GRAPH EXPO
GraphExpo.com
McCormick Place | Chicago, IL | USA
Co-located Show: cpp expo converting & package printing expo

SHOW DAILY

Monday, September 14, 2015

PrintingNews.com | PrintingNews | Wide-Format&Signage | Inkjet's Age | SouthComm Business Media

All Roads Lead to GRAPH EXPO 15!

Crowds flock to experience the hottest technologies, unique new applications, 50+ co-located events, and trending education and networking opportunities

By Richard Romano

Opening day at GRAPH EXPO 15, crowds pour into McCormick Place, to see and explore the industry's most innovative technologies and products.

They used to say "all roads lead to Rome," but this year all roads seem to lead to Chicago–specifically, McCormick Place–as concurrently with GRAPH EXPO and co-located CPP Expo three more industry trade shows converge in the windy city. It's a timely juxtaposition of organizations and events–a reflection of the fact that new technologies are bringing printers, packagers, product producers, and brand owners closer together, allowing them to explore and forge new relationships with each other.

Looking to take full advantage, as well as to experience the hottest technologies, unique new applications, and trending education and networking opportunities–graphic arts professionals crowded the show floors opening day on Sunday.

September 13 through 16 sees the GRAPH EXPO and co-located CPP EXPO combo in the South Hall. Across the concourse "neighbors" PROCESS EXPO, InterBev Process, and the International Dairy Show will run September 15 through 18 in the North and East Halls. The two-day overlap is in many ways reflective of the extent to which the markets served by these shows themselves converge. GRAPH EXPO attendees will have full access admission to all five shows, allowing you to "move about the cabin" and attend events and visit exhibitors at each of these shows. This provides an excellent opportunity for printers and prospective packaging producers to look at all the facets of the food packaging process.

GRAPH EXPO is of course the premier exhibition in the Americas of digital, offset, inkjet, flexo, gravure, and hybrid technologies, products, and services for commercial, transactional, converting, and package printing, publishing, mailing, in-plant, photo imaging, marketing, and industrial printing industries, while the co-located CPP EXPO serves the converting and packaging materials industry. Along with the 430+ exhibitors demonstrating their hardware, software, products, and services, this year's GRAPH EXPO show floor features 13 pavilions and specialty sections, including three that are new: Materials Matter, Applications Island, and the Industrial Printing Pavilion.

Materials Matter celebrates the essential role that materials play in the print ecosystem. Inside the new 1,200 sq. ft. specialty showcase, multiple substrate manufacturers demonstrate the powerful role that their paper and non-paper substrates play in every print job.

(continued on page 62)

NEWS BRIEFS

RR Donnelley presents "Closing the Skills Gap" at 11:30 am in The Hiring Hub: Closing the Skills Gap! (Booth 570).

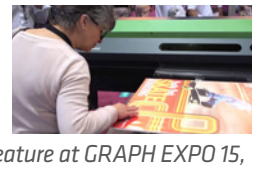
IPMA is sponsoring a special lunch presentation at 12:15 pm featuring the topic "In-Plants Make a Splash" in Room N426abc.

PrinterPresence is sponsoring "Search Engine Optimization: 7 Tips for Local SEO & 5 Strategies to Take You Through 2016" in Room S404bc.

"Digital Literacy Through Media" is the topic of RICOH Americas' presentation at 11:00 am at The Hiring Hub: Closing the Skills Gap! (Booth 570).

GRAPH EXPO 15: Xerox, Beth Ann Kilberg-Walsh
PrintingNews.com/12113753

GRAPH EXPO 15: Konica Minolta, Gavin Smith
PrintingNews.com/12113733



New Feature at GRAPH EXPO 15, 'Materials Matter'
PrintingNews.com/12107109

Taking it to the Mat on Taxes, Trade, and Trolls

Michael Ring

As NPES Chairman of the Board and Gallus Group Vice President, Worldwide Sales & Marketing, Digital Solutions, Michael Ring has a courtside view of what is happening in the industry. He offers his insights in this interview.

***Show Daily:* What is happening in the legislative arena that graphic communication professionals should be aware of?**

Michael Ring: As printers and their suppliers meet for GRAPH EXPO 15, critical legislation affecting the industry can be summed up in three words: taxes, trade, and trolls.

Taxes: Recently the U.S. House of Representatives passed H.R. 636, the *America's Small Business Tax Relief Act of 2015.* This vital legislation would permanently restore enhanced IRC Section 179 for "expensing," thereby allowing printers to immediately writeoff capital investment up to $500,000 per year, and spurring much needed economic growth and jobs.

The Senate Finance Committee approved their version of "tax extenders" that would also retroactively reinstitute Section 179 at the $500,000 level, but only through the end of 2016. However, the Finance Committee also re-instituted 50% "Bonus" depreciation, for the purchase of new depreciable property, through the end of 2016 as well.

NPES is now urging the House and Senate to reconcile their legislation, so that Congress can enact a bill that President Obama can sign into law, which will provide the additional

(continued on page 62)

INSIDE DAY 2

GRAPH EXPO 15 MUST SEE 'EMS Winners Announced

The 2015 MUST SEE 'EMS winners have been selected and are on exhibit at GRAPH EXPO 15 and the co-located CPP EXPO show. Chosen by a panel of industry experts, these innovative technologies represent the most compelling advances in 11 categories spanning the entire graphic communications industry.

"Every year, the MUST SEE 'EMS competition is one of the highlights of the GRAPH EXPO and PRINT shows," says Ralph Nappi, President of the Graphic Arts Show Company (GASC). "This year is certainly no exception with an exciting lineup of new technologies and innovative advances in each category and industry segment."

"Best of Category" winners

The "Best of Category" picks in the 2015 MUST SEE 'EMS competition were announced at the close of the EXECUTIVE OUTLOOK Conference on Sunday, September 13th, immediately prior to the opening of GRAPH EXPO 15. These "Best of Category" award winners were chosen from among all of the 2015 MUST SEE 'EMS entries and represent the best of the best among this year's technology offerings demonstrated across the show floor at the year's industry event for the graphic communications industry.

"The annual MUST SEE 'EMS competition seeks out the year's best technology offerings," says Nappi. "From among these winners judges select their top choices for the best product in each category to honor as 'Best of Category'."

The judging committee, comprised of industry experts, journalists, and consultants, combed through the 2015 MUST SEE 'EMS winners to find what they consider the best technology offered in each category.

The committee also made its selection for the annual "Legacy Award," which this year went to the printCafe PrinterSite web-to-print system, first honored as a MUST SEE 'EMS in 2000. The "Legacy Award" is selected from among all past MUST SEE 'EMS winners and is awarded to one product that has had a significant, lasting, and continuing influence on the graphic communications industry. Read more about it below.

MUST SEE 'EMS

GRAPH EXPO 15

Below listed in alphabetical order are the 2015 MUST SEE 'EMS award winners in each of the 11 categories along with the "Best of Category" winners:

Sales and Order Entry

AccuZIP, Inc. (Booth 1258): AccuZIP Direct Mail Configurator **(Best of Category)**
EFI (Booth 1902): EFI Fiery Smart Estimator for Specialty Toners
Opensoft (Booth 225): DaVinci

Prepress and Premedia

CGS Publishing Technologies International (Booth 645): Creative Edge IC3D Suite, Version 3
EFI (Booth 1902): EFI Fiery Job Parallel HyperRIP **(Best of Category)**
EFI (Booth 1902): EFI Metrix Layout Engine for EFI Pace
Xerox Corporation (Booth 613): Xerox FreeFlow Core Cloud

Color Management and Quality Control

EFI (Booth 1902): EFI Fiery CMYK+ **(Best of Category)**
Lake Image Systems, Inc. (Booth 2263): Discovery MaxScan

Variable, Transactional, and Multi-Channel

AccuZIP, Inc. (Booth 1258): AccuZIP Maps and AccuZIP Geo-Information Services
EFI (Booth 1902): EFI DirectSmile Cross Media version 7
HP (Booth 1202): HP SmartStream Mosaic **(Best of Category)**

Pressroom: Analog Presses

Air Motion Systems | AMS UV (Booth 460): LED UV | XP9 High Energy Curing for Sheetfed
Ryobi MHI Graphic Technology Ltd. (Booth 4213): Ryobi MHI 925 LED UV with Smart Insta.Color and RPC **(Best of Category)**

Pressroom: Digital Presses

Canon U.S.A., Inc (Booth 1213): Canon imagePress C10000VP
MGI Inc. (Booth 3013): MGI Meteor DP1000 & DF Pro Integrated Inline Product Suite **(Best of Category)**
Xeikon (Booth 849): Xeikon 9800 Digital Color Press
Xerox Corporation (Booth 613): Xerox iGen 5 Press
Xerox Corporation (Booth 613): Xerox Rialto 900 Inkjet Press **(Best of Category)**

Pressroom: Wide-Format

EFI (Booth 1902): EFI SuperDraw Ink
EFI (Booth 1902): EFI VUTEk H2000 Pro Clear Ink
Epson America, Inc. (Booth 841): Epson SureColor F9200
HP (Booth 1202): HP T1100 Simplex Color InkJet Web Press **(Best of Category)**

Postpress and In-line Finishing

Highcon Systems Ltd. (Booth 1939): Highcon Euclid II+ **(Best of Category)**
MGI Inc. (Booth 3013): iFOIL T
Scodix (Booth 2231): Scodix FOIL
VITS International (Booth 563): VITS Sprint

Imprinting, Mailing, Shipping, and Fulfillment

AccuZIP Inc. (Booth 1258): AccuZIP 7
Pitney Bowes (Booth 1239): Productivity Tool Suite: Workcell Productivity Interface & Inserter Production Dashboard **(Best of Category)**

Management Systems

Avanti (Booth 654): Avanti Slingshot Automated Press Sheet Optimizer
Avanti (Booth 654): Avanti Slingshot Grand Format Estimating Module
EFI (Booth 1902): EFI PrintFlow for Packaging **(Best of Category)**
Opensoft (Booth 225): Scissorhands

The Future of Print

Documobi Ltd (Booth 557): DocumobiFuse
EFI (Booth 1902): EFI Fiery Final Fix
HP (Booth 1202): HP High Definition Nozzle Architecture Technology **(Best of Category)**

MUST SEE 'EMS 2015 Legacy Award Goes to eCommerce Pioneer: printCafe PrinterSite Web-to-Print System

The 2015 Legacy Award for a technology having a significant, lasting, and continuing influence on the graphic communications industry went to printCafe's PrinterSite web-to-print system, first honored in 2000 as a MUST SEE 'EMS selection. The honor was announced at the conclusion of the EXECUTIVE OUTLOOK Conference on the opening day of GRAPH EXPO 15.

Later acquired by EFI (Booth 1902), printCafe's PrinterSite was instrumental in introducing the "dot-com era" to the graphic communications industry and was at the time chosen as a 2000 MUST SEE 'EMS winner. It was picked for the Legacy Award by a selection committee composed of industry experts, journalists, and consultants who looked for a past MUST SEE 'EMS product that has inspired real innovation and change, not just one that has been popular.

"It is hard to recall the days before eCommerce and web-to-print had permeated the graphic communications industry," says GASC President Ralph Nappi. "PrintCafe's web-to-print product pioneered the industry's entry into an area that is now both essential and commonplace."

Among the comments from the selection committee:

"The 'dot-com era' introduced eCommerce to the printing industry, and printCafe's web-to-print offering brought an unprecedented level of integration with Management Information Systems."

"The collection of offerings put together by Marc Olin and the printCafe team was truly groundbreaking, although I don't think many people saw it that way at the time. The proof is in its longevity and the ultimate powerhouse portfolio it is today under the EFI umbrella."

"There is a heavy use of web-to-print that is currently being utilized in the labels market and other forward thinking groups are offering "packaging on demand" in growing numbers. This all has its roots in the offerings of printCafe from 15 years ago."

CMYK Distributors Announces Drawing for a Free SpectroPocket for Android at GRAPH EXPO

CMYK Distributors, Inc. (Booth 455), the exclusive North American distributor of Digital Information's InkZone ink-presetting and closed-loop technology, announces it is partnering with Digital Information to offer a drawing for a free SpectroPocket for Android at GRAPH EXPO.

CMYK Distributors is the industry authority on products and services that bring automation and waste reduction technology to the pressroom. It is demonstrating its product offerings, including InkZone Ink-Presets & Closed Loop technology, the DJet Double-Sided Imposition Proofer, the all new SpectroPocket for Android, the Filter Klear Fountain Filtration System, and the Ink Can Dispenser.

The SpectroPocket for Android is the world's first system for measuring discrete color patches on different substrates using commercially available spectrocolorimetry and displaying the recorded color values on any mobile Android device. Last week, Digital Information shipped the first SpectroPockets to customers in Japan and South Africa.

Visit http://www.digiinfo.com/spectropocket/GraphExpo2015.html to fill out an entry form for your chance to win a free SpectroPocket.

Canon
SEE IMPOSSIBLE

PRODUCTION SOLUTIONS

"The new Canon imagePRESS C800 has proven to be one of the finest machines that we have ever seen. It is fast, reliable, flexible, and consistent."

JIM LA MAIRE
President of AJS Business Imaging Solutions, LLC

Introducing the Canon imagePRESS C800 Series

imagePRESS C800/C700

Today's world of print is constantly changing, creating new demands on your organization. We designed the new Canon imagePRESS C800 Series to prepare for what's next. With speed and flexibility, now you can apply your creativity in new forms and at a pace you need.

From the first print to the last, and across a wide range of formats and finishing options, the imagePRESS C800 Series consistently delivers legendary Canon color and quality you expect. And that will give you the confidence to plan for tomorrow, where you can expect more than just a return on your investment — expect to see a return on your ideas.

See the imagePRESS C800 Series in action at Graph Expo Exhibition Space #1213

ENABLING *creativity*

Profitable Opportunities Await Attendees

At GRAPH EXPO 15, attendees should visit with GPA (Booth 3822) to experience the hottest new substrates, pick up samples, chat with GPA's industry experts, and learn how to make their businesses more effective, productive, and competitive. Visitors can also get a free t-shirt, created with GPA's Ultra Digital Heat Transfer paper, pressed live in the booth while supplies last as part of GPA's 75th anniversary celebration.

GPA is featuring its growing line of papers, synthetics, and pressure sensitive papers for HP Indigo 10000 presses, and is showcasing new ways to use traditional and non-traditional substrates for profitable applications on HP Indigo, toner digital, offset, and wide format presses.

GPA's expanded wide format offerings include AlumniGraphics media.

Show goers are encouraged to visit GPA's booth and visit with Craig Surrett, GPA's new Toner Fusion Market Director. Surrett will be a resource of product expertise and strategic insights for GPA's customers in the toner digital marketplace, and will further strengthen GPA's customer and partner relationships. Additionally, he will work to add new and innovative substrates to advance the capabilities for those who have toner digital press equipment.

The addition of Surrett to the GPA team represents their reinforced commitment to serving the toner digital marketplace with additional resources. Since formally entering the toner digital market in 2013 and informally servicing it for years before, GPA continues to expand their range of substrates and support to bring new opportunities for growth and innovation to their customers.

