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# visual INSIGHTS

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## OEC GRAPHICS – CANADA CONTINUES GROWTH

OEC Graphics – Canada (Greater Vancouver, BC) has been gaining business, particularly after adding liquid photopolymer plate production. Producing digital and liquid plates (as large as 50" x 80") and mounting services, this manufacturing facility complements and supports our other corrugated locations: Union City, CA; Salt Lake City, UT; Chicago, IL; and Appleton, WI. According to Joe Moody, a key OEC Business Development Manager in the Pacific Northwest, "Bringing the liquid system online in our Richmond, BC facility makes OEC Graphics the only full service platemaking facility in Western Canada." He adds, "The production of 100% capped In-Position plates sets a new standard not only for the BC market, but continues OEC Graphics tradition of being the leader in innovation that benefits our clients." We look forward to further growth as clients in this region continue to discover our expertise.



Igor Chepelev, Jim Sutherland, Guy Thompson, Liam Ahern, Kevin Grant





## OEC GRAPHICS IS RECOGNIZED WITH GOLD FPA AWARD

OEC Graphics was recently recognized for their contribution to the Lay's Summer Days promotion from PepsiCo's Frito-Lay division. The packaging, part of a highly successful summer marketing campaign, won an FPA gold award for printing & shelf impact. Specifically, it allowed consumers to create customized and personalized bags of Lays, which featured pictures of their favorite summer memories. These bags were printed on an HP Indigo 20000 digital press, while OEC Graphics provided project planning, prepress, press-side color management and database management. This package was a first; never before had printing a variable data aspect of a package been used in the wide web flexible packaging sector. According to Brent Fulkerson, OEC Business Development, "In this "Age of the Consumer", brands that connect with the consumer on a personal level will create loyalty thus driving market share. Frito Lay, by partnering with OEC Graphics and EP Digital, was able to deliver a truly unique interactive 1-to-1 customer experience."



Packaging World, March 2016 cover



## OEC BUILDS ON BUSINESS DEVELOPMENT COORDINATOR ROLES

An exciting new role, Business Development Coordinator, has been created with great success at OEC Graphics. Initially implemented in 2015, the Business Development Coordinator fills a key role in the complete service relationship that OEC maintains with our customers. Bridging the gap between Business Development Managers (sales) and Account Managers (CSR), this role has flavors of both. This bridge relationship allows Business Development to work more strategically with the client while allowing Account Management to optimize their time concentrating on scheduling and quality.

With an emphasis on constantly improving our customer experience, the roles and responsibilities of the Business Development Coordinator are custom-tailored to the market and region that they serve. Currently OEC has three employees functioning as Business Development Coordinators: Lisa Wilmet, Rob Cooper and Andrea Manor. Each supports Business Development in either the converter or consumer product company markets. Wilmet, who provides converter account support on

**Business Development Roles** continues...

the West Coast, initially transferred to OEC's California location to work internally in this capacity. Over time, it became evident that her help was needed on-site so Wilmet began to split her time between the office and visiting customers.

“I usually spend three to four days on the road, helping to cover the entire West Coast and the rest of my time in the office.”



Lisa Wilmet

She explains “I usually spend three to four days on the road, helping to cover the entire West Coast and the rest of my time in the office.” Wilmet is also brought into initial prospecting meetings with the salesperson in order to improve the on-boarding process. This formula has been effective in improving customer satisfaction and nurturing account growth.

Newer to the role, Andrea Manor spends the first few hours in the office daily and then moves onto customer visits. These visits can involve anything from job planning, delivering plates and quoting to troubleshooting. Concentrating

“The Business Development Coordinator position has given me flexibility, the ability to work independently and a clear path for growth. Most importantly, it opens up more opportunities for Business Development to grow business for OEC.”



Andrea Manor

on corrugated accounts out of Appleton, Manor states “The Business Development Coordinator position has given me flexibility, the ability to work independently and a clear path for growth. Most importantly, it opens up more opportunities for Business Development to grow business for OEC.”

Each approach is different and that is evident when talking with Rob Cooper who works out of OEC Appleton. Cooper spends about a third of his day on conference calls or in meetings off-site, another third managing his job schedule and the rest of his time reaching out to suppliers through email. With a focus on consumer product companies and corporate on-boarding, Cooper makes sure that what is being printed is in line with the brand standards of the product. As he explains

“I work with projects in their infancy; my role is further upstream, I coordinate with and rely on the final printed product. We are essentially brand stewards for our clients.”



Rob Cooper

it, “I work with projects in their infancy; my role is further upstream, I coordinate with and rely on the OEC operations team who are managing the final printed product. We are essentially brand stewards for our clients.”

OEC customers that have had the opportunity to work with our Business Development Coordinators enjoy the extra time and attention that is able to be given to their work. As we move forward, OEC will continue to look for situations where a Business Development Coordinator might be the best option to service clients.



