



WHAT'S INSIDE

OEC Blends Improvement with Innovation

Backdrops Professionalize Your Online Gatherings

OEC Graphics Expands DG Sales Force

New Digital Press Fills Niche

Addressing Sleeve and Mandrel Fit

dedication to innovation

# visual INSIGHTS

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## COVID-19 ANNOUNCEMENT

OEC Graphics is still open for business amid the orders and restrictions regarding COVID-19. Due to OEC's range of operations and services that are essential to continued critical infrastructure, we will remain open and are here to support and service you throughout this challenging time. Below is a letter recently shared with customers and vendors regarding our current state and practices.

The COVID-19 (Coronavirus) is a fluid and growing concern. As we collectively face the challenges the virus has placed on our lives, I want to assure you the safety of our community - customers, partners, and employees – is our primary concern.

We have committed to a cautious approach in running our business based on the advice from the World Health Organization and The Centers of Disease Control and Prevention. We have implemented recommended guidelines of local governments to hinder the spread of the virus. We have gone above and beyond these recommendations to help protect you and our employees even further. Effective immediately and until further notice:

- **Business air travel is suspended.**
- **Personal air travel outside the US/Canada will require a 14-day self-quarantine upon return.**
- **Visitors to any of our facilities will be restricted.**
- **Intercompany travel is restricted.**
- **Our sales team will limit in-person client interaction.**
- **We will practice Social Distancing, with meetings taking place only via phone or internet, and any group events will no longer take place. Staggered lunches, breaks, and shifts are being implemented.**

- **We will continue to maintain our high standards of cleanliness, including extensive disinfection, throughout each of our facilities.**
- **We will continue to monitor our employees' health to ensure they are feeling well when they report to work. If not, they will be directed to stay at home.**
- **Work from home solutions have been encouraged and implemented where appropriate.**

Regarding our supply chain resources and inventory; all is stable and in good shape. We continue to have weekly discussions with our critical suppliers and do not anticipate any issues. We look forward to continuing to meet your needs as we always have. We will keep you updated as the situation evolves.

We appreciate your understanding and cooperation as we face, and overcome, these challenges together. If you have any questions about the standards we have put in place, for the time being, please feel free to reach out to your sales representative.

We wish you and yours good health and well-being during this time and always.

Sincerely,  
Jeff Schloesser  
President, OEC Graphics Inc

# WHEN CONTINUOUS IMPROVEMENT AND INNOVATION MERGE MEET JASON NELSON & CHRIS KEMBLE



Jason Nelson



Chris Kemble

OEC Graphics has been fortunate to be able to attract the kind of talent that can introduce and facilitate change within an organization. It's

even better when two employees can bring their ideas together for greater impact on a company. Individually, Jason Nelson and Chris Kemble are very accomplished in their respective prepress careers. Recently, OEC presented a new kind of challenge that changed their focus and they have fully embraced it together.

## JASON NELSON

Jason Nelson is a veteran of OEC Graphics, starting his first OEC job back in 1994 as a prepress operator. He's moved through the ranks from a Prepress Manager within a single facility to Corporate Prepress Manager. He then worked on the Innovations team, a group of OEC's technology experts that concentrate on workflow, R&D, product improvement for prepress and lean manufacturing processes. As of the beginning of 2020, Jason has moved into business solutions, emphasizing quality management.

## CHRIS KEMBLE

Chris Kemble has had a 30-year career in the industry, doing everything from sales on the customer side to running plants. He discovered OEC Graphics and recently took a job with the company at the beginning of 2019. As Corporate Customer Solutions Manager, Chris began to improve the process for onboarding customers, applying his experience with Lean Six Sigma processes. OEC saw other ways to utilize Chris, namely by tapping him to refresh and fine-tune evolving business solutions as the need grows within the organization.

Together, Jason and Chris address corporate wide issues, which could mean anything from solving difficulties through automation and technology and adding continuous quality improvements to making changes within our own business workflows. Jason believes that corrective action will always be ongoing.