Attendees in the wide format marketplace should visit GPA to learn about their expanding offering of Concept Media Solutions for wide format presses. GPA's comprehensive selection of wide format media opens up creative and profitable applications for customers, ranging from wall and window graphics, rugged media for exterior ground use, vehicle signage, and everything in between.

GPA's growing line of Concept Media Solutions is available in a wide variety of face materials, adhesives, and liners to accommodate the largest variety of applications and printing processes. All of these items are stocked nationally for immediate service.

During the show, GPA is also showcasing its new Multi-Purpose Product Catalog, which features a collection of specialty labels and substrates specifically for desktop inkjet and laser printers. Visitors can come learn about GPA's extensive selection of layouts, colors, face materials, and adhesives options for pressure sensitive paper labels for a wide range of applications. GPA's new Multi-Purpose Product Catalog makes it easy to find the right substrate for today's common desktop printers. This product lineup continues the tradition of quality and availability that GPA's customers have relied on for decades, and also includes innovative specialty products added in response to emerging market opportunities.

From new faces, giveaways, and new products, exciting and profitable opportunities await attendees of GRAPH EXPO 15 with GPA!

Tap... Tap... Tap... the NEW Mobile Show App

So much to see! So much to do at this year's show! Where do you begin? Start by creating your customized show plan with the online My Show Planner tool (graph15.mapyourshow.com/6_0/login/login.cfm). With My Show Planner, access the information you need right from the show's website to create your personalized schedule of:

- booth visits
- education sessions
- meetings, and
- all of the networking events you want to be sure not to miss.

Next, you can always print out your personalized schedule and bring it with you to the show—and now you can also download the new GRAPH EXPO 15 and CPP EXPO mobile app!

The mobile app is your instant onsite resource for navigating your way through the show providing these key features:

- Search exhibitors, products, and show floor features
- Research conferences
- View an interactive map of the show floor, plus
- Receive up-to-date show news.

Download the app today from iTunes and the Google Play store.

Bonus: your online planner will automatically sync with the NEW Official GRAPH EXPO 15 and CPP EXPO Mobile Show App. (For iOS and Android)

Idealliance Hosts Annual Free G7 Summit

Join Idealliance for its annual G7 Summit today, Monday, September 14, in Room S102bc in McCormick South Hall, from 1:00 to 4:30 pm. G7 is Idealliance's industry-leading set of specifications for achieving gray balance, and is the driving force for achieving visual similarity across all print processes for more than 1,000 G7 Master Qualified print providers worldwide. The G7 Summit will provide the industry's most experienced premedia and print production experts with the latest developments in the G7 methodology and offer insight and analyses on the latest best practices and standards in print production.

The G7 method outlines an easy-to-follow recipe for implementing ISO printing standards and additional metrics. The result is a simple but powerful way to match from proof to press. Idealliance certifies the industry's most knowledgeable experts to qualify leading providers of print, creative, and prepress services in the G7 methodology. At the G7 Summit, leading experts will share the latest in standards and practices of the following technology briefings:

- Expanded Gamut: Status of New Characterization Dataset
- The New ISO/PAS 15339 and Reference Print Conditions
- New Best Practices in Evaluation and Measurement
- Spot Colors: What's New With SCHMOO
- PQX: Communication Breakthroughs in Print Supply
- Substrates & Optical Brightening Agents: New Study Results

In addition to technology briefings, each attendee will participate in expert-led Q&A sessions on specific topics.

"The annual G7 Summit at GRAPH EXPO is always a highlight of the year, where nearly 200 print production and technology professionals come to learn and share about the latest standards and practices in print production," says Steven Bonoff, Executive Vice President of Idealliance. "With new enhancements in our G7 Master program and the recent passing of the Idealliance-driven ISO/PAS 15339, I expect this event will be bigger than ever."

Attendance is free of charge but advance registration is required. Schedule and registration can be found here: www.idealliance.org/events/g7-summit-graph-expo.

GRAPH EXPO
GraphExpo.com
McCormick Place | Chicago, IL | USA
Co-located Show: cpp expo

SHOWDAILY
Monday, September 14, 2015

SouthComm Business Media
Published by SouthComm Business Media, LLC.
1233 Janesville Avenue, P.O. Box 803
Fort Atkinson, WI 53538 | www.southcomm.com

EXECUTIVE DIRECTOR/PUBLISHER
Kelley Holmes

EDITORIAL DIRECTOR
Denise M. Gustavson

CONTRIBUTING EDITORS
John Giles
Toni McQuilken
Richard Romano
Jeffrey Steele
Heidi Tolliver-Walker
Mark Vruno
Joann Whitcher

ACCOUNT EXECUTIVES
Kimberly Jorgensen
Paul Zimmerman

PRODUCTION MANAGER
Connie Wolf

PRODUCTION DIRECTOR
Steve Swick

ART DIRECTORS
Meredith Pennewell
Yuly Osorio

PREPRESS MANAGER
Jeremy Winters

CHRIS FERRELL
CEO

ED TEARMAN
CFO

BLAIR JOHNSON
COO

GERRY WHITTY
VP, Marketing

ERIC KAMMERZELT
VP, Technology

CURT PORDES
VP, Production Operations

GLORIA COSBY
Excecutive Vice President

The GRAPH EXPO 15 Show Daily Press office is located in room S501d.

pitney bowes

Accelerate your path to color.

Introducing the AcceleJet® printing and finishing system

Now, it's simple and cost effective to make the move to 100% variable data color print. Ideal for mid-volume service providers and in-house print and mail operations, the AcceleJet provides world-class color inkjet for printing communications with greater impact.

The brilliant, one-up, roll-to-cut sheet, duplex format features built-in finishing options, ideal for existing workflows. The AcceleJet output is optimized for processing on our inserting systems, providing the benefits of a Pitney Bowes White Paper Factory™ solution at the right scale for your business.

See the AcceleJet in action at **booth #1239**
or online at **pitneybowes.com/us/accelejetinfo**

Universal Wilde Partners with Standard Finishing for Improved Productivity

Universal Wilde is a full-service provider of marketing services, from Thought to Distribution. A leader in technology-enabled, personalized marketing solutions, this company, located in the Greater Boston Area, has roughly 475 employees and generates approximately $120 million in annual sales. Universal Wilde operates in multiple facilities consisting of about 400,000 square feet of production space.

Offering both offset and digital printing, Universal Wilde has seven web presses, eight sheetfed presses, and 18 digital presses, plus an extensive bindery equipped with a stable of Horizon finishing equipment and Hunkeler pre/post solutions from Standard Finishing Systems (Booth 831).

According to Jeff McFadden, VP Manufacturing Technology and Production, "More than 80% of the work we do on the digital side is on-demand and requires an efficient workflow, all the way through to the bindery. About 70% of our impression volume is going to some type of booklet while the other 30% is direct mail."

"Our latest upgrade was driven by our move from Canon (Booth 1213) Océ ColorStream 3500 inkjet presses to the faster 3900 model," McFadden explains. "We needed inline finishing with increased speed as well. And we decided to also upgrade our sheetfed operation."

The Standard Hunkeler Roll-to-Stack solution, pictured here with Lead Operator Paul Vargas, runs inline with the Canon Océ ColorStream 3900 at Universal Wilde.

Universal Wilde had an existing and productive relationship with Standard Finishing, and through them, with Hunkeler and Horizon. These trusted partnerships led to the recent purchase of a second Standard Hunkeler Roll-to-Stack solution and an upgrade to its existing line (which was previously running with the ColorStream 3500). Both finishing lines now consist of a Hunkeler UW6 Unwinder, CS6-II Double Cutter, WM6 Web Merger, SE6 Offset Stacker, and LS6 Non-stop Stacker running in line with two new Canon Océ ColorStream 3900 presses. McFadden says, "The relationship has been great and the support is excellent. These folks have been very open to out-of-the-box thinking, and their cooperation with Canon Solutions America made the installation of the 3900 lines smooth."

McFadden is very satisfied with the sophistication of the inline finishing solution. "Makeready is easy, and we can quickly switch between modes. Jogged book blocks and finished sheets are then completed nearline with stitching, perfect binding, or whatever else is required. That's where our Standard Horizon perfect binders, trimmers, and booklet makers come in. All of these books and booklets can have variable page counts within a run. The system simply reads marks to automatically set up the machine on the fly."

For one large opportunity, according to McFadden, much of the work was instructional booklet kits that were created in several different offset press runs and hand collated at the back end by them or by the client.

"Now they are integrated into one single print stream," he says, "using our SPF-200A Horizon bookletmaking lines with the VIVA Inspection Software, automatically matching covers to booklets. We have multiple variable-page booklets in a single stream, and we can automatically turn stitching off or on for each book. Every single booklet is unique, and we have virtually eliminated hand collating."

Even better, McFadden says, "With the new process, the client user experience went through the roof. The unit cost of the kits increased, but so did the value. This product had been declining and is now experiencing 20% to 30% growth. That's been huge for us and for our client."

Universal Wilde's new configuration has improved overall productivity. McFadden comments, "With the more reliable inline configuration, we have been able to run the line with one operator, eliminating the need for a helper. In terms of nearline, we have been able to virtually eliminate our manual quality control process because VIVA is doing the checking instead of a human. These acquisitions were a great decision for us!"

Independent Dealer and Industrial Printing Luncheon Explores the "New Print"

Print continues to change, and is expanding from the office to the industrial space. This is the theme of this year's Cannata Report's Independent Dealers and Industrial Printers Luncheon, an invitation-only event to be held Tuesday, September 15, from 11:00 am to 2:00 pm.

The aim of the luncheon is to offer to approximately 50 leading dealers information that will encourage them to explore opportunities in industrial printing. The event will featuring a presentation entitled "New Print" by Frank Romano, as well as additional presentations that address how this segment of the business can be approached and become a significant contributor to their overall growth and profitability. These presentations will also explore marketing strategies, leading products that are on the show floor, financial programs specifically designed to support the dealers, and legal considerations, and there will be a question-and-answer session with all speakers.

Relevant equipment manufacturers will also have representatives at this event, but the entire event is intended to be vendor/machine-agnostic, and will facilitate or engender an informed interest in exploring those topics that are of paramount importance to dealers.

This invitation-only event will be held in Room S102a, McCormick Place South.

AlphaGraphics Kansas City Invests in Morgana AutoCreaser

If you believe the stories that suggest print is on its way out and printers are struggling along in these days of competition from the Internet and smartphones you need to talk with Haley and Matt Haar.

Matt Harr, Alphagraphics, Kansas City (left) with Billy Iberra, Styers Equipment Company, Overland Park, KS, the local Morgana dealer.

The Haar's purchased an existing 25-year-old AlphaGraphics franchise in Kansas City, Missouri, hired new employees, moved to a new location, and turned this operation from a $400k company to a $1 million turnover business in just five years.

One of the keys to the turn around was investing in the right new technology to take the business forward productively and profitably. Typical of the equipment now in use at AlphaGraphics, Kansas City is the Morgana (Booth 2448) AutoCreaser Pro 33.

"We can now produce products in-house much faster and with much better quality," says Matt. "Previously, we were subletting that work. We can also score 80lb text, which we were not able to in the past. It all makes for a better quality job for our customer."

Having started out with a hand creaser before subletting the work, the AlphaGraphics team appreciates the accuracy of registration and the reliability of the Morgana to help reduce the turnaround time of jobs as they pass through the postpress department.

AlphaGraphics Kansas City staff also sings the praises of the Morgana user interface: "The color display provides for a great user interface: easy to understand and easy to operate."

The AutoCreaser Pro 33 is an easy to use paper creasing machine for digital printers, employing a unique creasing rule that eliminates paper tearing and therefore, cracking. The intuitive 7" SmartScreen that controls all the main functions of the AutoCreaser Pro 33 makes finishing simplicity itself. Just key in the sheet length (popular sizes are pre-set), touch the fold type for the finished product and press the green button. The AutoCreaser Pro 33 creasing machine will automatically calculate where the creases need to be and set them accordingly. Any minor changes to the crease position can be made by touching an on-screen arrow in the relevant direction. The productivity of the latest AutoCreaser Pro 33 has been improved by a massive 50% increase in speed with no loss of accuracy. The unit is now capable of running at 8,500 letter-sized sheets per hour.

PRESSTEK

A SMARTER WAY TO PRINT

ECO-FRIENDLY PRINTING SOLUTIONS DESIGNED TO HELP YOU BE MORE CAPABLE, PROFITABLE AND COMPETITIVE.

NEW AND FACTORY REMANUFACTURED SYSTEMS AVAILABLE

PRESSTEK CERTIFIED PRE-OWNED SYSTEMS

INTRODUCING THE ALL NEW GEMPLATE™

DEVELOP ON PRESS

THE ALL NEW…GEMPLATE

- 100% chemistry-free
- Develops on press
- Just image, mount & print!

DI® DIGITAL OFFSET PRESSES

- Easy to operate
- No click charges
- Low cost per page
- Higher print quality

CHEMISTRY FREE!

ECO-FRIENDLY PRINTING SOLUTIONS

WIDE RANGE OF PLATES

- Inkjet
- Waterless
- Chemistry-free

STREAMLINE PRODUCTION, INCREASE QUALITY AND LOWER COSTS

CHEMISTRY-FREE CTP SYSTEMS

- Thermal and inkjet systems
- Increases productivity
- Lowers costs
- Affordable

EASY TO USE!

GRAPH EXPO®

SEPT. 13-16, 2015

Booth 2640

The Latest Mimaki Flatbed Printer Heads to The Inkjet Candy Store

The Inkjet Candy Store (Booth 3040) is a dynamic GRAPH EXPO 15 show floor pavilion dedicated to showcasing a representative sample of the latest wide format printers. It provides a good first stop for visitors to take notes and plan which manufacturers, models, and/or applications to follow up on, and which exhibitors to visit.

One of the items in display in the Inkjet Candy Store is Mimaki's JFX200, a UV LED, 4x8' flatbed printer that prints CMYK as well as white and clear ink. A true flatbed, it can print on rigid materials and irregularly shaped objects up to 1.97" thick, and can produce a diverse range of printed products for both indoor and outdoor use, such as backlit displays, signs and posters, interior décor, glass and metal decorative panels, and more. A UV ink printer, it uses cold-curing LEDs rather than hot mercury vapor lamps.

In Mimaki's main booth (2644) the company is showing a variety of its solutions for display graphics, package prototyping, and short-run packaging.

In addition to the aforementioned JFX200, Mimaki also has on display the rollfed CJV300 eco-solvent cut-and-print device, available in a 54" or 64" configuration, which offers up to 10 colors—including silver—as well as a dye-sublimation option. It is designed to produce everything from fine art reproductions and outdoor signage to labels, decals, and T-shirt transfers.

The 54" or 64" roll-fed JV400LX latex printer uses fast-drying, water-based latex inks to print CMYK plus orange and green ink as well as what the company touts as the world's first white latex ink. It prints on a variety of paper and non-paper-based substrates and films to produce applications such as signage, point-of-purchase displays, banners and posters, exhibition graphics, window clings, package prototypes, and more.

