



WHAT'S INSIDE

Drive Engagement with a Better Customer Experience

TECH TIPS : About OEC's New Expert – Bruce Pagel

OEC Hosts Vancouver Open House

OEC Participates in Record-breaking FTA Fall Conference

dedication to innovation

# visual INSIGHTS

Volume 20 : No. 49 : WINTER 2016



IN CELEBRATION OF THE SEAMEX 25TH ANNIVERSARY WE ARE DEDICATING A SPECIAL EDITION NEWSLETTER TO THIS SIGNIFICANT MILESTONE.

Read the newsletter [here](#).



## AMPHORA RECOGNIZED WITH AMERICAN PACKAGE DESIGN AWARD



Amphora Brand Design was recently awarded a 2015 Package Design Award for the Heartland Harvest Inc. Pro Health Pasta packaging line. Heartland Harvest and Harvest Innovations worked together to develop a high protein, gluten free pasta for the retail market. They asked Amphora to create packaging for them that would appeal to gluten-intolerant and health minded consumers looking for the best nutrition for their families. The Amphora team created appealing and cohesive packaging with great shelf impact and were proud to be recognized by the industry.





# OEC LEADERS EXPAND ON THEIR POSITIONS

Two of OEC's managers have expanded their responsibilities due to company growth.

Dave Garnache, OEC Chicago's General Manager, is also going to serve as the Corporate Corrugated Technical Manager. Due to his strong involvement in OEC's corrugated business coming out of Chicago and Salt Lake City, it made sense for Dave to be the point person for corrugated. In addition to his GM duties, Dave will be working to identify new technologies for corrugated, employing best practices and training to raise all locations corrugated skill levels and defining the strategic direction for corrugated growth.



Dave Garnache

Wayne Wyngaard, OEC's Business Systems Manager, is now the point person for all IT services, equipment and software that's used at OEC Graphics. Many of our customers know Wayne as the director of our Fusion asset management systems. Most recently, Wayne has taken on the creation, deployment and training for OEC's new ERP system called SNAP. While developing SNAP, Wayne will continue previous duties, including overseeing the design and building of all Fusion systems.



Wayne Wyngaard



## INTRODUCING OEC'S NEW TECHNICAL EXPERT: BRUCE PAGEL



Bruce Pagel may be a new face in Visual Insights, but he is certainly not new to OEC or the flexographic industry. Pagel is one of OEC's most experienced salespeople, with the kind of background that few can match. As he begins his new hybrid role as OEC's Technical Sales Manager, it seemed fitting to highlight why Pagel was chosen to be the technical face of OEC Graphics.

Pagel spent the majority of his career at Tufco Industries. He was in his first press operator job out of technical school when Tufco purchased the presses from the company that he was working

for at the time. Through this new company, Pagel was working for one of the founding members of the FTA, gaining some invaluable insight from an industry great. Pagel rose through the ranks at Tufco, from press operator, to press supervisor, then to plant supervisor.

Pagel was asked to head the laminations department which led to the role of operations manager. This involved responsibility for 200 employees, five departments, equipment purchases and implementation of all ISO/good manufacturing processes. During this period, Pagel also had the

**OEC Technical Support** continues...

privilege and responsibility of the modernization of their pressroom. He oversaw the removal of four older wide web Flexo presses, two CI presses and two Stack presses along with two letterpresses and the implementation of two new W&H presses. The press department ran water base and solvent base inks with oil based inks on the letterpresses. With these overall changes Pagel was able to bring the department personal at 43 down to 19 employees and raise output and increase margins. Pagel stated, "We printed on paper, foil, films, non-woven and airlaid. We did toll printing getting exposure to many products and process needs. This also gave us the opportunity to work with many great printers and learn from them."

Towards the end of his time at Tufco, Pagel had moved into sales, representing the printing and laminations department. In 2006, an opportunity came up for Pagel to shift into a sales role at OEC Graphics. He shared, "I found myself out of the day-to-day operations and wanted to move back to the tip of the spear selling the latest and greatest technology." OEC had been a vendor of his for years and so he was already very familiar with OEC's capabilities, including Seamex®.

When Pagel arrived, it was a very exciting time at OEC. Seamex2 technology was just introduced, as well as asset management and the OEC-DFM customer partnership program. Pagel saw his new position as a long-term career move and

took advantage of all of the selling opportunities provided to him. Now in his 9th year at OEC, he was approached to take over the Technical Sales Manager position. According to Pagel, "I enjoy helping customers solve their press problems. I look forward to collaborating with the other salesmen to help their projects run smoothly." Pagel is confident that in his new role, he will be able to service his customers in the manner they expect, while also helping OEC's sales team build their technical skills.

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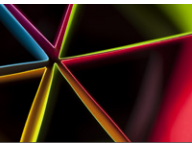
“It's been a fascinating trip, from watching departments being built, working with accomplished printers, buying and installing new equipment to working with the cutting edge of prepress technology. The next chapter should be just as interesting.”



Bruce Pagel

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Pagel reflects "It's been a fascinating trip, from watching departments being built, working with accomplished printers, buying and installing new equipment to working with the cutting edge of prepress technology. The next chapter should be just as interesting." For OEC, we are happy to welcome him into his new role.