*Chris shares,*

**“Whatever we are doing today, we will not be doing a year from now. The goal is to implement new programs that will bring significant change and provide permanent improvements to OEC Graphics.”**

Jason and Chris have developed a working partnership where they jointly decide which part of each project goes to whom and review progress with each other daily. Chris has a broader client experience and Jason a broader development in prepress and plating technologies, which provides a complimentary balance. They both, however, are very analytical, focused on reviewing data and information regarding making improvements. So, what can customers expect from this OEC collaboration? Simply put, their efforts provide a value-add to customers in the form of timeliness of product, accuracy of product and better communication.

*Jason adds,*

**“We are ensuring that OEC is building a good product up front for the client”.**



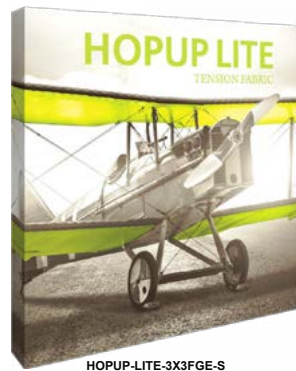
# BACKDROPS PROFESSIONALIZE YOUR ONLINE MEETINGS & CONFERENCES

BY MARK ELLIOTT, BRAND DEVELOPMENT MANAGER



Mark Elliott

With customized printed backdrops, you can host online meetings and conferences from anywhere, and still **be well branded and represent your company** in the best manner possible. Branded print backdrops can transform your home, hotel or any area into a professional looking scene. There are many widths and structures to choose the best fit for your specific space. All hardware and set-up is easily done within minutes so you don't miss that big opportunity. Make your next online meeting as professional as possible with a printed backdrop from OEC Display Graphics.



HOPUP-LITE-3X3FGE-S

## HOPUP™ LITE

- ECONOMY COLLAPSIBLE DISPLAY
- HIGHLY PORTABLE & EASY TO STORE
- PRE-ATTACHED GRAPHIC FOR QUICK SETUP

## FORMULATE® ESSENTIAL BANNER 1500 (59"W)

- ECONOMY, BUNGEE-CORD TUBE FRAME
- SINGLE OR DOUBLE-SIDED PILLOWCASE FABRIC GRAPHIC
- CARRY BAG INCLUDED



FMLT-ESS-S-1500-2



MSQT-1200

## MOSQUITO 1200 BANNER STAND (47"W)

- ECONOMY RETRACTABLE BANNER STAND
- SLEEK, SILVER BASE WITH SWIVEL FEET
- CARRY BAG INCLUDED, EASY TO STORE

- Great for Zoom & Skype Meetings
- Working Remote Professionally
- Make Your at Home Conference Room
- Great for Sales Meetings
- Quick Turnaround – send us your logo and we'll mock it up for you to review
- Great for Client Meetings
- Different Sizes Available to fit any Space

## PORTABLE WITH EASY SET UP & STORAGE

### Options in Multiple Sizes

- Retractable banner stand
- Bungee-cord tube frame with pillow case banner
- Expandable backwall with toolless assembly and pre-attached graphics
- Better color and print quality

Visit [3 / 7](http://OEC Display Graphics website (oecdg.com) or contact Mark Elliott at 920.379.4575 to learn more.</a></p></div>
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## OEC'S NEW DG SALES REP MEET JOSEPH DILLON



Joe Dillon

Joseph Dillon, aka Joe, has joined OEC's Display Graphics division as our newest Sales Representative. Although new to the team, Joe has been a senior marketing consultant since 2013. He's worked with multiple organizations, including Fortune 500 companies

- specifically with their wide format and trade show marketing and branding needs.

Joe attended the University of Wisconsin-Oshkosh, graduating with two bachelor's degrees in Marketing and Journalism with emphasis in Advertising, Public Relations and Visual Media Design. Recently, he completed his Green Belt

Certification in Lean Six Sigma. Currently, Joe is working on his MBA at the University of Wisconsin-Oshkosh and will be graduating in the Summer of 2021.