The UJF Series tabletop series of flatbed UV LED printers can print on a variety of substrates including plastics, metal, wood, leather, and glass. This series supports three types of UV-curing inks, with white and clear (varnish) inks available. The UJF series printers are well-suited for printing onto specialty items like pens, golf balls, phone covers, and a wide variety of other three-dimensional and oddly shaped objects. It also offers a "Kebab" option for printing on cylindrical items like candles and bottles.

Mimaki will also be showing its CFL-605RT, a 20x 24" multifunction, compact flatbed cutting plotter. It is designed to be small enough to fit in a design studio environment for producing packaging comps or short-run/on-demand goods.

Mimaki CFL-605RT

Mimaki JFX200

GAA's Annual Meeting Focuses on M&As

If you're a member of the Graphic Arts Alliance (GAA), join them 7:30 to 10:00 am for the GAA's Annual Meeting, today, Monday, September 14, in room S103d at McCormick Place South. This year's meeting will include a panel discussion on the topic of mergers and acquisitions featuring Paul Reilly from New Direction Partners.

The Graphic Arts Alliance was launched in 2002 to help mid-sized printing and packaging companies take advantage of an average of $5,000 to $12,000 or more annually in vendor cash rebates and discounts that would typically only be available to larger companies. GAA is a member-owned and -controlled alliance of printers and packaging companies whose mission is to serve its members' best interests. This means complete transparency in its operations.

The Board of Managers (which operates like a Board of Directors) consists of seven member representatives who are either elected by GAA members or maintain their position based on their purchasing volume through the group. The Board makes recommendations on contract areas and final decisions on vendor selection. A set of bylaws was developed to keep decision making consistent and also allow our Members to determine the operating structure of the group. The Board meets twice a year for a formal meeting. There is a general membership meeting once each year at GRAPH EXPO.

GRAPHIC ARTS ALLIANCE, LLC.

If you're using vendors like Fuji, Sappi, Kodak, Domtar, NewPage, Superior, and many others, and have annual revenues between $7 million and $65 million, membership in the Graphic Arts Alliance may be a good fit for your company. For more information, visit www.graphicartsalliance.com.

Magnum Expands into Inks & Coatings

At GRAPH EXPO 15, Magnum Magnetics (Booth 3048) is showcasing its new manufacturing capabilities in aqueous inks and coatings for multiple commercial and package printing applications. Magnum Inks & Coatings, a Magnum Magnetics company, is a full-service provider of water-based ink and coating solutions dedicated to providing personal, timely, and technical service to customers large and small.

Magnum is introducing its wide selection of aqueous inks and coatings for printing applications including foil, film, laminated pouches, tags & labels, folding cartons, multi-walled bags, and more. Magnum's water-based inks are low-VOC, environmentally friendly, and made in the USA. Magnum Inks & Coatings specializes in custom formulations to meet customer specifications and to match any color precisely and consistently.

To complement its direct-printable magnetic substrates for digital and offset presses, Magnum is also proud to introduce

Magnum Magnetics®

its Magnum-UV line of protective and aesthetic UV-curable coatings for digital and offset printing. Magnum-UV provides an exceptional gloss or matte finish for your printed pieces, giving them a distinctive and attractive look. Magnum-UV features scratch- and scuff-resistance and superb adhesion to multiple substrates, including vinyl, film, paper, polypropylene, polyethylene, polyester, and more.

Magnum Inks & Coatings is positioned as a "Goldilocks" partner—not too big to provide personalized service and product customization, not too small to bring to bear its full lab capabilities and technical experience in product development and quality testing. For customers big and small, the company is looking to become more than your printing ink supplier—it wants to become your printing ink partner.

Throughout the course of GRAPH EXPO 15, Magnum Inks & Coatings leadership will be on site at Booth 3048 to answer questions about these exciting product lines, as well as the company itself and its capabilities. For more information on Magnum's ink and coating products contact Magnum Inks & Coatings toll-free at 1-877-460-8406 or visit magnuminks.com.

Magnum Magnetics is also featuring its namesake variety of direct-printable flexible magnets. Magnum brand flexible magnets are available in direct-printable varieties for solvent, eco-solvent, UV and latex inkjet; offset; and digital printers. Its magnetic media is available in stock sizes up to 48" wide, which is the largest magnetic media made in the USA. Because the company manufactures its magnets domestically at our two facilities in Ohio, Magnum is able to provide unbeatable delivery speed, especially on custom-fabricated materials for those tricky jobs or applications—which can be produced to order and deliver in days, not months.

How Does a Commercial Printer Enter the Lucrative Packaging Market?

How does a traditional commercial printer, with a sheet-fed offset press, enter the lucrative packaging market? Investing in the right equipment and developing a solid business plan were key for Dale Skinkis, President of Graphic Edge Printing & Packaging. "The market for package printing is shifting with the growth of on-demand production. Serving the on-demand market requires focus upon quality and price. That's how you get the business."

The company's niche is quick prototyping and printing of folding carton retail packaging, from as little as 500 up to 20,000 units, within extremely quick turnarounds. Creating retail packaging typically takes four to six weeks or longer. Graphic Edge Printing & Packaging turns these jobs in as little as 48 hours. The staff at Graphic Edge is so customer-focused that when a packaging opportunity comes in they are able to quickly generate a packaging design and deliver a prototype within hours. "We are constantly studying the market for new and unique packaging designs and then reverse engineering the design to fit our production capabilities," says Tashina Peplinski, Production Manager, at Graphic Edge Printing & Packaging.

The gift box dilemma

Just three weeks before last Christmas, a client requested 30,000 gift-wrapped packages with bows on top for a cellular phone promotion. The client was adamant on having the bows on top, but to physically gift wrap 30,000 boxes was going to be very time consuming and expensive. The solution was to create a folding box design to include a die-cut bow on the top and print the "gift wrap" design. Within a day, the customer received a prototype and approved the job. Design, printing, die-cutting, and gluing production occurred in-house and within a few days.

What enabled a traditional commercial printer to enter the packaging market? "Having every process that is needed to complete the job under one roof is key," states Skinkis. "One of our differentiators is that we can run packaging jobs on the same press as our traditional commercial print jobs."

The big secret

In the summer of 2014, Graphic Edge Printing & Packaging installed a RYOBI MHI Graphic Technology Ltd (RMGT) (Booth 4213) 755XL-D Packaging Edition Offset Press. The new press features automatic deployment and retraction of transfer drums to accommodate stocks ranging from onionskin to heavy board. It also features a heavy-duty feeder, as well as an air-guide system to 'float' sheets through the 16,000-sph press without marking. RMGT's SMART RPC technology drives makereadies down to just six minutes.

"After seeing the press in the Ryobi factory and running full-out on the printer's floor we knew this was the press for us," says Dale Skinkis, (left) President, Graphic Edge Printing & Packaging.

"We were pretty sure the press was the one to help us grow our business, but we wanted to see the retractable 'skeleton drums' in action—this is the critical technology that enables printing of heavy stock," says Skinkis. "After seeing the press in the RMGT factory and running full-out on the printer's floor we knew this was the press for us. We finalized the order right on the spot." The press was sold by RMGT distributor Graphco, and its partner, Guaranteed Service and Supplies.

"We see a very bright future for package printing," Skinkis explains. "We also believe offset can effectively compete with digital printing for a long time to come, especially in the general commercial printing, package printing, and specialty printing realms. With offset, it's all about great marketing and great service, and RMGT gives us the edge we need to excel."

HP Educational Sessions and In-Booth Happy Hours

All GRAPH EXPO 15 attendees are welcome to stop by Booth 1202, where HP is showcasing the latest HP Indigo, InkJet Web Press, and wide format solutions, as well as hosting a variety of educational sessions on topics such as:

- New and innovative applications
- Creating impact with special effects
- Integrating Big Data
- HP SmartStream Mosaic application
- HP Latex: The new frontier in wide format
- Folding carton production
- Flexible packaging production
- Service Advantage 2.0
- HP PageWide for commercial and industrial print production

The HP Indigo 7800 Digital Press, HP Indigo WS6800 Digital Press, HP Indigo 10000 Digital Press, HP PageWide XL 8000 Printer, and HP Latex 3500 Printer are available for in-booth demonstrations, while HP "Discover" display areas in the booth highlight unique applications enabled by HP digital printing technology. As if that weren't enough, HP is hosting in-booth happy hours today, Monday, September 14, from 4:00 to 5:00 pm.

Premier Print Awards Continue to Showcase the Industry's Best

Exquisite. Challenging. Impressive. These were just some of the expressions heard last night to describe the inspiring printed pieces on display before hundreds of the industry's finest craftsmen. Held at the Chicago Marriott Downtown Magnificent Mile on Sunday, September 13, Printing Industries of America's 66th Annual Premier Print Awards Gala featuring the InterTech Technology Awards and the Product of Excellence Awards didn't just impress the ballroom full of guests. For many winners the inspiring event gave them a competitive edge in the industry.

Of those who were recognized with an award last night, 67 graphic arts companies earned a Best in Show or Benny Award—the highest honor of the Premier Print Awards competition. Multiple Bennys went to several companies as well, including ARTRON ART GROUP, Body of Work, HM Graphics Inc., and Premier Press, to name a few.

"Involving a combination of digital and litho jobs, [our winning] pieces are examples that no job is too big or too small to win a Benny as long as there is quality behind it. One thing that sets the Premier Print Awards apart is that any company has the opportunity to compete and to win regardless of the company size," said Jay Mandarino, President and CEO of The C.J. Group of Companies, which took home six Benny Awards for six individual pieces.

Proving this point, 2015 saw an extraordinary number of Awards of Recognition, Certificates of Merit, and Benny awards—more than 1,200 in all. This figure speaks volumes about the importance of print. To be worthy of a Premier Print Award, pieces must be impeccable, and the experienced judges critique entries individually, giving detailed consideration to the unique characteristics of each.

The InterTech Technology Awards shined once again at the gala as this year's recipients accepted their commemorative stars. The 2015 recipients included exciting new print-to-mobile, inkjet, and color management technologies, all of which are predicted to have a major impact on the graphic arts and related industries. These innovations are a symbol of print's continued integration with complementary technologies.

For the first time, the BIA Product of Excellence Award recipients were honored alongside their peers at the gala. Representing the Best of the Best in postpress, 16 winners were recognized with an award. They will also receive promotion in *Post-Press Magazine.*

Last night's awarded companies all receive industry-wide promotion, including press releases and web links. Premier Print, InterTech Technology, and Product of Excellence Award winners are listed in the *2015 Premier Print Awards Supplement*, which is distributed to 10,000 print buyers. InterTech recipients are also featured in the *Printing Industries of America: The Magazine Forecast* issue, which is sent to thousands of printers and graphic communications professionals. You can pick up a printed copy of each of these publications at Printing Industries of America's GRAPH EXPO 15 Booth 3802.

Congratulations to all of the 2015 award recipients!

Take a Giant Digital Leap Ahead!

With higher inkjet quality, productivity and media versatility

HP PageWide Web Press

Visit HP in booth #1202 at Graph Expo for HP PageWide Web Press news!

- High-Definition Nozzle Architecture (HDNA), promising:
  - Higher quality with smoother halftones
  - Faster speeds through new Performance mode
- New solutions for greater media versatility
- Innovations to accelerate your application transfer from offset to inkjet (o2i)

HP T400 Color Inkjet Web Press series

"After looking at the competition, we believe that HP is the clear leader in terms of inkjet web press speed, performance and quality ... You need to be able to produce a million pages in a couple of hours ... We can now do that, and do it for the right cost."

Burt Scherman, CEO, Strategic Content Imaging
HP PageWide Web Press customer since 2010
Proud owner of three HP PageWide Web Presses

Find out more at hp.com/go/pagewidewebpress or call us at +1 800 289 5986 to speak with an HP representative.

Komori Joins Forces with Screen

"It's a pretty exciting time to be in print," says Jackie Hudmon, Senior Vice President of Sales for Komori America Corporation (Booth 1248). At a press conference Sunday morning, Komori announced that Ontario's Ellis Packaging Group will be the first North American installation of the Lithrone GX40, and that SG360° has been chosen as the first U.S. beta site for Komori's highly anticipated Impremia IS29 inkjet press. But the major announcement, made by Kosh Miyao, Komori President and COO, was that Komori and Screen Americas have entered into a strategic selling agreement that essentially unites the two companies' sales forces. Under the terms of this agreement, Komori will be the sole U.S. distributor of the new Truepress Jet520HD, Screen's high-speed continuous-feed inkjet press.

(L to R) Kentaro Yamane, Akihiro Fujii, Yoji Otsuka, Katsuhiko Aoki, Eiji Kajita, Meishi Tsuya, Kazuyoshi "Kosh" Miyao, Eiji (A.J.) Kakiuchi

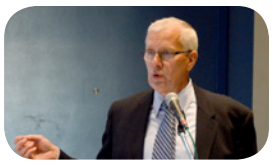
"The two companies are very similar in philosophy, and we have worked together for many years on the prepress and the software side of the business," says Miyao. "We used to be friends, now we're family."

While the selling agreement is currently focused on the Truepress Jet 520HD, the two companies will pursue joint marketing opportunities for all Komori and Screen products. "This is a key component to our transformation process," says Miyao. "This will help both of our organizations grow market share faster and more efficiently."

Another part of that transformation includes becoming a "print engineering service provider" (PESP) and transitioning to a more solution selling approach. This means having," says Hudmon, "the right products, the right people, and the right processes in place.

In order to have the "right products," Komori is looking to expand the packaging and software lines. This is already in evidence with the IS29 coming stateside in October and the Screen agreement. "Inkjet is the future," says Hudmon.

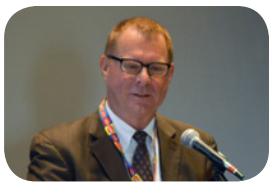
"We have come out of the fog of the Great Recession and we're a much stronger company than we've ever been before," she says. "We're much more interested in changing the face of print."



Robert Rath
Executive Vice President, Komori America

Jacki Hudmon
Senior Vice President, Sales, Komori America

Kazuyoshi "Kosh" Miyao
President and COO, Komori America



Michael E. Fox
President, Screen Americas

MGI Announces Printing with "Bling"

At MGI Digital Technology's (Booth 3013) Sunday morning press conference at GRAPH EXPO 15, Vice President of Sales and Engineering Kevin Abergel stated the company's intention to change printers' approach to the industry.

"With MGI's help, they will be printing with bling," Abergel asserted.

The company is being rechristened from MGI Digital Graphic Technology to its new name, MGI Digital Technology. The rebranding reflects MGI's new broader capabilities, which include the result of recent company acquisitions.

Abergel also noted that the company's iFOIL technology is the recipient of the 2015 Intertech Technology Award for Innovative Excellence. He reported that the company had previously won the 2013 Intertech Technology Award for its MGI JETVarnish 3D. The result is a double award-winning digital solution.