# THE IMPORTANCE OF A FINGERPRINT PT. 1

BY BRUCE PAGEL, TECHNICAL SALES MANAGER



Bruce Pagel

This newsletter I am going to discuss the importance of doing a fingerprint and how it impacts the success of each and every proof and design you run on the press after the fingerprint. The purpose of doing a fingerprint or characterization of the press is

to see how the press and all of the components are working together.

### 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.

### BANDED ANILOX TEST

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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

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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

**Business Development Roles** continues...

### *...The Importance of a Fingerprint continued*

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

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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

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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

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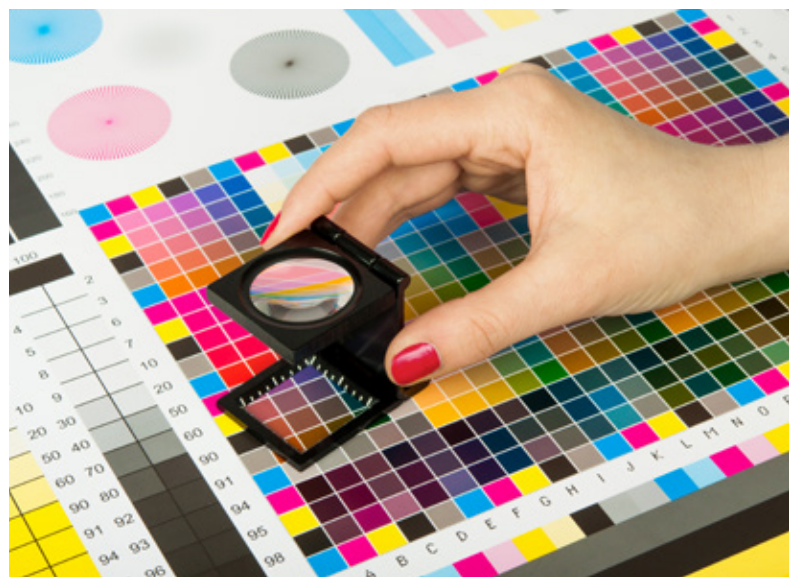
On this test we will look for clean printing screens with no bridging and solids with good ink coverage and minimum pinholing. Inks should be set at best viscosity for the ink system along with the PH required level. Impressions setting will be set for best highlight dot and solid print.

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*





# BUILD A RELATIONSHIP. BUILD YOUR BRAND.

BY LORI JEPSON, BRAND SERVICES MANAGER

Consumer culture is in transition. Gone are the days when consumers simply purchase products to meet needs and wants. Now they want to be engaged, involved, and have an emotional relationship with brands.



As this culture shifts, so must companies' attitudes toward branding. It's time to toss the traditional marketing practice of blanketing everyone with the same message (the "one size fits all" approach), and start connecting with consumers on an individual basis – 1-to-1.

## RESEARCH SUPPORTS 1-TO-1

Consumer market research company, Forrester, states... "the companies who get closest to a 1-to-1 relationship with their customers win." Think about today's consumers' lives: access to desired products is almost immediate; social media provides voice and power to their product experience; peer influence is stronger through reviews and feedback. The drive is toward immediacy and interconnectivity. And companies have the opportunity be at the center of it all, meeting consumers where the consumers are at, not where companies, in the past, only encouraged them to go.

## CONNECT WITH THE RELATIONSHIP EXPERTS

Amphora Brand Design not only understands this shift in culture, but also has always been on the forefront of helping their customers capitalize on it through 1-to-1 marketing. It begins with the research: Where are the consumers? Who are the consumers? What gives them meaning? What's important to them...what's really important to them?

Then it continues with the strategy: How are we going to get in the consumers' wheelhouses? What will they care about? What will they pay attention to? Then it's on to the execution: Whether it's flexible packaging, a



personalized email, marketing automation campaigns, PURLS (personalized URLs) or targeted social media ads, the personalization – the 1-to-1 interactions – are all intent on reaching customers at their level, in their space, in real-time, with information that is relevant and directed to them. Amphora leverages their knowledge and resources to fully develop strategies and implement messaging that is engaging, effective and maximizes return on marketing investment.

## A LITTLE 1-TO-1 CAN INCREASE YOUR NUMBERS

Each customer interaction is an opportunity to learn more about each customer. So you can continue to customize products, services, and more importantly, create loyalty-building experiences with them. It's a 1-to-1 experience. And it's effective. In fact, according to the Temkin Group, a customer experience research group, customers are 5.2x more likely to purchase from companies with a great customer experience.

Let Amphora help you with your 1-to-1 to get you 5.2x (or more) more. Contact Mark Elliott at 920.379.4575.

# visual INSIGHTS

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