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dedication to innovation

# visual INSIGHTS

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## COVID-19 UPDATE

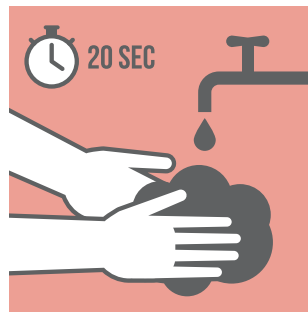
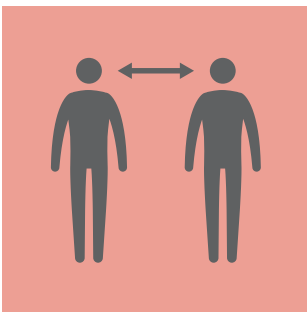
As we look forward to the change of seasons, OEC reflects on the past six months and how COVID has changed the way we live our daily lives. Since it began in March, our priority has, and continues to be, the health and safety of our employees and customers.

**OEC would like our customers to know that we are with you and continue to operate business as usual. Our supply chain resources and inventory remain strong.** Our account and sales team, while remote, are a phone call or email away. Our production team and other non-remote employees have been educated on social distancing, mask wearing, hand washing and sanitizing throughout our facilities.

If there is anything OEC can do to make working together easier for you, please do not hesitate to contact your salesperson or account manager to discuss.

Stay safe and stay healthy,  
Jeff Schloesser  
President, OEC Graphics Inc

“**Since it began in March, our priority has, and continues to be, the health and safety of our employees and customers.**”





# HELPING ORGANIZATIONS OPEN SAFELY

As businesses, schools and other organizations open their doors to the public, the need for social distancing signage has become a necessity. AMPHORA Brand Design has pre-designed a variety of signage to address needs such as keeping 6 feet of distance, washing hands and recognizing and reporting any symptoms that are being experienced. These can be ordered as is or customized, where colors can be changed, and logos added to represent your company or organization. OEC's Display Graphics division will then output your signage in virtually any size, quantity and substrate.

## OEC's suite of social distancing signage includes:

- Vinyl Anti-Slip Floor Graphics
- Table Tent Graphics
- Laminated Wall Signage
- Window Decals
- Popup Banners
- Outdoor Banners
- Sandwich Boards



Safety reminder signs help any business that is reopening, most commonly including: office complexes, restaurants and bars, schools and municipalities, hospitals and clinics. If you would like to learn more about OEC's social distancing signage options, please contact OEC salesperson **Mark Elliott** at **920-379-4575**.

## Custom designs available upon request:

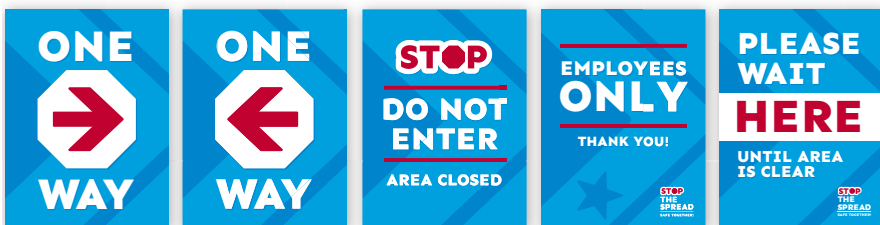
### HEALTH/WELLNESS SIGNS 18" x 24"



### CONFERENCE ROOM SIGNS 18" x 24"



### DIRECTIONAL SIGNS 18" x 24"



### COMMON & SANITIZING AREAS TABLE TENT



### FLOOR GRAPHIC 12"



Open Safely continues...

## OPENING RECOMMENDATIONS FROM THE CDC:

### Implementing Practices & Policies for Social Distancing

All business operating in the COVID-19 environment have had to make accommodations to meet the needs of their employees and customers to maintain the health of all. The CDC has provided a set of recommendations to businesses from daily health checks, to encouraging employees to wear cloth face coverings in the workplace. Here are some other helpful considerations directly from the CDC that apply to a variety of business environments.