MGI used that solution to create 20,000 tip-on cover cards for the 2015 GRAPH EXPO Show Directory. The project was done in partnership with Mohawk Fine Papers (Booth 3002c), KDX America, and API Foils, along with the Printing Impressions Group, which publishes the show directory for GRAPH EXPO. Every card was printed with a personalized name on the MGI Meteor DP8700 X1+ with variable data (VDP). They then enhanced the JETvarnish 3D and iFOIL with Variable Data Finishing (VDF) techniques. The iFOIL T and Meteor Press combo not only allows for both variable data printing and variable data foiling, but permits job-based customization and sheet-based personalization. And it is compatible with hundreds of products from major foil makers.

Kevin Abergel
Vice President Sales and Marketing
MGI Digital Technology

Layered application of foil over foil and toner over foil for color variations limited only by the imagination are among the multiple roll-and-pass options available.

The iFOIL provides toner-based variable data foiling on hundreds of substrates. Those substrates include most commercial papers, matte and glossy laminated surfaces, sheets with or without aqueous coating, layered paper, plastic, PVC and other coated materials.

In an earlier statement, Abergel noted, "This project demonstrates our VDP production press & VDF production finishing capabilities to industry professionals looking to expand their businesses with profitable services that attract new customers. Our 3D spot UV and embossed foiling effects can dramatically add value, impact and excitement to good designs and printed output."

Four different cover cards were printed featuring different decorative 3D textures and embossed foil highlights.

In addition, every card was printed with a personalized name on the MGI Meteor DP8700 Xl+ with variable data (VDP) and enhanced on the JETvarnish 3D & iFOIL with Variable Data Finishing (VDF) techniques.

Reliability and Service Keys to Success for RICOH Customers

RICOH hosted a panel Sunday morning of customer companies that represent a cross-section of the industry. Sterling, VA's GAM Graphics and Marketing is a family-owned company that started in offset 40 years ago, but in the last three to four years has transitioned to 100% digital printing with a series of RICOH presses, starting with the C900. The company served as a beta site for the C7110, and liked it so much that it bought one.

Nathaniel Grant, President of GAM, loved the five-color capabilities of the C7110. "We've been able to market the clear and the white inks, and the substrates it's able to run are unbelievable," said Grant. He also cited the increasing quality of the machines. "We noticed over the seven- or eight-year period, as RICOH has come out with new products, they've enhanced them so much that our service calls have gone far down."

MGX Copy is a four-year-old printing company based in San Diego that is 100% digital, 100% web-to-print, and has an average employee age of 26. In fact, 30% to 40% of the staff have a software engineering background. "No one knows how to run an offset press," said Lawrence Chou, MGX Founder and CEO.

Chou said that his business model was based on that of Southwest Airlines. Specifically, he said, Southwest's use of only one type of airplane, the Boeing 737. "When we wanted to build this company, we said, 'We need a Boeing 737,'" said Chou. Or, that is, a fleet of them, so that all the operators and mechanics know how to work on the machines, solve problems, keep them running and, if one goes down, another one can be substituted as needed. The more he researched it, the more convinced he became that the RICOH C9110 was MGX Copy's Boeing 737.

"The 9110 does 400 gsm, has an extremely straight paper path, the solids are beautiful, the gradients are beautiful, and it runs at exceptionally fast speeds," Chou said. The company has four 9110s and runs an average of 750,000 12x18 clicks every month. MGX Copy has grown, Chou said, 580% over a three-year period, and has found that RICOH has been a valuable partner in helping the company scale up. "We watched RICOH go from trying to get into the production print marketplace to really understanding how to support it," he added.

The third customer was the self-described "old-school litho guy," Bob Dahlke, Jr., Principal of Chicago's VisoGraphics. Founded in 1946, the Dahlke family has owned VisoGraphics since 1979, and until six or seven years ago was 0% digital. The company began its relationship with RICOH with the purchase of the C901 and, said Dahlke, "soon went beyond its duty cycle." The company acquired a C9110, which was installed less than a month ago. Dahlke has already run 500,000 impressions on it.

A recent project for a major client involving 1.2 million pieces comprising 94 different versions needed to be split between an 8-color Heidelberg press and the C9110—which has been in for only four days. He laid the offset print, the digital print, and an Epson proof side-by-side and, said Dahlke, "'My customer said, 'I can't tell the difference.'"

EXECUTIVE OUTLOOK Pulls No Punches on Theme of Transformation

GRAPH EXPO's annual EXECUTIVE OUTLOOK Conference opened Sunday morning to a packed house. The theme? Business transformation. Topics included radical change in business direction to M&A forecasts, growing your customer base, and vertical and horizontal growth strategies.

The theme of transformation could not have been better represented than by opening keynote speaker Neils M. Winther, former President and CEO of Heidelberg North America and now Co-owner of Think Patented, a marketing execution company in Dayton, OH.

Winther, who left Heidelberg 10 years ago to take on the new role, wasn't shy about where printers need to be going or what will happen if they don't. "Ink on paper is not dead. Nor is it dying," he told the audience. "But if all you do is ink on paper, you don't have much of a future."

Currently, 60% of Think Patented's business is ink on paper, but growth is coming from the other 40%–creative, digital, mailing, and fulfillment.

Winther drew a laugh from the audience when he openly admitted that 80% of his salespeople "will never get it," and while they are still a valued part of his team, new hires will be more marketing oriented. Many new hires, including the vice president of sales, already come from outside the printing industry.

Hal Hinderliter, Principal, Hal Hinderliter Consulting Services, presented the 2015 MUST SEE 'EMS "Best of Category" award winners.

Ralph J. Nappi, President Graphic Arts Show Company

One of the biggest changes brought to the company under the new leadership is that it no longer advertises or promotes to companies with print buying departments. It only targets marketing departments. "That is a change we drove from the inside," he says. "It was a fundamental decision to change our type of customer."

Winther placed a heavy focus on education and the "dire need" to bring up new talent from the high school and college levels. Think Patented is actively involved with SkillsUSA and opens its doors to interns, as well as offering other training.

Other observations shared from the podium? "Seventy percent of people attending the show have told us how important it is to see applications for equipment and their business," said Ralph Nappi, President of the Graphic Arts Show Company. He pointed to this as the reason for the addition of Applications Island (Booth 3602), which focuses on applications and implementation. Nappi also pointed to the new Materials Matters (Booth 3002) pavilion, which focuses on substrates. "I don't have to tell anyone in this room how important it is to branch out well beyond the basic substrates we've used so long."

The economic forecast came from Mark Hahn, Managing Director of Graphic Arts Advisors, who provided the economic perspective as it relates to M&A activity. News for the industry is generally positive, reflecting general stability in the marketplace. The greatest growth and activity? "Anywhere we can apply data analytics and target the audience we are trying to reach," Hahn says.

(L to R) Neils M. Winther, Co-owner, Think Patented and Ralph J. Nappi, President, Graphic Arts Show Company

The greatest pressure for consolidation is coming from general commercial printers and copy shops, where businesses are most undifferentiated. Direct mail continues to be strong, but Hahn waves a caution flag regarding the impact of the younger generations. "Will they continue to use print the way we do?" he asks.

Transactional and transpromo are also showing robust growth, but there is stress on companies not offering e-statements as well. Companies offering both and manage the entire process are thriving, while those just delivering transactional printing are struggling.

EXECUTIVE OUTLOOK rounded out with presentations from print shops and print strategists talking about growth strategies that work. One of the themes was horizontal (offering a standard set of services to a broad audience) versus vertical (creating customized services that integrate with the operations of a specific group). While much focus has been placed on the value of vertical market strategies, it was pointed out that, like the Eiffel Tower, vertical market strategies are built on a solid horizontal base.

Brian Schott, President of AdMail Express (Hayward, CA), gave a spirited presentation on ways for printers to grow their marketing lists. Discussion ranged from the need to access salespeople's prospect lists to little-known – and free – places to find key business contacts such as the websites of municipalities, many of which offer downloadable .csv files with names, addresses, business classifications, and key contacts.

Mark Hahn, Managing Director, Graphic Arts Advisors

In the end, Schott emphasized the need to spread the message that direct mail still works. "Yesterday, I had 1100 emails in my inbox trying to sell me everything from flexible hoses to health aids. Yet there were only 15 pieces in my mailbox. Direct mail stands out–and we need to be more proactive about spreading the word."

Colter & Peterson P7 Sheet Counter Adds Up for Imagine Print Solutions' Kitting and Fulfillment Needs

Colter & Peterson (Booth 3625) is demonstrating the Function Control P7 optical sheet counter at GRAPH EXPO 15. Featuring the latest technology, the P7 makes it possible for offset printers to accurately count a complete stack of paper without ever touching it.

Rick Neumann at Imagine Print Solutions in Shakopee, MN was the first believer in the U.S. He had the P7 installed at the suburban Minneapolis facility in May to get a better handle and more accurate solution for his company's Kitting & Fulfillment operation. Imagine provides mostly large amounts of signage to a nationwide and Canadian store customer base. Ranging from department and big box retailers to clothing, grocery and specialty providers, they typically fulfill 10,000 kits per day.

"The P7 is meeting our expectations while saving us time and avoiding shortages with our store counts. We used to go through a three to five step process to verify quantities. This machine narrows down the chances of us having errors in our auditing process," says Neumann, Senior Vice President of Manufacturing at Imagine Print Solutions, which handles a variety of commercial, packaging, and point-of-purchase printing.

Colter & Peterson is the U.S. distributor for Function Control, a leading European company. With an upright design that takes advantage of small spaces, the P7 has door panels that can open on multiple sides and a touchscreen panel that can be fitted on three sides of the machine in different working heights. Overall, space isn't much of a concern at Imagine; the Kitting and Fulfillment division has 100,000 square feet of dedicated space in a facility that totals 750,000 square feet.

"There are some height limitations depending on if you are kitting thinner or thicker stocks, but that's manageable. We use it 30 to 40 times a day, and some days not so much, depending on the job," says Neumann, who oversees a 24/7 operation in Shakopee.

Available in two speed versions – standard or high speed – the P7 has an LED indicator that indicates when the stack is in the correct range. The counting phase is completed by simply pushing a button, printing a label or uploading data to an external database.

Imagine Print Solutions is the first U.S. customer to install the P7 sheet counter.

"We previously had difficulties staging our product and finalizing quantities for each of our lines and printing categories," Neumann explains. The P7 is helping us confirm our numbers and we've reduced shortages at each level. It's not a complex machine to operate and our crew needed very little training. Servicewise, we had one minor issue but Colter & Peterson was quick to make an adjustment and we are very satisfied with it."

New Goss Magnum Compact Press Key to Newspaper's Growth Strategy

On Sunday, Pflugerville, TX's Community Impact Newspaper confirmed its investment in a Goss Magnum Compact press. The highly automated Magnum Compact press will be central to the company's new purpose-built printing operation, designed to meet an ever-increasing demand for this regionalized, community newspaper.

Launched in 2005, Community Impact Newspaper produces 20 regional issues in communities around Texas, with a circulation of more than 1.5 million copies per month. The company has an emphasis on relevant, local news in the communities it serves.

"We're hyper-local focused," said John Garrett, Publisher and CEO of Community Impact Newspaper. "We feel like there's a hole in coverage of local news. In most of the communities we serve, many times we're the only news organization that's going to city council meetings."

Having outsourced its printing since its launch, Community Impact Newspaper is custom-building its own printing facility centered around the Goss Magnum Compact, which is scheduled for installation in Q2 2016. "We really wanted to be efficient, and we wanted better ways to version and target the communities we serve," said Garrett. "Being first-time press buyers, we wanted to make sure we partnered with someone who knew what they were doing. The support of Goss has been outstanding."

With simplified operation and run-length flexibility, the Magnum Compact enables users to print a wide range of products competitively. The ability to print cost-effective runs as short as 500 – 1,000 copies provides printers not only with an alternative to digital print, but an economical way of handling runs up to 250,000 copies, giving unparalleled production flexibility and a powerful competitive advantage.

Garrett sees growth in the newspaper business, and the investment in the Goss press is a key to that growth. "We live in the information age, but people don't know what's going on in their own backyards," he said. "I don't think the Internet or digital has a monopoly on information. Print has a role to play, and we're going to help fill that role."

(L to R) Michael D'Angelo, Managing Director Americas, Goss; Derek Sullivan, Creative Director, Community IMPACT Newspaper; John P. Garrett, Publisher and CEO, Community Impact Newspaper; Graham Trevett, Vice President, Sales, Goss; David Ludwick, Operations Manager, Community Impact Newspaper; Mike McGeady, District Sales Manager, Goss

Martin Yale Acquires Count Machinery

Martin Yale Industries announced its acquisition of Count Machinery Company on Sunday, September 13 at GRAPH EXPO 15.

"The Count acquisition is a perfect strategic fit for Martin Yale, from both a brand and product perspective," states Greg German, Martin Yale Industries President. "Its existing lineup of machines adds depth to our portfolio of print finishing products and allows us entree into the high-speed perforating, scoring, and creasing markets. The Count brand name is highly recognized and its machines are well known for their quality and reliability."

The Count Machinery Company is a U.S.-based manufacturer of quality print finishing equipment, and has served the global graphic arts industry for over 55 years. Its extensive range of innovative bindery and finishing solutions include UV-coating machines, digital creasing machines, crash numbering machines, inkjet number machines, and perforating and scoring machines.

The acquisition of Count Machinery positions Martin Yale to offer a greater variety of products to the print finishing market, from lower volume desktop machines to high-speed floor models. As part of the acquisition, Count's manufacturing operation in Escondido, CA will be relocated to Martin Yale's facility in Wabash, Indiana. This move will increase production capacity and efficiency, as well as ensure that the high standard of customer service and technical support that Count has been known for continues.

"Joining forces with Martin Yale is an exciting opportunity for Count," says Dave Gilbert, President of Count Machinery Company. "It will enable us to focus our efforts on continued product development and distribution, while boosting our production capacity and manufacturing capabilities. We are excited to join the Martin Yale family of brands."

(L to R) Dave Gilbert, President of Count Machinery Company and Greg German President of Martin Yale Industries.

arifiQ Promises Quotes in Seconds

In its maiden press conference, Swedish company arifiQ (Booth 3864), creator of an estimating solution that resides in the cloud, made a bold promise at GRAPH EXPO 15. That promise: Its self-service print estimating will permit even novices to obtain custom print quotes in seconds.

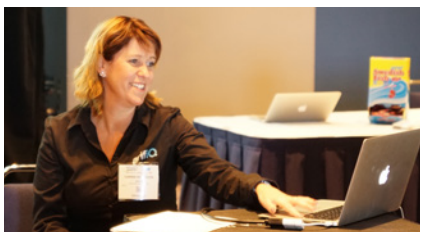
Company spokeswoman Kim Owen noted that if pronounced correctly, the name arifiQ rhymes perfectly with "terrific." The company is the offshoot of a Swedish family-owned printing company that developed its own print estimating tool and now is sharing it with printers worldwide. It should be no surprise, Owen noted, that the product was created in Sweden, the same country that introduced to the world the pacemaker, the wrench, dynamite, the Coca Cola bottle, IKEA and too many other innovations to mention.