# OEC PARTICIPATES IN RECORD-BREAKING FTA FALL CONFERENCE



The 2015 FTA Fall Conference, held in Columbus, OH this past November proved itself to be a growing event for the Flexographic Technical Association. The participation rate increased by 50%, with 470 visitors from across the industry coming together for a two-day blitz of conferences and tabletop exhibits. OEC Graphics was one of 69 companies represented at the tabletop forum. OEC reported that the show had steady traffic and provided a great opportunity to connect with current and prospective customers.



## MORE TRADE SHOW UPDATES

OEC attended the PLMA 2015 Private Label Trade Show this past November. This show, held at the Rosemont Convention Center in Chicago, is the place where retailers and wholesalers go to source new products and suppliers. The private label industry makes up about 25% of unit sales in the US, which is a significant piece of market share. OEC was there to support our client, as well as explore new opportunities within this growing business segment.

OEC has big trade show plans in 2016 with our participation in the spring FTA Forum & INFO\*FLEX, March 6-9, in Fort Worth, TX, where we will feature Seamex's 25th anniversary. OEC will also exhibit at the PPC (Petroleum Packaging Council) Spring Meeting & Tradeshow, March 20-22nd in Destin, FL. Wayne Wyngaard, OEC's Corporate Business Systems Manager serves as a Co-Chair on the PPC Packaging Council. OEC has had a lot of success implementing our Fusion systems within the petroleum industry through direction from Wyngaard and OEC salesman, Paul Ziemer.

OEC representatives will head to Dusseldorf, Germany for Drupa, May 31st-June 10th. OEC will also attend the Fancy Food Show in San Francisco in January and the Ebrands conference in August put on by the IMA. The IMA (Independent Marketing Alliance) handles the procurement, marketing and product facilitating for a number of US food service companies.



## OEC HOSTS VANCOUVER OPEN HOUSE

OEC Vancouver had the opportunity to open its doors and welcome our Canadian customers this past October. The two-day event, held October 7-8th, featured a tour of the facility and its equipment. This included OEC's new processor and innovative plating technology. Michelle Weis, OEC's West Coast Business Development Manager, shared "OEC's open house saw a large representation of corrugated, flexible packaging, label, folding carton and even rotogravure customers from British Columbia." She continues "The group was very excited to see the facility and its capabilities in person, building their comfort level with OEC Vancouver and what we have to offer the Pacific Northwest." With such positive feedback, OEC looks forward to future growth in the Canadian market.





# DRIVE ENGAGEMENT WITH A BETTER CUSTOMER EXPERIENCE

**AMPHORA**  
BRAND DESIGN

## AMPHORA'S "CUSTOMER EXPERIENCE LAB" BUILDS BRANDS

Stories have a way of connecting people. A good story will conjure up a smile, or even a hearty laugh. A good story will create an emotion, be it happy, sad, anger, empathy, giddiness, and more. And above everything else, a good story is memorable. Storytelling brings people together and binds people together. And it is a craft that can be used to convey a brand in the most emotional and impactful way.

Companies that understand the customer and how that customer can connect to the brand, build a story that fits into a customer-centric frame. Where customers spend their money is no longer influenced by brand *messages*, but rather by brand *experiences*.

Brand experience begins as soon as the customer interacts with your brand, whether that's seeing an ad, walking through your store door, or logging onto your website. Their path-to-purchase, including all mediums, creates experiences – experiences that create a feeling. Companies that consistently make us feel good consistently win greater loyalty.

The experts at Amphora Brand Design offer a bundled suite of services called the "Customer Experience Lab." This service ties a customer's brand communications and messaging into its physical environment. We call it a "Lab" because our process includes research of your customer's path-to-purchase as well as your established position in the market. We then develop a strategy from those insights to engage and delight your audience



Pierce  
100th Anniversary  
display



### THE CUSTOMER EXPERIENCE LAB PROCESS:

1. **Brand architecture review & research** – Study and deep understanding of your brand positioning and attributes that enable you to win.
2. **Customer touch-point & journey mapping** – Establish your physical space and how a customer enters and travels through your environment.
3. **Customer & Employee feedback** – Gather important stakeholder inputs to ensure strategy is on target.
4. **Strategic & environment planning** – Development of key elements contributing to the customer experience.
5. **Environment design (Dynamic Visual Storyboarding)** – Key structures and spaces to include along a customer's journey.
6. **Environmental graphics & promotional materials** – Design of branded elements and application within your space plan.
7. **Development of key elements** contributing to the customer experience.

*Customer Experience Lab continues...*

...Customer Experience Lab continued

through compelling messaging and impactful creative graphic and three-dimensional design. We help you connect with your audience along each and every touch point of your physical space.



UW-Oshkosh History Wall

Our Customer Experience Lab process has been successful with:

- Retailers and Retail Brands
- Consumer Product Companies
- Restaurants and Franchises
- Vehicle Wraps
- Architects and Builders
- Health & Wellness
- Hospitality
- Corporate businesses with customer visitors
- Corporate businesses with employee culture & safety initiatives
- Schools, Colleges and Universities
- Sports Facilities
- Events

You have a story. Share it with your customers in the most impactful way – by allowing them to experience it. The Amphora and Display Graphics team is excited to share how to build a strategic, feel good experience. Contact Mark Elliott, Brand Development Manager, at [melliott@weareamphora.com](mailto:melliott@weareamphora.com) or 920.379.4575, if you have questions or would like to launch your Customer Experience Lab project.

Festival Foods signage



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a biannual publication of



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