- Implement flexible worksites (e.g., telework).
- Implement flexible work hours (e.g., rotate or stagger shifts to limit the number of employees in the workplace at the same time).
- Increase physical space between employees at the worksite by modifying the workspace.
- Increase physical space between employees and customers (e.g., drive-through service, physical barriers such as partitions).
- Use signs, tape marks, or other visual cues such as decals or colored tape on the floor, placed 6 feet apart, to indicate where to stand when physical barriers are not possible.
- Implement flexible meeting and travel options

(e.g., postpone non-essential meetings or events in accordance with state and local regulations and guidance).

- Close or limit access to common areas where employees are likely to congregate and interact.
- Prohibit handshaking.
- Deliver services remotely (e.g., phone, video, or web).
- Adjust your business practices to reduce close contact with customers — for example, by providing drive-through service, click-and-collect online shopping, shop-by-phone, curbside pickup, and delivery options, where feasible.
- Move the electronic payment terminal/credit card reader farther away from the cashier, if possible, to increase the distance between the customer and the cashier.
- Shift primary stocking activities to off-peak or after hours when possible, to reduce contact with customers.

For more information visit the CDC's Coronavirus site at the following link: <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html> ▲



## SOLVING PLATE LIFT

BY BRUCE PAGEL, TECHNICAL SALES MANAGER

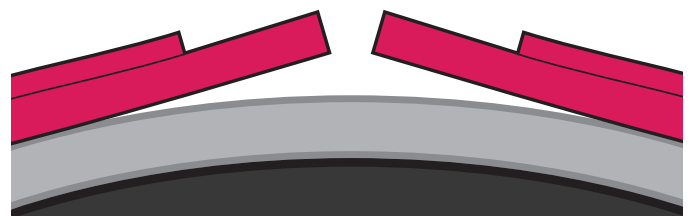


Bruce Pagel

Plate lift questions come up quite frequently. The most common involve plate lift on small repeats, but the issue can happen on any size cylinder.

Plate edge lift is when the edge of the plate lets loose from the backing. This can cause the plate edge to rise high enough to print. This will also allow solvent and air to get under the plate, causing waste and press downtime.

There are a number of things that can be done to help reduce or prevent this. Every operator must be aware of the possibility of it happening and be looking for it during the press run.



Solving Plate Lift continues...



**BELOW IS A LIST OF PREVENTIVE MEASURES THAT CAN BE USED TO HELP REDUCE THE PROBLEM.**

When the plates come in new, **clean the back of the plate off** with 50/50 isopropanol alcohol and water. A new plate will have washout solvent and photopolymer residues still on it, which will need to be cleaned off. Used plates also need the back of the plate cleaned before remounting.

**Trim plate edge with a bevel-cut** when possible, leaving the bottom of the plate slightly longer than the floor of the plate.

**Round the corners of the plate.** This gives a larger area for the backing to stick to.

**Keep at least a quarter inch of trimmed floor from the print face.**

**Use plate edge sealer.** Apply a thin layer of sealer, making sure the sealer does not get on the top side of the plate or does not stick up higher than the floor of the plate. Sealer is meant to keep the inks and cleaner solvent from getting under the plate. *Sealer is not meant to glue or hold the plate down.*

**Primer, like 3M Primer 94, can be used on the very back side of the plate edge.** The primer is meant to be put on very thin, where too much sealer will fail more easily. The primer does not need to be any wider than the applicator. The small pen size applicator that some call a single use applicator, puts down a thinner more appropriate amount than the bigger bottle. The single use applicator also reduces the exposure of the more concerning chemicals that are used. **Magnum Black Magic Marker** also works very well on the back edge of the plate.

**A WORD OF CAUTION:**

*If you are using Twinlock sleeves, using either **Magic Marker** or **3M Primer 94** will stick to the Twinlock, making it harder to get the primers off of the sleeves when cleaning.*

**The use of plate edge tape works very well** when there is enough room to fit the tape over the edge of the plate down onto the backing. One of the most popular edge tapes is the aluminum foil tape.

**Cover the whole sleeve of the print area with backing going past the end of the plate width by at least one inch.** Where the mounting tape meets onto itself, cover the seam with sealer. Use cornstarch to cover the exposed areas of the backing to cover the tackiness of the backing.