One of the biggest benefits offered by arifiQ self-service print estimating is the ability to input custom sizes, Owen explained. Other solutions are able to provide fixed format estimating, but only arifiQ allows print service providers to input custom sizes and almost instantly obtain an estimate. Six different parameters can be input by the PSP. An intelligent calculation algorithm that automatically creates optimized production scenarios for each possible product choice is at the heart of the arifiQ system.

When one of the parameter options are altered, the most cost-effective price is instantly recalculated and presented. Whether the challenge presented is digital, offset or large format, arifiQ has a powerful calculation engine that can handle the myriad of combinations of print products any print service provider produces.

Another key advantage to the arifiQ solution is automation. One print service provider who sampled the estimating tool found the steps necessary to complete the estimating process were reduced from a dozen to four.

But that may actually be underestimating the efficiency gain. Owen reported 85% of the time currently spent on administrative costs can be saved with arifiQ.



Carina Karlsson, Founder and CEO, arifiQ

The product will also help make the selling process more effective and streamlined. That's because arifiQ empowers print companies' sales forces to provide instant quotes in client meetings. In fact, anyone can create quotes 24-7, 365 days a year.

Additional advantages include arifiQ's support for offset, digital and wide-format printing; API for easy integration; Adobe InDesign plug-in; and job planning and gang-run options. The product, Owen said, is an unbeatable sales tool, a powerful estimating tool, a smarter production optimizer and an effective profit accelerator.

Users have been impressed. "arifiQ is the perfect solution for us. By allowing me to automate my custom jobs' quotes, the client gets the estimate quicker, we process the job faster and we get happier customers," says Mark Sarpa, CEO of Progressive Solutions.

"arifiQ radically changed our workflow and reduced our workload considerably. It beats our manual systems by instantly giving us an overview of costs for the final product, and provides the system security we need," adds Peter Gunnarsson, Product Manager for V-TAB.

Please join us for a
Presentation and Book Signing
with
Jeffrey Hayzlett
business expert & author of
Think Big, Act Bigger:
The Rewards of Being Relentless
Monday, Sept. 14, 4:00-5:00 pm
Beer, wine & light appetizers available

With 24/7 service available across the US and Canada and flexible pricing options, Bell and Howell is your one-stop shop for printing equipment service needs.

We service a variety of printing equipment, including digital printers, wide-format laminators and wide-format printers. With Bell and Howell Services, one call is all you need.

ASK ABOUT OUR SERVICE

Booth 1839

Or call 1-800-792-4782

bell howell

Your Products. Our Service.

PRIMIR 2015-16 Research Lineup

The Print Industries Market Information and Research Organization (PRIMIR), reports four major research studies have been completed, or are underway for release, by year-end 2015.

U.S. Market Trends for Flexographic Printing

Perceived to be a growth printing process, flexography is examined in depth by Freedonia Custom Research to provide an understanding of opportunities and threats through 2020. A key focus area, complete with analysis of quality/image requirements, is flexible packaging for the food, beverage, medical, bag, industrial, and other segments. The study highlights adoption rate vs. other processes, environmental issues or regional bans, life cycle cost, and technological advancements and trends in presses, consumables, substrates and inks. Process enhancements including digital, coatings, and screen are also studied.

Wide Format Inkjet Printing Trends & Opportunities

Research consultant IDC defines the current landscape with trends, forecasts and opportunities through 2018, by examining the major technology segments of aqueous, solvent and latex inkjet, UV (flat bed and roll-to-roll) and dye-based, including market size dollar volume, technology breakouts, installed machine base, ink consumption, key verticals, and potential displacement from digital/electronic signage. The study presents providers' profiles and perspectives, as well as buyers' requirements—exploring customer demands for higher service levels that drive growth and investment in new technology for faster production, and new application and market development. Other key trends featured include: the demand for sustainable printing and versioned prints (variable) driving digital conversion; supply-side innovations such as LED curing and latex that also drive new applications and higher volumes; and the increase in competition forcing requirements for increasingly low-cost, wide format display graphics printing.

Trends and Future of Direct Mail through 2020

PRIMIR has partnered with Interquest, LLC, to evaluate all aspects of direct mail—providing a definition of direct mail today; identification of verticals using direct mail for all heavy end-use sectors (including B2B and B2C); utilization of new technologies; demographic trends impacting direct mail usage; competing media; and, supply chain needs. Aside from packaging, direct mail is a key application purportedly still in a growth mode for some businesses. Extensive interviews and surveys with agencies/experts, mailers, and providers identify the relative strengths and weaknesses of direct mail vs. other media, and assess the impact of economic, demographic, and technological changes on future demand.

Print Industry Consolidation: Landscape, Implications & Opportunities

Consolidation is taking place in all quadrants of the printing industry, from manufacturers of equipment and supplies and paper companies, to print firms themselves. This study, authored by the Economist Intelligence Unit, delves into the significant implications of a smaller, leaner printing industry, driven by generational changes in consumption of print and composition of the industry itself, along with technological transformation. Experts, from inside and outside the print industry, were engaged to explore significant factors changing the industry landscape of key print segments in the U.S. and to identify areas of opportunities for businesses, despite the industry's recent challenges.

Findings from the above-mentioned "direct mail" and "print industry consolidation" research will be revealed at the upcoming PRIMIR/NPES Annual Conference slated for October 26-28 in Palm Beach, FL.

"PRIMIR 2.0"—Leveraging PRIMIR's proven methodology for conducting comprehensive, in-depth research studies—has identified, specifically through the active input by PRIMIR and NPES members, new 2016 research formats and deliverables that will include offerings of: mini-studies, white papers, and webinars in addition to the existing full-study format. These innovations will significantly increase the engagement, penetration and implementation of PRIMIR's valuable research findings to directly benefit the broad spectrum of member companies. New task forces established for 2016 will manage research on the following topics:

- Digital Printing Technology's Influence on a Resurgence of In-Plants
- Food Packaging Compliance – Impact on the Printing Industry
- Inline Finishing Solutions in the Digital and Offset World
- Brand Owners Influence on the Printing/Purchasing Process
- Megatrends in Digital Printing Applications
- Coatings Market in North America by Applications and by Chemistry, and
- North American MIS/ERP Adoption in Commercial Printing.

Earlier this year PRIMIR published research on: "Tag & Label Printing Trends," "Print Applications: Revenues, Processes and Run Lengths in Commercial Printing," "The Future of Retail Advertising," and "Adaptation Strategies for a Changing Business Environment by Printing Equipment Manufacturers." Review copies are available in the NPES/PRIMIR EXCHANGE in room S101ab.

PRIMIR members receive all studies and NPES members receive select studies; and, past studies are available for purchase from PRIMIR by non-members. For information about PRIMIR research and membership, contact Rekha Ratnam, Assistant Director, Market Data & Research at e-mail: rratnam@primir.org, phone: (703) 264-7200, or visit: www.primir.org.

Shine On! The Golden Opportunity for High-Value Printing is Here

Digital color presses have advanced by continuously improving offset-like quality while adding value with digital's faster turnarounds, lower-cost short runs, and variable information printing. This innovation path continues to have runway, evidenced most recently by emerging developments in metallic inks. Print service providers (PSPs) looking for a competitive edge or to differentiate their offerings may have struck gold—literally—with the all new Xerox (Booth 613) Color 800i/1000i Presses.

The Color 800i/1000i Presses deliver increased press availability, new high-value application options that include optional metallic gold or silver dry inks, and a more flexible and seamless integrated workflow to boost productivity.

The presses feature an optional fifth print station that allows PSPs to apply one of three available specialty dry inks, which includes clear (perfect for spot or flood effects), metallic gold, or metallic silver. The new gold and silver metallic dry inks—a GRAPH EXPO 14 MUST SEE 'EMS award winner—offer a cost-effective digital alternative for producing static or variable metallic elements that is less time consuming and less costly than traditional processes. These unique metallic inks are more than digital simulations. They are real metallic inks, complete with metallic flecks embedded in the toner and boast some of the highest flop indexes in the industry. This measures the change in reflectance seen when holding the sheets in various angles with light.

Printers can expand their portfolio by creating stunning metallic and foil stamp-like effects, without the associated costs of traditional processes (makeready time investment, custom dies, materials, and waste). Jobs that previously were outsourced for offset gold and silver printing and foil stamping—such as logos, invitations, certificates, report covers, posters, and business cards—can now be migrated to digital and produced inline and at rated speeds, resulting in quicker turnaround times and cost efficiencies.

Many of the presses' core strengths remain, including exceptional 2,400x2,400 dpi image quality with accurate and repeatable color produced using Xerox-exclusive EA Toner and its fine, uniform, low-melt particles. Print speeds are as fast as 80 and 100 ppm, while substrate options range from 7.2x7.2" to 13x19.2" and from 55 to 350 gsm, and include a wide range of synthetics, polyesters, and other specialty media.

The full-width array featuring the Automated Color Quality Suite (ACQS), an optional automated color management tool on the Color 800/1000, is now standard. This is an exclusive technology consisting of inline sensors that span the entire width of the paper path and scan post-fused images on media at rated speeds. It automates time-consuming setup tasks, such as baselining the press for density uniformity and tonal reproduction curve calibration, as well as image-to-media alignment.

Xerox Color 800i/1000i Press

The new efi EX-P 1000i Print Server processes jobs up to 55% faster than comparable servers, and enables the addition of gold or silver metallic dry ink to any job with the Fiery Image Enhance Visual Editor. The presses are fully configurable from input to various workflow and variable data solutions, and in-line and offline finished output, for automating today's most innovative and profitable digital printing applications.

Ready to seize the full-color, high-value print applications opportunity? Stop by booth 613 to learn how the Color 800i/1000i can help!

Messe Düsseldorf to Promote Printing Trade Fairs at GRAPH EXPO 15

Messe Düsseldorf (Booth 4048) is participating in GRAPH EXPO 15 in order to promote its worldwide program of international printing trade fairs, including drupa 2016 (May 31 – June 10, 2016 in Düsseldorf, Germany), All in Print China 2016 (October 18 – 22, 2016 in Shanghai) and INDOPRINT 2016 (September 7 – 10, 2016 in Jakarta, Indonesia).

After a strategic realignment, drupa 2016 will be re-launched with a revised nomenclature and a new key visual. With the slogan "touch the future" it will focus on the industry's innovative strength and establish a platform for future technologies. The drupa 2016 exhibit categories were revised and updated and are now divided into six main segments (formerly seven): prepress/print; pre-media/multichannel; postpress/converting/package printing; future technologies; materials; and equipment/services/infrastructure. All technical processes related to the areas of printing and crossmedia–the entire range of applications and business areas will be presented at the trade fair. Solution-oriented technologies and applications as well as innovative business ideas and best-practice examples will be the focus. At the show's last staging in 2012, 1,844 exhibitors from 52 nations and 314,248 visitors from 130 countries took part.

Started in 2003, All in Print China significantly contributes to the progress and the future of China's printing sector. Jointly organized by Messe Düsseldorf Shanghai Ltd., the Printing Technology Association of China, and the China Academy of Printing Technology, this event will give international companies the opportunity to enter the lucrative Chinese market and showcase their products to more than 60,000 attendees. The 2014 event attracted 680 exhibitors on 882,600 square feet of exhibit space.

Jointly organized by Messe Düsseldorf Asia and its local partner PT. Wahana Kemalaniaga Makmur (WAKENI), the next edition of INDOPRINT 2016, the Indonesian International Printing Exhibition, will again be held concurrently with INDOPLAS (plastics) and INDOPACK (packaging). In 2014, the trade fair trio attracted more than 22,000 trade professionals from Indonesia and the surrounding region, a 20% increase compared to 2012 event. A total of 362 exhibitors from 19 countries participated –30% more than in 2012.

CHILI Publish and Esko Team Up

CHILI Publish (Booth 441) and Esko have teamed-up to deliver powerful editing and visualization abilities to production staff and other stakeholders, including clients and brandowners, via its editing and visualization abilities in CHILI Publisher and Esko WebCenter. The feature set available in CHILI Publisher was previously available in dedicated publishing applications, only.

Stakeholders are able to open packaging designs to create, edit, and modify content using CHILI Publisher technology via Esko WebCenter's Adobe Illustrator plug-in. The depth of interaction can be configured according to the needs of the end-user and specific job.

CHILI Publisher works within a wide range of workflows and production platforms. It is built on four core principles: flexibility, open architecture, consistency across systems and platforms, and a browser-based interface.

CHILI Publisher provides powerful editing capabilities and comes with an extensive feature set that, until now, was only available in dedicated publishing applications. It is available directly or via integration with these publishing applications, and is fully customizable to each end user's needs.

System integrators can choose how to incorporate CHILI Publisher within their workflows, whether for web-to-print, magazine publishing, packaging, brand management, yearbook applications, or other environments.

Find the Latest Finishing Options at GRAPH EXPO

Looking for saddlestitchers, tabletop binding machines, guillotines, foil stampers, die cutters, or punching equipment? How about a folder, collator, or bookletmaker? Whatever your finishing needs, the show floor at GRAPH EXPO 15 is bound to have it, with more than 80 different types of finishing machines featured at the Chicago event.

Here are some highlights in the finishing area:

Morgana Systems (Booth 2448) is showing an extensive range of folders and creasers, including the AutoCreaser Pro, DigiFold Pro, and the DigiBook 200 Perfect Binders for ultra-short runs of books with spines of up to 2" thick.

Look for the first U.S. showing of Morgana's System AF500, which incorporates a bookletmaker for producing booklets up to 200 pages. A new high capacity vacuum feeder is being run on the 2000 series bookletmaker, demonstrated with Morgana's new barcode reading software for the production of variable page booklets.

Morgana's sister company, Plockmatic, is launching the latest version of its versatile mail inserting system, incorporating a new high capacity sheet feeder.

Standard Finishing (Booth 831) is showcasing a sampling of its broad range of postpress and paper handling solutions that bring professional results to inkjet, digital, and offset print applications. Products include Horizon perfect binders, bookletmakers, saddlestitchers, collators, folders, die-cutters, 3-knife trimmers, cutters, creasers, sheet feeders, smart sheet processors, pXnet/JDF driven integrated workflow, VIVA inspection systems, and Hunkeler unwinders, rewinders, cutters, folders, stackers, dynamic perforators, and web-inspection systems for high-speed continuous-feed digital and inkjet printers.

Standard is also partnering with a variety of print manufacturers to bring highly integrated feeding and finishing solutions to the show floor—including running a broad range of demonstration materials developed in cooperation with and printed by these print partners. Demonstrations emphasize real world production efficiency and performance through intelligent automation.

Morgana AutoCreaser Pro 33

GMS-VanSco, a subsidiary of Valco Melton (Booth 4203), is showing a comprehensive range of hot melt and cold glue adhesive dispensing systems and accessories, engineered to meet the unique application requirements of the direct mail, paperboard converting, and print finishing markets. For direct mail applications designed to comply with existing and future USPS regulations, the microglue line features microgluer, for creating self-mailers in C, V, and Z fold formats and micromailer, a high-speed plow-folding table with inline perforating and scoring for direct mailers.

Formax (Booth 2243), offers a wide range of products including AutoSeal pressure sealers, inserters, paper folders, and commercial-grade shredders, as well as complementary products including ColorMax Digital Color Printers and cmColor Software, Cut-True Cutters, bursters, signers, envelope openers, booklet makers, joggers, and tabbing systems.