In his previous marketing consultant roles, Joe won multiple sales achievement awards for top sales performance and led multi-million-dollar rebranding projects for health care facilities, retail chains and manufacturing organizations. We are excited to have Joe representing OEC with his depth of knowledge and experience that he can share with customers.

Joe lives in Little Chute with his wonderful girlfriend Shelah, and their objectively "BEST DOG EVER" Davos.



## OEC OSHKOSH ADDS NEW PRESS

OEC Graphics is pleased to announce the installation of a new digital press in the Oshkosh location, the Xerox Versant 180. This is a true offset quality digital toner-based press, for short to mid-range runs. The press format is 13" x 19" (with 13" x 26" available through bypass tray). It specializes in printing on coated & uncoated papers up to 350gsm (16pt). Also, there are options for specially coated vinyls and synthetic polys. Posters, brochures, booklets, sell sheets, cards, coupons, tags, hangers, badges, etc. are just a few of the products that can be produced. This press will provide many exciting opportunities for our existing customers, new customers, and in-house marketing.

**For more information, contact  
Mark Elliott at 920.379.4575.**



# TIPS & TRICKS FOR SMOOTH SEAMEX SLEEVE/MANDREL APPLICATION

BY BRUCE PAGEL, TECHNICAL SALES MANAGER



Bruce Pagel

OEC often sees customers that have problems with getting sleeves on and off their mandrels. This particular issue can often be caused by a few specific factors. Below is a short list of things that can be checked to help solve these problems. Sleeves should slide on and off with ease.



- Check that the inner diameter of the sleeves matches the outer diameter of your mandrel. Outer diameter of your mandrel is also referred to as BCD. BCD stands for bare cylinder diameter.
- Make sure the press mandrels are clean, including the edges of the mandrel.
- Check that the press mandrel does not have any deep scratches or other damages to the surface.
- Check the inside of the sleeve and make sure it is free of oil, grease, dried inks and other debris.
- Make sure that the air pressure and airflow is correct for the type of sleeve you are using.
- A composite sleeve uses more pressure than a mylar sleeve. Flint recommends .87-116 psi and 25 CFM (volume).
- If none of these suggestions fix your problem, we recommend contacting your sleeve manufacturer for help with finding a solution.





# IS VISUAL CONTENT PART OF YOUR 2020 MARKETING STRATEGY?

BY LORI JEPSON, BRAND SERVICE MANAGER



Lori Jepson

With the increase of voice search – (who hasn't heard of Alexa!) – and other smart speakers, you might think that written content continues to be king. It is not.

Forbes reported that 91% of consumers prefer **interactive and visual content** over traditional, text-based or static text. That is why Facebook and YouTube continue to be the top social channels.\* And this is why visual content is among the top marketing strategies for 2020.

No matter what industry you are in, you can use visual content to stand out and stimulate online engagement to grow your brand.

Find out how AMPHORA can help you develop the visual content you need to engage with today's consumers.

## CONTACT

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**AMPHORA**  
BRAND DESIGN

## WHAT EXACTLY IS VISUAL CONTENT?

It is online content that is primarily image-based; photos, videos, infographics, diagrams, memes, etc.

## 6 Facts About VISUAL CONTENT\*\*

1 **65%** of us are visual learners

2 **COLORED VISUALS** increase people's desire to read by **↑ 80%**

3 People are **85%** more likely to buy your product after **WATCHING A VIDEO ABOUT IT**

4 **93% OF ALL IS VISUAL COMMUNICATION**

This is why visuals attract our attention & affect our attitude

5 Posts with **IMAGES** produce **180%** more engagement.

6 Our brain processes visuals **60,000 X FASTER** than text

Sources: \*Statista.com \*\* vennage.com/blog/marketing-psychology

# visual INSIGHTS

a biannual publication of



**OEC**<sup>®</sup>  
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