**When cleaning mounted plates, do not use any more cleaning solution than what is needed to wet the plate face.** When using too much solvent, it runs off the plate face and goes down onto the edges of the plate and backing.

**Use the minimum air pressure you are able, to put the sleeve on and off your sleeve carrier.** Too much pressure causes the sleeve to expand too much, contributing to the plate and tape pulling apart from one another.

**After the sleeve is mounted, wrapping the sleeve with opaque film helps the plate to adhere to the tape's adhesive better.** It should be wrapped tight but not so tight that it leaves marks in the plate surface. The sleeve should always be on the carrier when wrapping the sleeve.

**If the repeat is small, less than 18", consider moving to a larger repeat.** If the design image can be stepped out two or three around it will greatly reduce the tightness of the wrap around the sleeve, reducing plate edge lift.

**If the job is a repeat of 12" or more, continuous in-the-round Seamex is a good option.** Long running jobs and jobs that you want to keep mounted to reuse work well on *Seamex* sleeves. You will not get plate lift and the plate does not shrink or move. *Seamex* sleeves that are properly cleaned, stored and taken care of can last for years and millions of feet, much longer than flat plates mounted.

**If the sleeve with the plates still mounted are to be reused, the plates should be cleaned and given plenty of time to dry.** The sleeve should be wrapped with an opaque film, loosely keeping the plates out of the light and the ozone off the plate.

Plate lift problems can be the cause of a lot of press downtime and stock waste. The suggestions above can help greatly reduce the costs associated with plate edge lift. For more information, suggestion, ideas and help with plate lift problems, please contact your OEC sales professional. ■



# BRINGING TECHNOLOGY TO THE TABLE: TOUCHLESS MENUS

The COVID-19 pandemic has changed what the world considers safe behavior vs. risky behavior. Unfortunately, the safety of going out for a meal at a bar or restaurant has been challenged. Restaurants and bars have gone to great lengths to make customers feel safe while dining inside, but there are always additional considerations and improvements to be made. AMPHORA Brand Design, in coordination with OEC Display Graphics, has developed one solution for improvement, eliminating the need for touching and sharing menus, called "Touchless Menus".

Touchless Menus eliminate or minimize the need for menus that continually need to be wiped down. The concept is that a patron who brings in a smartphone would scan a QR code at the table, which would pull the restaurant's menu up. From there, they can make their food selection and share with the wait staff. This option gives even more piece of mind to those concerned with in-restaurant dining.

How simple is it to implement touchless menus? Very. The establishment only needs to provide their logo in a digital format and the URL to their online menu. OEC then creates a QR code linking to the menu, printing it in a choice of decals or table tents. No special apps are needed. Turnaround for touchless menus is also very quick. OEC Display is also able to get the program up and running for a restaurant within 7-10 working days.

Touchless menus are one more tool to give customers a way to feel safe while eating out. Taking this step shows the commitment these businesses have to preventing the spread of COVID-19.

If you know a business that would benefit from OEC Display's touchless menu program, please contact **Mark Elliot** at **920-279-4575**. ■



## BENEFITS

- Spend less time disinfecting menus & more time serving customers
- Allows menu to be viewed right away
- Customers won't worry about handling a menu someone else touched
- Customizable & easy to use

# TOUCHLESS MENU PROGRAM



# BIOENGINEERED FOOD: THE NEW FDA REGULATION

The FDA has long been regulating nutrition labels and other informational copy on food packaging. From NLEA labeling that is just wrapping up, to the latest BE (Bioengineered) Rule, food manufacturers and their print suppliers need to pay attention. OEC Graphics had always remained educated on the packaging requirements coming down the pipeline so we can guide and direct our customers who may have questions along the way. The BE (Bioengineered) Rule is not brand new, but it has a deadline looming that needs to be addressed sooner than later.



## BELOW ARE SOME BASIC FACTS TO EXPLAIN THE GUIDELINES.

### What is a Bioengineered Food?

It is a food produced from organisms that have had changes introduced into their DNA using the methods of genetic engineering. The USDA created a list of BE foods, which will be updated every year.