MultiCam Inc. (Booth 4045) manufactures the CNC router, laser, plasma, waterjet, and knife cutting machines. Its global network of experts includes over 60 Technology Centers worldwide with 20 across North America, for local training, service, and support.

Technifold (Booth 3455) offers unique in-line solutions for folding machines, scoring and perforating machines, saddlestitcher, perfect binding, and gluers.

Digital printing and short-run shops will want to check out the CreaseStream Mini series of creasing and perforating machines. These near-line solutions, designed for fast, easy turnaround on short-run work, use Technifold's patented Tri-Creaser to eliminate fiber cracking on all types of digital and offset stocks, regardless of grain direction.

THERM-O-TYPE (Booth 4013) digital finishing products include NSF Elite/Excel die cutting/foil stamping/embossing presses, Zip cutter/slitter/creaser/finisher models, right angle slitters, and traditional business card slitters. THERM-O-TYPE also produces foil fusers and thermography equipment.

Seminar Highlight: How to Fend Off the Patent Trolls

Attention OEMs, distributors, and printers. The GRAPH EXPO 15 seminar on "Fending Off Patent Trolls" is for you. Led by Cal Poly Professor Emeritus Harvey R. Levenson, this seminar covers graphic arts patents and the growing patent troll matter.

The purpose of this seminar is to assist with a major growing concern for the printing industry. An increasing number of OEMs, distributors, and printing companies have been hit with demands for licensing fees or huge one-time payments from patent trolls trying to capitalize on existing software and technology representing proven successes for the printing industry.

Levenson says, "These companies have nothing to do with our industry but are threatening our positive contributions to the national and world economy and job market. Our business clients and employee jobs are at stake."

This seminar will cover how to deal with the issue should a company be approached by a troll and threatened with a lawsuit if payment demands are not met.

"I've been assisting the printing industry for over 25 years on patent issues, and," according to Levenson, "the reality is that many of the patents that trolls have purchased are invalid due to the existence of Prior Art that would nullify them."

The seminar is entitled: "Patent Protection for Graphic Art Technology Users and OEM's: Patent Trolls Beware!"

WHEN: Monday, September 14, 2015
TIME: 8:30 – 10 AM
PLACE: Room S405b

Following an introductory presentation, a panel is providing additional insights. The panel is including:

- Mark Nuzzaco, NPES Government Affairs Director, will representing OEMs and distributors
- Joe Polanco, President, PIA MidAmerica, is representing printers
- Nate St.Clair, Patent attorney and Partner, Jackson Walker LLP, is providing a legal perspective.

Paper vs. Pixels? The Results Are In at Two Sides' Annual Meeting

Two Sides North America (formerly Two Sides U.S.) (Booth 3769) was launched in 2012 to offer education and information about the sustainability of print and paper, as well as create a forum for members to work together and share experiences, improve standards and practices, and and maximize customer confidence in paper products.

Print and Paper have a great environmental story to tell

TWO SIDES

www.twosidesna.org

All members of the public are welcome to attend Two Sides North America's annual meeting, which takes place Tuesday, September 15, from 12:30 to 4:30 pm in Room N427d, McCormick Place North.

On the agenda is a presentation by Mary Anne Hansan, Executive Director of the Paper and Packaging Board, who will discuss the recent consumer ad campaign "How Life Unfolds™" that launched last summer to promote paper and packaging.

John Runyan, Executive Director of Consumers for Paper Options (CPO), will provide an overview of CPO, an advocacy group that works with industry, non-profit groups, and private citizens to ensure that paper-based information and services remain available from government for citizens who want or need them. CPO has been involved in several high-profile efforts before Congress and Federal agencies on this subject over the past year, and Runyan will update meeting attendees on its efforts.

Phil Riebel, President of Two Sides North America, will present the results of Two Sides' latest study on print vs. screens for reading, literacy, and learning (spoiler alert: great news for print).

Also at GRAPH EXPO 15, Two Sides North America is co-sponsoring the annual Positively Print Award. In its sixth year, the Positively Print program is designed to recognize print advocacy campaigns that promote the enduring power and sustainability of print in today's multi-channel media mix

"GRAPH EXPO is *the* event that regroups all those interested and focused on print in North America," said Riebel. "Given that Two Sides' mission is to promote the sustainability of print and paper, this is an ideal venue for us to spread the positive word about our industry's products and potentially attract new members to Two Sides."

For detailed information about the Two Sides North America annual meeting, visit www.twosidesna.org/US/Two-Sides-Annual-Meeting.

EFI Workflow Boosts World-Class Digital Print Fulfillment Operations at Gilson Graphics

Gilson Graphics took another leap forward as a full-service integrated marketing solutions provider a few years ago when it moved to the front of digital printing's leading edge, installing the nation's first Fuji high-end, cut-sheet digital inkjet press. Another innovation soon followed: the first Fuji high-end, web-fed inkjet press in the world. With the presses up and running, the company sought a workflow to help the print-on-demand transformation reach its fullest potential.

"In a lot of ways, our digital printing operations are just as much an extension of fulfillment as they are an extension of our offset production offering," says Jeff Palmitier, EVP of Gilson Graphics. "We needed workflows to tie together traditional pick-and-pack fulfillment, print-on-demand, and customized products produced on our digital presses."

A streamlined management and fulfillment workflow has helped Gilson Graphics' (l to r) Dave Oswald Sr., Jim Vosburgh, and Jeff Palmitier get the most out of their high-end inkjet print-on-demand investments.

Gilson Graphics was a long-time user of EFI (Booth 1902) MIS software and the company's managers had a good relationship with their EFI sales rep, who helped assemble a system of workflow technologies from several vendors, starting with an upgrade from EFI's PSI software to the EFI Pace MIS.

But even with Pace selected, "The big focus was hitting our need for warehousing," according to Sally Gilbert, Project Manager for Gilson Graphics. "When we looked at all the fulfillment systems, PrintStream came out on top—and that was around the same time EFI acquired the PrintStream product."

The PrintStream integration with Pace has had the greatest impact on the company's workflow. With the integration, the company has stayed ahead of the analog-to-digital transition it witnessed as clients moved a growing volume of fulfillment work from warehoused offset print to low-inventory, print-on-demand collateral production.

"There are a lot of products we used to store on the shelves for customers that we now print as they are needed," explains Tony Maravolo, Customer Service Manager at Gilson Graphics. "The integration of PrintStream and Pace really helped us design a better print-on-demand workflow."

"There is a shift from offset to digital here," explains Gilson's VP of Operations, Dave Oswald, Sr. "Our total percentage of sales related to offset has dropped 20% in last few years and our digital print sales have increased by at least that much."

While Gilson Graphics' digital pressroom has the firepower to meet those demands, the Pace/PrintStream workflow was the missing piece to making it more efficient. Gilson has been able to increase the number of orders it takes by spending much less time managing each order, starting with job ticketing.

"Our system automatically generates a Pace job ticket, which has been a huge plus for our workflow," says Gilbert. "That is significant. From there we produce the job, it goes to Process Shipper for shipping, and Process Shipper updates the PrintStream and Pace software."

"It took a little bit of time to set up our systems to do that, but the payoff is well worth it," says Maravolo. "Before, the customer's order would come to us and we would manually re-enter everything into our system. Now, with the PrintStream integration, we are able to take the needed data from those same web-to-print sites, and push it automatically without having to touch much of anything. The information exists across all our systems once the customer submits the order, and the system helps maintain accuracy since that type of job requires very little human intervention."

MGI Showcases New Digital Technology at GRAPH EXPO

MGI Digital Technology (Booth 3013) is launching a breakthrough new digital toner foiling solution, the iFOIL T, as well as new 100ppm digital production printing press, the Meteor DP1000 XL integrated with the inline DF Pro finishing system, and a brand new standalone digital finishing system, the DF Pro Solo, at GRAPH EXPO 15. Other noteworthy attractions are an art gallery-style display of new customer packaging, publishing & marketing applications that utilize the renowned and dual PIA InterTech Technology Award-winning original iFOIL (2015) & JETvarnish 3D (2013) solutions.

New product launch: The iFOIL T

The new MGI iFOIL T (Toner)—demonstrated live in production mode with the MGI Meteor DP8700 S+—is a dramatic innovation in print finishing. The product is a 100% Inline Hot Foiling solution that seamlessly integrates with the MGI Meteor DP series of production digital presses. For the first time, printers now have an integrated inline digital solution to create elegant, eye-catching foiled effects directly on uncoated paper using toner at high production speeds.

The iFOIL T & Meteor Press combination allows both Variable Data Printing (VDP) & Variable Data Foiling (VDF) for job-based customization and sheet-based personalization.

It is also compatible with hundreds of different products from major foil manufacturers in many attractive design styles (Colors, Reflective, Metallic, Glitter, Holographic). Multiple roll & pass options include layered application of "foil over foil" and "toner over foil" for virtually unlimited color variations.

As an inline finishing solution, the iFOIL T offers Toner-Based Variable Data Foiling (VDF) on hundreds of different substrates from major industry manufacturers—including most commercial papers, matte and glossy laminated surfaces, sheets with or without aqueous coating, layered paper, plastic, pvc, and other coated materials.

The iFOIL T is a 100% digital solution that completely eliminates the time, labor, cleanup, and cost of traditional offset methods of foil stamping. The iFOIL T uses no dies and no prepress makeready processes.

The MGI iFOIL T & Meteor DP Digital Press combination offers GRAPH EXPO 15 printers, finishers, and converters a tremendous competitive advantage for adding value—and revenue—to their standard toner ink output.

New product launch: The Meteor DP1000 & DF Pro

The new MGI Meteor DP1000 & DF Pro solution is an integrated product suite that combines a new unique high-performance (100 ppm) digital printing press and an inline finishing system with 20 functions of cutting, creasing, perforating, and trimming into one single package.

The range of print size formats reaches up to 13x47" and features the widest range of specialty substrates in the industry-including diverse papers, plastics, magnetics, adhesives, synthetics, and envelopes. The high-speed DP1000 XL & DF Pro product suite delivers personalized, variable data printed (VDP) documents that are finished for job completion and customer delivery in a single pass.

The DP1000 & DF Pro system allows VDP personalization & POD customization of both printed output and finished product applications in one single pass. The DP1000 & DF Pro combination product suite is the most versatile and complete digital inline 100pg/m production and finishing Solution available in the industry today.

New product launch: The DF Pro Solo

The new MGI Digital Finisher (DF) Pro Solo is specifically designed to function as a freestanding finishing hub and centralized workstation for all commercial and in-plant printing operations—including digital and offset environments. The DF Pro Solo allows printers to select from 20 different functions of cutting, creasing, perforating, and trimming on hundreds of substrate types.

The DF Pro Solo

Enfocus Switches It Up

In Booth 444, in the Software: Workflow & Design/Prepress Pavilion, Enfocus Software is unveiling the latest version of Switch, version 13, the company's popular automation software. Enfocus spent two years revamping the product, adding features, fixing bugs, improving the user interface, but more importantly, preparing it for the workflow of the future.

"In the past, we've been focusing on incremental improvements by adding a lot of features," says Bjorn Willems, Director of Product Management for Enfocus. "For Switch 13, we decided that we had to look a little more broadly than that. It's no longer about features. We're working with web-based client technology, and working on scalability. We're preparing Switch for the next decade."

One big change that users will notice is that Switch now offers a browser-based interface. "The entire client isn't running a web browser yet, but it shows what we intend to do with Switch," says Willems. "We want to prepare Switch for the future in a more cloud-based environment."

Enfocus understands that not all of its customers are in the cloud, or even want to be, at least right now. So Enfocus wants to be sure that its customers have a choice.

"We won't use the cloud as the only strategy with Switch," says Willems. "We believe in a hybrid model, where on-premise workflow and assets will still be very important for many users, but there will be a portion of the market for which the cloud has a lot of advantages."

In addition to these broad changes, Enfocus has made a number of small improvements that add up to an improved user experience. It's also faster—in some cases, up to 10 times faster than Switch 12, said Willems.

In addition, integrators are able to add their own user interface on top of Switch. "That was an important request," says Willems.

Switch 13 also includes a new feature that debuted in PitStop 13, released last April: a software analytics module, a way for the company to track how customers are using the product, which features they use regularly, and which they don't use all that often. Users have to specifically opt in for this module to collect data; Enfocus is not collecting data surreptitiously. "For PitStop, it's giving us a tremendous amount of valuable information," says Willems. "We know which features are used the most, and we can use that data to focus on certain feature requests." Likewise, he adds, "we want to know what our customers are doing with Switch to give them more relevant features in the future."

One of the big value propositions of Switch is its open architecture, and Switch 13 ships with new configurators, the results of partnerships with other vendors to be announced over the course of this week's show.

One new partnership, launched at FESPA in Cologne last spring, is with Caldera. "The configurator is ready and will be available in Switch 13," says Willems. This will allow Switch to be used with a Caldera RIP, which is a key to bringing more automated workflows into the wide format printing market.

"The value of automation is quite clear in the commercial print market, but in wide-format there is still some preaching to do," says Willems.

Enfocus is also showing PitStop 13, as well as a minor (13.1) release of Connect.

SheetFeeder Roll Feed System Partnership Announced for Konica Minolta bizhub PRESS 2250P Production Printer

Konica Minolta (Booth 1913) is announcing the partnership of the Tecnau Sheet-Feeder KM 2250 roll feed system for up to 14 hours of non-stop cut sheet paper feeding to the new bizhub PRESS 2250P Monochrome Digital Production Printer.

Based upon the established Tecnau SheetFeeder family, the SheetFeeder KM 2250 sits next to the input side of the printer and includes a quick-change unwinder and precision cutter. By feeding as many as 50,000 or more sheets from a single 50" diameter roll, users print more in less time while lowering paper and labor costs.

SheetFeeder KM 2250 creates all form sizes the printer can handle, right up to a large 13x19.2" sheet, over the printer's basis weight range of 40 to 350 gsm. Users may switch between 8.5x11" and 11x17" applications without changing rolls. Paper savings are especially significant on odd-sized sheets, lightweight and other non-standard papers. Optional three-hole punch offers additional savings.

Goss Reveals Top Results from New Technology at Pittsburgh Post-Gazette

The completed installation of the first triple-wide Goss Uniliner press in the USA.

Since completion last year of the installation of the first triple-wide Goss (Booth 853) Uniliner press in the USA, the *Pittsburgh Post-Gazette* (*PG*) is on its way to achieving key business and performance criteria stated at project outset. Increased advertiser activity as well as readers' response indicate the success of investment in new production capabilities and wide-scale redesign.

According to Lisa Hurm, Director of Operations with the *Pittsburgh Post-Gazette*, it has been hard not to be thrilled: "The printed edition looks fabulous, with brilliant color on every page; every nuance of the artwork is brought out. We've had really great customer feedback in this respect and our advertisers have been more than happy with the opportunities now available to them."

