ink supplier and OEC Graphics.

This meeting can occur anytime a few weeks before the press run. Once the banded Anilox roll is set up the trial can be run. Having the meeting with the anilox and ink suppliers can also determine the possibility of skipping this trial to save time on the press start-up. It will take two to three weeks to analyze the information and then laser the four-needed anilox rolls for the fingerprint.

ONE COLOR PROFILE

The first part of the four-color fingerprint is to do a one-color test plate. This one-color test plate will have a number of screen rulings, HD screening, and solid screening technologies. Also, it shows if any other screens like Samba can also be added.



On this test we will still run the normal plate materials that the printer uses or new plate material that is identified from the banded anilox trial. Also from this test we will pick the best screens and HD screening for best color and ink lay. This information will be used to develop the four-color profile and which plate material we will use. Ink viscosity and PH will be set to the same as first test. Densities are set to FTA First standards. Screen area values are set. This test will normally take about 4 to 6

hours. It will take about one week to read the profile and set up artwork and make plates after the one-color profile is run.

FOUR COLOR FINGERPRINT

The four-color fingerprint will be to use the plate material chosen along with the anilox line count and BCM determine from the banded anilox test and the one-color profile.

The fingerprint is now set using the best results from the two trials already run to produce the separations of the artwork and proofing for the design that will be run on the press. This test will use all four process colors best plate technology and color sets to achieve the densities for FTA First standards.

PRESS-SIDE

On this test we will look for clean printing screens with no bridging and solids with good ink coverage and minimum pinholing. Inks should be set at best viscosity for the ink system along with the PH required level. Impressions setting will be set for best highlight dot and solid print.

We will also add rule measurements to each deck to measure color-to-color register from deck-to-deck. We will have slur targets and eye marks for measurements of repeatability. We will also review and discuss any other marks you may want on the fingerprint or any of the trials we run.

This test will normally take about 8 hours. Following, it will take about two weeks to read samples and make first design plates.

This is the normal process for setting up a new press or new process on your existing press. This process will give you the best information about how your press prints and how we need to set the graphics up to get you the print quality you need.

~TO BE CONTINUED IN THE NEXT NEWSLETTER~

OEC LOOKS FORWARD TO FULL FALL TRADE SHOW SCHEDULE



The year 2022 is definitely the year of the trade show comeback. OEC has participated in a few shows this spring and has committed to more in the fall. As a follow-up to the Spring PPC (Petroleum Packaging Conference) meeting, OEC will be attending the Fall PPC meeting at the Omni Nashville Hotel, August 28-30th. This is OEC's chance to network with our petroleum customers and prospects.

The Fall FTA will be in full swing from October 11-13th at the Northern Kentucky Convention Center. OEC has committed to a booth and will be sending a team of both our sales and technical experts. As always, the Fall FTA will be one of the best opportunities of the year to hear about the latest technology and where the future of Flexo is headed.

PLMA®

On a larger scale, OEC will be exhibiting at PLMA's (Private Label Manufacturers Association) "Consumers are Back in Charge" show in Chicago's Rosemont Conventions Center from November 13-15th. Founded in 1979 in an effort to support store brands, the PLMA represents 4500 store brands in 75 countries. The PLMA's annual Private Label Trade Show has been going on for over 40 years and anticipates a strong turnout after Covid-driven reschedules. OEC is excited to meet with members of this growing part of the retail community.

If attending any of these trade shows, please contact OEC at info@oecgraphics.com or call 224-828-1266 to set up a meeting at the show site. OEC's sales team would be happy to discuss what we can do for your company.

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555 W. Waukau Avenue
PO Box 2443, Oshkosh WI 54903-2443
920-235-7770 / 800-388-7770 / Fax 920-235-2252
www.oecgraphics.com

EDITOR

Jennifer Navin – jennifer.navin@oecgraphics.com

HUMAN RESOURCES

Jeanne Thomas – jeanne.thomas@oecgraphics.com