### What is **NOT** Bioengineered Food?

- Organic
- Certified Non-GMO
- Food with meat/poultry/egg listed 1st (or 2nd if 1st ingredient is water, broth, etc.)
- Sourced from location where BE food is not produced
- Highly refined, verified and/or documented, with no detectable genetic material
- Incidental additives

### When was the rule published by the FDA?

December 21, 2018

### When must packaging be compliant?

January 1, 2022

### What are the packaging options for addressing BE?

- **ON-PACK STATEMENT:** Requires update to packaging, easiest to execute
- **SYMBOL ON PACK:** Requires update to packaging, uses less space, can be placed on front panel or near Nutrition Facts Panel, easy to execute
- **DIGITAL CODE:** Requires update to packaging, requires 800#, can update information in future without packaging updates, can click thru to customer website and other info, customer to manage landing page, best for long term
- **TEXT MESSAGE:** Requires update to packaging, can update information in future without packaging updates, customer to manage text response, complicated to execute

There is a lot to consider when making a choice for how to display BE on packaging. In the short term, companies need to list BE disclosures found on the USDA list and required by regulation. However, a company also might want to consider being proactive and adding a BE disclosure to any product derived from a bioengineered crop. This provides consumers with full transparency and keeps them ahead of the curve by anticipating further FDA label changes.

If you would like to learn more about the BE Rule, you can follow the link: <https://www.ams.usda.gov/rules-regulations/be>

If you would like guidance on the BE packaging rules, please contact your OEC sales person for more information. ■



# RETIREE SPOTLIGHT: BARRON DAVIDSON



Barron Davidson

One of OEC Graphics' most tenured employees, Barron Davidson, announced his retirement over the summer. I had a chance to talk to him about his years at OEC and his unique perspective on how the company and technology has dramatically changed.

## What is your title?

IT Manager

## How many years have you been at OEC?

Almost 35 years.

## What led you to working here?

I was prepress manager at LaCrosse Graphics and had a strong interest in computer graphics. LaCrosse at the time would outsource some of the scans to OEC. I could see Jack was investing in technology, especially laser scanners, computerized typography, and cadograph. He was also planning investment in Sigmagraph. I was convinced that this was the future of graphic arts.

## What was your first position at OEC and how did it evolve over the years?

I started in the stripping department; most of my experience was offset so it took me a while to understand the flexographic side of printing. I trained as a Cadograph operator, then Sigmagraph operator. During this time, I became imaging manager. The first Macintosh came into the Art Department and I could see the desktops outperforming the Sigmagraph at a fraction of the cost. As the desktops advanced, our networking and information systems advanced as well. I migrated into overseeing the financial systems and job floor management and moved away from imaging duties. As OEC grew across the United States and Canada, I specialized in networking and communications as well as working on the server environment.

## What are the biggest changes you have experienced with IT technology?

When I was imaging manager, the biggest changes occurred with desktop prepress and direct to plate. More recently internet, network bandwidth, and technology advances have allowed for work to be done from home or performed anywhere in the country or world. Specifically, cloud-based storage and communications have allowed for effective meetings and cloud-based servers.

## What did you enjoy most about working at OEC?

Working for Jack Schloesser, as well as the rest of the family is probably the biggest reason that I have been at OEC for the past years.

## Do you have any unforgettable stories or memories you can share?

There have been a lot of extraordinary characters who have worked at OEC, most of those stories not fit for this venue.

## What are your plans for retirement?

Once the pandemic gets under control, we plan on winters in a warmer climate. My spouse Jill will continue rescue work with greyhounds and possibly other dog breeds as well. I have a love of art and mathematics, for now I will spend time on artwork and programming.

OEC will definitely miss Barron and his IT expertise.

## OEC has also had a group of similarly tenured employees that retired over the spring and summer, including:

- **Ann Kersten** (Prepress Technician – 15 years)
- **David Rosenberg** (Prepress Technician – 24 years)
- **Bill “Willy” Ruedinger**  
(Plating & Seamex Manager – 30 years)
- **John Valaskey** (Display Graphics Manager – 20 years)
- **Ron Page** (Account Manager – 14 years)

We feel fortunate to have employees that have dedicated the majority of their careers to OEC. We thank all of them for their contributions to OEC Graphics and their role in helping us grow into the company we are today. ■



# visual INSIGHTS

a biannual publication of



**OEC**<sup>®</sup>  
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