The technical competencies of the four-tower press have seen a new lease of life for classified sections, obituaries, and comics, says Hurm, while there are encouraging signs in other areas too: "We used to outsource our TV guides, as well as sections, wraps, and jackets, but these have all come in-house now. Once we felt fully confident of this quality of work, we started doing some commercial work for outside parties."

The decision in 2013 to invest in a new print production facility reflected the company's commitment to the printed word. It required an investment in technology that could deliver the very latest capabilities for value-added print featuring a high level of automation, high-speed, and productivity, as well as flexibility.

"Goss had a very good understanding of what we needed and, in true partnership, responded well to our requirements," explains Hurm. "The speed of the press and its quality of design were crucial."

The press line comprises four four-high printing towers with a 21" (533 mm) cut-off, four reelstands and a double-couple J2:5:5 jaw folder. Reelstands are positioned in the 'T90' configuration, that is, at right angles to the press line, providing easy access for press crew.

For maximum productivity the printing units are capable of up to 80,000 full-color copies per hour in straight production (48 broadsheet pages) or 40,000 copies per hour for collect production (96 pages of full color). These output speeds are enhanced by makeready advantages including motorized pre-set ink keys, spray bar dampening, register system, automated folder settings, and shaftless press drives.

For flexibility, a wide range of equipment specifications increase the production options. *PG* specified a maximum web width of 66" (1680 mm), equivalent to six pages across of 11" per page. Added to this, the company chose to include a secondary web width of 30" (762 mm) for running 15" tabloids. This format runs to the lower former assembly of the jaw folder, which is equipped for up to four webs or 12 ribbons. In addition, the jaw folder includes a balloon former assembly, also equipped for up to 12 ribbons and with a center former capable of running both 11" and 15" pages.

Mike D'Angelo, Managing Director of Goss Americas, believes the sinstallation is ideal for the *Pittsburgh Post-Gazette* in terms of both current production requirements and long-term aspirations. "*PG* epitomizes a 21st century newspaper at the top of its game, encompassing both modern news journalism and traditional interests and preferences. It addresses the new world of digital and mobile connectivity while maintaining a thriving community of readers and contributors – with print very much at the heart of things. The flexibility of this Uniliner configuration means that *PG* can continue to innovate and adapt according to advertiser demand, while its proven print quality and productivity will ensure ongoing high standards that will maintain the printed edition at the pinnacle of the *PG* brand offering."

Learn the Ins & Outs of Mailing & Fulfillment

Deliver: The Mailing & Fulfillment Center showcases latest technology and a myriad of opportunities to learn

According to the Winterberry Group, marketers spent 2.7% more on direct mail in 2014 than 2013, more than double the consultancy's forecast of 1.1%.

To continue to keep direct mail an attractive option to marketers, print service providers need to ensure their mailing programs are taking full advantage of all discounts offered by the United State Postal Service (USPS).

The USPS penalizes mailers for inaccurate (or out of date) addresses, inaccurate documentation, and other failures related to address quality, accurate barcoding, and required data quality, explains Leo Raymond, Epicomm's VP of Postal and Member Relations.

Technology is available to help ensure mailers provide accurate address information and documentation, and there is no better place to view the latest technology than at GRAPH EXPO 15 and Deliver: The Mailing & Fulfillment Center.

Here you will find companies such as W+D North America (Booth 1253), which is showcasing its high-speed four-color inkjet envelope overprint press, W+D 234d. The press is developed specifically for envelope manufacturing companies, traditional envelope printers, inserters, print shops, letter shops, direct mailers, transactional printers, and advertising agencies.

Here, too, you'll also find experts available to answer your questions and help you find solutions to drive profitability within the mailing & fulfillment sector. For example, experts at the Axode Corporation booth (196) are on hand in the areas of print quality inspection, data integrity verification, and track & trace solutions.

Experts are also present in the GRAPH EXPO 15 seminar series. Today's offerings of particular interest to professionals in the mailing & fulfillment area include the 12:15–1:45 pm presentation by Frank Romano, Professor Emeritus of Rochester Institute of Technology.

W+D 234d four-color inkjet envelope overprint press

He will deliver his annual "The Status and Future of the Printing Industry" (R18), an assessment of the status of the North American printing business and its probable future in Room S405a. Attendees will discover the new world of printing and the opportunities that will evolve as Romano discusses and details where the business is and where it will be in the next decade.

On the agenda for tomorrow (Tuesday), from 8:30 –10: 00 am in Room S403b is "Effective Warehouse & Inventory Management Tips for Success" (R35). Speaker Karen DeWolfe, VP, InterlinkONE and Grow Socially, touches on what is needed to start offering fulfillment services for those who do not currently; how to enhance or augment current offerings to become more profitable; and how to sell fulfillment and order management services.

From 12:30 –1:30 pm; S405A, South Hall, Level 4, AccuData Integrated Marketing delivers a free seminar on "Email Marketing Uncovered: How to Integrated Email into your Direct Mail Mix." Presented by AccuData Integrated Marketing's Erika Serrano, Product Manager –Email Marketing Solutions and Nate Petel, SVP of Sales and Customer Service, attendees will learn the key considerations when combining email and direct mail programs. Discussion will focus on the use of email marketing services and lists, finding new leads, campaign timing, branding consistency, and more. A variety of sweet treats will be served and attendees will have an opportunity to win a $100 American Express gift card.

Inkjet Goes Mainstream: The Offset-To-Inkjet Migration of High-Volume Commercial Print

By Eric Wiesner

Since PRINT '01, the graphics industry has undergone a monumental transition from analog to digital print. Most print service providers (PSP) have adopted some kind of digital technology to capture short-run efficiencies, deliver customization, or reduce time to market. The rule that many PSPs followed was: high-quality, long-run jobs go on offset and lower-quality, short-run jobs go on digital. However, with recent advancements in high-speed inkjet technologies, those old rules don't really apply anymore.

For more than 20 years, I have worked with my HP (Booth 1202) R&D team members to develop and expand the capabilities of inkjet technology. We have achieved breakthroughs in print quality at higher speeds, increased media versatility, and new application possibilities. More PSPs are adopting inkjet for high-quality applications in longer-runs, and inkjet has moved from niche to mainstream commercial print.

In my new role as Vice President and General Manager of HP's PageWide Web Press division, formerly named HP InkJet High-speed Production Solutions (IHPS), I'm inspired to see our customers' innovation. Commercial and production mail providers are creating and selling high-volume inkjet applications that simply were not possible a few years ago. These data-driven campaigns couldn't be efficiently produced on offset or toner devices–only high-speed, high-quality inkjet.

Recognizing that commercial PSPs are rapidly executing their offset-to-inkjet strategy well ahead of drupa 2016, this week at GRAPH EXPO 15, HP is unveiling the 42" HP T470 HD and T480 HD Color PageWide Web Presses and new priming solutions, which are central to the offset to inkjet transformation. Enabled by our breakthrough High Definition Nozzle Architecture (HDNA) technology, these presses will deliver enhanced print quality for those halftone-centric applications that could generally only be run on offset. Coupled with new wide- and narrow-width priming solutions, these presses further inkjet's expansion into the mainstream, providing offset substitutable image quality and even more media choices. HP's latest technology makes matte, gloss and standard offset coated media compatible with inkjet, while lowering the cost per print.

The HP T470 HD and T480 HD Color PageWide Web Presses and new priming solutions will open the door for more PSPs to take advantage of high-speed, higher-quality inkjet. Inkjet technology is constantly evolving to meet the demands of today's print buyers and brand owners, and HP is committed to leading that charge with advanced solutions that push quality and performance boundaries.

Calling All RIT CIAS Alumni!

Today, September 14, from 4:30 to 6:00 pm, join your fellow College of Imaging Arts and Sciences (CIAS) Alumni for the Rochester Institute of Technology (RIT) School of Media Sciences GRAPH EXPO Alumni Reception.

This year, CIAS is back at the show–Room S103d at McCormick Place South–and will feature *hors d'oeuvres* and cocktails, as well as an opportunity to meet the new School of Media Sciences Administrative Chair, Greg D'Amico, who will speak briefly about the future direction of the school. Admission to the reception is free.

After the reception, head out to U.S. Cellular Field to take in a White Sox game. A limited number of tickets for the White Sox vs. Athletics game (7:10 pm start) are available on a first-come, first-served basis to registered attendees (one ticket per person). Transportation to and from the game will not be provided following the Alumni Reception.

R·I·T

The Alumni Reception is open to RIT alumni, faculty/staff, students, and parents. For more information and to register, visit http://bit.ly/1V4qixv.

Printer Full of Praise for the Matrix Duplex Pneumatic Laminator from Vivid

Transformed," that's how John Brailsford, Director of John Brailsford Printers, describes his business following the purchase of a new Matrix Duplex Pneumatic double-sided B2 laminator from Vivid Laminating Technologies (Booth 3449).

"With our new Matrix Duplex, we can switch from single to double-sided laminating in just a few minutes," says Brailsford. "The pneumatic roller pressure allows us to use standard OPP film, even with heavy coverage digital print so the savings are enormous, at around 70% less than using our previous digital film laminator."

The Matrix brings SRA3 & B2 matt, gloss, and soft touch lamination in-house and speeds up the turnaround against outside sourcing for Brailsfords. The system can produce 100 SRA3 sheets in around 5 minutes for a film cost of £16 per 1000 sheets.

"Our first Matrix was great but the cost implications of the digital film for laminating digital print from our Xerox (Booth 613) presses made the process uneconomical on longer runs. With the MX-530DP, a 2000 run just seems like a short sprint and the job's done. We did look at other systems but for value the Matrix just can't be beat. Vivid also offered me a great trade-in price on our original Matrix," says Brailsford.

Lewis Evans, Product Manager at Vivid, says, "John Brailsford Printers is a perfect example of a company that can expand using our Matrix range of systems by bringing laminating in-house, adding revenue and speeding up the entire lamination process, whilst benefitting from a great return on investment. Our new range of Boss Foiling & Spot UV films will be added to John's Matrix next month to further enhance the added value that this unique system can offer."

There's an 'App' for That

From color management to customer satisfaction, Epicomm offers user-friendly programs and services

The incredible scope of advanced equipment, software, and services arrayed across this year's GRAPH EXPO 15 show floor is evidence of the complexity of our industry and the tools required to participate in it.

Technology and operations expertise is essential in today's industry, but the requirements for real success extend far beyond these areas–they also include business and financial management acumen, knowledge of current industry practices, insight into future trends, sales expertise, and the ability to understand customer needs and satisfy them.

How can company executives and managers master all those disciplines? Epicomm has an "app" for that. Not an application you can install on your Apple Watch or smart phone, but a series of programs and services, including some software-driven tools, that help association members meet the challenges in each of these management areas.

State of our industry

Want to know about industry practices and trends? The industry's leading trends report, the Epicomm *2015 State of the Industry Report*, sponsored by Canon (Booth 1213), debuts at GRAPH EXPO 15. It includes statistics on industry companies' growth and profitability, how they perceive coming opportunities and threats, and how they can use their "adaptability advantage" to prepare for the changes redefining every aspect of our industry.

Andrew Paparozzi, Epicomm Senior VP and Chief Economist, presents a report overview and interpretation in two sessions in the Epicomm Solutions Theater (Botoh 861): Today from 9:30 to 10:00 am and tomorrow from 1:30 to 2:00 pm.

Other theater presentations include:

- Epicomm VP Postal & Member Relations Leo Raymond on today's most pressing mailing and postal issues. (Today, 1:30 to 2:00 pm.)
- Epicomm Senior VP Mike Philie on industry growth strategies. (Today, 2:30 to 3:00 pm.)
- Grow Socially CEO John Foley, Jr. on social media marketing. (Tomorrow, 2:30 to 3:00 pm.)

In addition, Epicomm VP and Sales Guru Bill Farquharson is at the booth this morning and tomorrow to explain the features of his online Sales Challenge training program. He also presents two sessions today as part of the GRAPH EXPO Seminar Program: "Selling to Millennials–a Panel Discussion" (R24) in Room S404bc (2:00 to 3:30 pm) and "Zen and the Art of Sales Maintenance" (R31) in Room S404bc (4:00 to 5:30 pm).

Business Advisory Team members are offering free 30-minute consulting sessions on any business or sales management concern. And they are on hand to explain and demonstrate Epicomm's offering of management "apps," including its Connected Community online forums, Epicomm Energy contract review program, Leading Indicators financial management benchmarking software, and eKG Competitive Edge Profile customer satisfaction survey tool.

G7 training

In a special booth session tomorrow from 9:30 to 10:00 am, Don Hutcheson of HutchColor will speak about Idealliance G7 Process Control Expert and Professional certification courses and online training sessions, which are now being offered to Epicomm members at special discounts.

The G7 Expert designation certifies someone as an expert in the field of color management, process, and quality control for proofing and printing equipment. A G7 Professional certification verifies the person as an in-house quality/technical professional.

Prerequisite for G7 certification courses is membership in the Idealliance Network, but through its new partnership with Epicomm, Idealliance will waive its $450 membership fee for Epicomm members who enroll in the G7 Expert course. Other discounts will apply to the G7 Professional course and online training materials in workflow, color management (offset and digital), premedia, creative, and sales programs.

After all their GRAPH EXPO 15 information gathering and equipment "tire kicking," Epicomm members can end their show day with some light refreshments and friendly conversation by attending Epicomm's free Member Socials in its booth today and tomorrow from 4:00 to 5:00 pm.

Avanti Showcases Award-Winning Technologies

Avanti (Booth 654) is unveiling its latest version of award-winning Avanti Slingshot, winner of two 2015 MUST SEE 'EMS awards.

- See Avanti Slingshot live, including the latest MUST SEE 'EMS winners: Avanti Slingshot Grand Format Estimating and Avanti Slingshot Gang Run Tools
- Join staff in the "Avanti Lounge" for dedicated 1:1 time
- Look for members of the Avanti team as they participate in various panels in The Printerverse (Booth 3867)
- GRAPH EXPO 15 Show Special! Free Avanti CRM Software Module (value $7500)
- Sign a contract to purchase Avanti Slingshot between September 1 and October 31, 2015 and receive its award-winning CRM module FREE!

Avanti's CRM delivers on the promise of Customer Relationship Management, namely, a single consistent real-time view of everything to do with your customer, accessible by everyone. By bringing a customer-centric view to the job-centric production system, Avanti's CRM helps enhance your sales and marketing efforts by:

- Ensuring the Sales team is always in sync with the most current information about their customers and their customer's jobs
- Identifying your most profitable customers for targeted marketing campaigns
- Managing and tracking your lead generation efforts, and
- Driving your sales effectiveness through accurate sales forecasting.

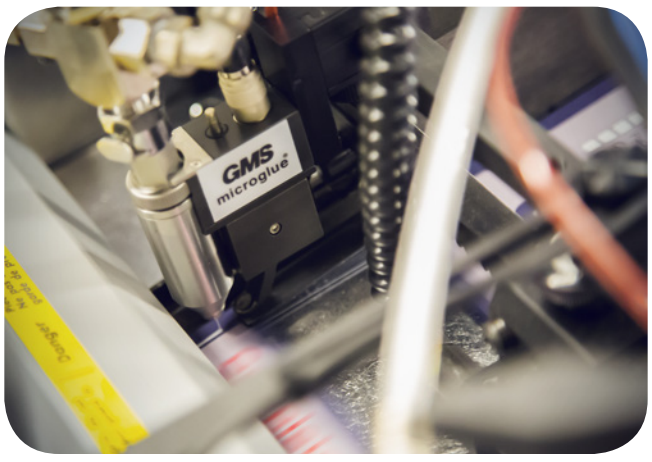
Valco Melton Integrates GMS and VanSco Products to Form New Adhesive Dispensing Company

Valco Melton (Booth 4203) is announcing the consolidation of GMS and VanSco Products into a new subsidiary, GMS-VanSco. The integration will leverage operating efficiencies between the two subsidiaries, streamlining production and manufacturing, and enhancing customer service and support. All of VanSco Product's operations, including its heavy machining department, will be moving from South El Monte, CA to the GMS offices in Petaluma, CA.

The convergence will optimize business operations by expanding warehouse and production facilities to increase speed-to-market, and further reduce cost with an additional improvement in quality.

Customers will also have access to a broader range of adhesive dispensing solutions. The exposure of VanSco and GMS' distribution networks to their respective product lines will help grow the existing customer base, and increase revenue and market presence by providing additional channels for sales and distribution.

"This integration is a natural progression for us to maximize growth," says Tom DeVito of GMS (microglue). "Consolidating operations and sharing industry knowledge will enhance GMS-VanSco's ability to respond to changing customer needs and industry demands. With our West Coast location being well positioned for potential future expansion of international business, we're looking forward to what lies ahead in this new chapter."



Fred van Loben Sels of VanSco Products echoes similar sentiments, "GMS and VanSco's corporate cultures complement each other very well. We have built long-term success on the ability to deliver a superior product at an affordable cost, without making business interactions complicated. This will carry over into GMS-VanSco. We are excited about the opportunities this will bring to our customers and business partners."

GMS-VanSco will operate as Valco Melton's West Coast office.

PROCESS EXPO Begins Tuesday

Looking to explore the lucrative field of food and beverage packaging? Opportunity awaits on Tuesday, September 15th and Wednesday, September 16th. PROCESS EXPO, International Dairy Show, and InterBev Process Shows, showcasing the latest advancements in food packaging, beverage processing, and packaging, is running Sept. 15-18 in the North and East Halls of McCormick Place.

GRAPH EXPO 15 attendees are being given full access admission to the PROCESS EXPO exhibit halls during the two-day overlap. This is an opportunity for printers, packagers, processors, and converters to investigate the global scope of the packaging/processing industries, specifically as it relates to beverage, dairy, and food packaging.

Billed as "The Global Food Equipment and Technology Show," PROCESS EXPO is owned and organized by the Food Processing Suppliers Association (FPSA). Show co-location partners include InterBev Process and the International Dairy Show, owned and organized by the International Dairy Foods Association (IDFA).

"PROCESS EXPO, together with our show partners, is the Western Hemisphere's leading food and beverage technology event," says David Seckman, President and CEO of the FPSA. "With over 1,000 exhibiting companies included in the joint PROCESS EXPO, InterBev Process, and International Dairy Show, attendees will see the latest innovations for the ever-changing food, dairy, and beverage industries."

"We are delighted to come together with GRAPH EXPO 15 and our show partners to offer unique all-access admission," says Neil Moran, IDFA Senior VP, Finance, Administration, and Trade Show. "We are looking forward to an exciting 2015 event, packed with innovation and this is just one more opportunity for our exhibitors to showcase their products and solutions to an even larger audience.

Show visitors will find exhibits showcasing packaging and materials, including flexible packaging, packaging systems, material handling, conveyors, and printing equipment.

Xplor Breakfast Explores "The Emergence of Omni-Channel Communications"

Over the past seven years, Xplor International's colocated event has transitioned from a traditional multi-track conference to the current breakfast session which debuted at PRINT 13 drawing more than 200 attendees.

Join Xplor on Tuesday, September 15, in Room N426ab, McCormick Place North, from 7:00 to 10:00 am for this complimentary session, sponsored by Crawford Technologies (Booth 344), Canon Solutions America (Booth 1213), and Xerox (Booth 613).

Xplor International's relationship with GRAPH EXPO continues to evolve as changes in digital technology and trends within the industry move more traditional printing companies towards expanding their capabilities. Xplor plays a role in this transition as the association for the Digital Document and Customer Communication industry.

This year's breakfast session, moderated by Matt Swain of InfoTrends, will include Swain's insights based on his research as well as a lively, interactive discussion with panelists targeting their experiences in researching, implementing, and evaluating the effects of "omni-channel communications" in their organizations. Panelists include RR Donnelley's Dan Beery. As Director of Composition Management, Beery combines data from leading analysts and market researchers with feedback from clients and prospects to identify and bring to market innovative CCM services for RR Donnelley.

"This session will be of value to companies who are looking at optimizing their customer communications strategy or for providers who want to better understand the opportunity Omni-Channel presents for their clients," says Chad Henk, Marketing Coordinator for Xplor International. "Join us for a great educational and informational session, and a hearty breakfast."

Breakfast will be served from 7:30 to 8:30 am, and the panel session will run from 8:30 to 10:00 am.

Complimentary registration includes admission to the breakfast and panel discussion. To secure a seat, or for more information, visit www.xplor.org or you can register onsite at room N426ab, beginning at 7:00 am.

The Opportunity and Growth in Digital Packaging

Xerox Automated Packaging Solution (XAPS)

Digital packaging is a compelling growth opportunity both for Xerox (Booth 613) and for its customers. According to InfoTrends, the retail value of digital packaging will achieve a compound annual growth rate (CAGR) of roughly 19% between 2013 and 2018. Folding cartons will show a particularly healthy growth rate, with a CAGR over 50%.

Indeed, overall packaged goods production is growing, and the associated printing jobs are trending towards shorter runs. That's because today's brand owners seek to gain an edge not only with innovative new products, but with countless variations to serve every conceivable preference. With more distinct products for sale, more packaging print runs are within digital printing's short-run sweet spot.

Other reasons brand owners embrace digital printing for packaging include just-in-time delivery that reduces warehousing and obsolescence costs; developing prototypes cost effectively in small quantities; and adding value with variable data printing. Variable data can support packaging with multiple versions based upon region or language; marketing offers and messages tailored to individuals or groups; and serialization for tracking individual packages. All are Xerox sweet spots.

Robert Leahey, InfoTrends' Analyst for Color Digital Label and Packaging, tracks the digital packaging market closely. "With more than 50 global installations today," Leahey says, "Xerox likely has more color digital presses dedicated to folding carton printing than any other digital press vendor."

Xerox achieved that leadership with its Xerox Automated Packaging Solution (XAPS), released in 2010, to capitalize on the productivity advantages of its iGen presses and automated workflow solutions. This solution is supported with the help of Xerox's partners, which include EPIC and Tresu for ultra-violet and aqueous coating; KAMA for die cutting; and workflow suites from Esko and Chillipublish, to complement our own Xerox FreeFlow and XMPie software.

Folding cartons represent only a portion of the overall digitally printed packaging market, which also includes labels, marking and coding, and flexible, corrugated and on-product/direct-to-shape packaging. But building on its XAPS initiative, Xerox has strong capabilities that can be applied across these various segments. These assets include its wide array of printing technologies (inkjet and toner, cut-sheet and web-fed, narrow and wider-format), skills in system integration, and great partnerships in workflow and finishing that help Xerox deliver a complete solution.

Used strategically, short-run and variable printing strengths can help brand owners respond more rapidly in competitive markets. And they give print providers an opportunity to offer end-to-end printing support for marketing campaigns, fulfilling both the packaging and the printed collateral.

One specific market we're looking at closely is pharmaceuticals packaging. One challenge, for example, is the fight against counterfeiting, which causes potentially hundreds of billions in annual worldwide losses for pharmaceutical companies, according to the US National Association of Boards of Pharmacy, while putting consumer health at risk.

Some of the brand owners Xerox has spoken to are keenly interested in how XAPS can integrate brand protection and serialization solutions together. For example, with Xerox Specialty Image Text, converters could add gloss to text areas (Xerox GlossMark), create tiny serialized text that is only visible through a magnifying glass (MicroText Mark), or add unique serialized text that is visible only under an ultra-violet or black light (Xerox FluorescentMark Test), among other effects that can help to suppress counterfeiting.

A number of these brand owners–who were surprised that Xerox was in packaging–left eager and excited. Xerox is confident that with its increased focus on digital packaging, it'll be turning many more heads moving forward.

So, stop by booth 613 to learn how Xerox can help you with growth in digital packaging!

Wide Format Printing Provides Big Opportunities

By Richard Romano

Wide format printing continues to be a dynamic area of interest to general commercial printers looking to expand their product and service offerings. Show areas such as the Inkjet Candy Store (Booth 3040) are a good place to start, but equipment manufacturers such as EFI (Booth 1902), Mimaki (Booth 2644), Mutoh (Booth 4241), HP (1202), Roland (Booth 4253), Epson (Booth 841), Canon USA (Booth 1213), and others can offer guidance for the business trying to get a foothold in this new environment.

The equipment has been evolving in line with changes in demand from customers. Flatbed machines are coming down in price, and UV LED–which uses cooler and more energy efficient inks that cure under LEDs rather than traditional mercury-vapor lamps–is becoming an affordable option which can help shops save on energy costs. EFI has committed itself to LED curing technology throughout its portfolio, and Mimaki and others have added LED curing units to their lineups.

HP has become the poster child, as it were, for latex, but Mimaki also has latex ink-based machines, which are suited for a wide range of applications, with textiles like soft signage a top application for this technology. Textile printing in all its myriad forms is one of the hottest wide format/specialty printing applications today, and dye-sublimation-based machines are more appropriate than latex for outdoor soft signage applications or apparel.

Speaking of latex, making its U.S. debut at GRAPH EXPO 15 is the six-color, 126" HP Latex 3500, designed to handle high-volume applications. Also on display in HP's booth is the HP PageWide XL 8000 printer. Announced last spring, this is HP's entry in the single-pass wide format market, and is said to offer high-end production printing at speeds up to 30 D/A1-size prints per minute.

"PSPs with standardized workflows are stretching existing equipment to meet client demand and are looking to expand their printing fleets to better react to complex print jobs and demand for shorter lead times," says Oriol Gasch, Category Director, Americas Large Format Printing, HP. "HP is addressing these challenges across a variety of wide-format applications with the 126" HP Latex 3500 Printer, enabling PSPs to fulfill even the most demanding high-volume sign and display print jobs, and the HP PageWide XL Printer portfolio, allowing reprographers to redefine productivity, printing costs, and quality."

Looking at productivity, earlier this year, Canon launched the Océ ColorWave 700, a toner-based 42" printing system designed for customers looking to print a wide range of color graphics, as well as CAD/GIS applications. It features the new Océ MediaSense, a technology that allows printing on media up to 32-mil thick. Top applications for the ColorWave 700 are banners, canvas, wrapping paper, custom wallpaper, and more.

In the flatbed UV arena, Canon USA is also showing the most recent entries in the Océ Arizona 6100 Series, which launched last year. These are the six-color Océ Arizona 6160 XTS and seven-color Océ Arizona 6170 XTS. Like many of its brethren, the Arizonas are capable of printing on a wide range of rigid media applications, as well as multi-layer and double-sided prints.

HP Latex 3500

Canon will also be playing off a recent email campaign that launched in August that aimed to shed light on how to measure *real* productivity with wide-format printers.

"Many manufacturers will claim some unrealistic square-foot-per-hour top speed on a spec sheet," says Randy Paar, Marketing Manager of Display Graphics for Canon Solutions America. "This sounds really impressive, but it too often produces an unsellable result and the operator is then forced to slow the printer down–sometimes to one-half or one-quarter of the quoted top speed."

Canon's email campaign featured a video of the Arizona 6170 achieving 33 boards per hour, confirmed by featuring a Canon Solutions-branded stopwatch in the video. As part of the campaign, says Paar, "people were able to register to receive their own Canon Solutions stopwatch and, ideally, go time some competitive machines. We have some stopwatches available at the GRAPH EXPO 15 show."

Armed with time, as well as ample enthusiasm and curiosity, it should be no trouble to uncover worlds of opportunity in wide format and other types of specialty printing.

"Transform" Your Business at GRAPH EXPO 15

GRAPH EXPO 15, themed "Transform," delivers the most innovative and comprehensive exhibition in the Americas of inkjet, digital, offset, flexo, gravure, and hybrid technologies, products, and services for the commercial, transactional, converting and package printing, publishing, mailing, in-plant, photo imaging, marketing, and industrial printing industries.

The event presents the latest graphic communications technologies in live equipment demonstrations across the exhibition floor, plus education on the most in-demand products and newest profit-making opportunities. GRAPH EXPO 15 offers more than 70 interactive learning sessions and 50+ co-located events for attendees across 12 key market segments.

GRAPH EXPO 15 has strengthened the lineup of specialty show floor sections with three new attractions: Materials Matter, Industrial Printing, and Applications Island.

Along with these three exciting new features, the show floor will also present attendees with the many show sections that are back by popular demand. These include: Software: Workflow & Design/Prepress, Press/Finishing, The Inkjet Candy Store, Deliver-The Mailing & Fulfillment Center, The Marketing Pavilion, News Print-The Newspaper Pavilion, The In-Plant Place, Education Main Street, and The Printerverse.

Materials Matter

Materials Matter showcases the powerful role that paper and non-paper substrates play in every print job, revealing the tactile qualities and impact of print. Mohawk, in cooperation with GASC, created this collective booth area at GRAPH EXPO 15 to celebrate the essential role that materials play in the print ecosystem. This new specialty hub is a featured showcase where multiple substrate manufacturers can demonstrate the powerful role that their paper and non-paper substrates play in the printing process.

Industrial Printing Pavilion

The Industrial Printing Pavilion, sponsored by the Society for the Plastics Industry (SPI), GASC, and CPP EXPO, is where the exciting new worlds of package printing, commercial printing, and industrial manufacturing converge. The vast array of industrial applications includes such things as floor tiles, wallpaper, acrylic, glass panels, metal, wood, ceramics, textiles, laminates, and more. The variety of plastic applications includes affinity/ATM/credit/gift/phone cards, ID badges, and POP displays.

The Industrial Printing Pavilion also features Future Print, sponsored by Flex-Tech Alliance, where attendees can see the hottest new and emerging print technologies, including RFID, printed electronics, and live demonstrations of 3D printing options and the profit-building applications they create.

Applications Island

Applications Island is an exciting show floor "oasis" of hot, unique new print applications. This new beach-themed gallery, completely created by print applications with everything from the display walls, to the furniture, will also feature print categories that include cross-media direct mail, digital label, books, and more.

Inkjet Candy Store

Having made its debut two years ago at PRINT 13, the Inkjet Candy Store (Booth 3040) is a dynamic show floor pavilion dedicated to a representative sample of the latest wide-format printers. Stop by and compare and contrast inkjet technologies—aqueous, UV, rollfed, flatbed—the current models from top manufacturers, and the applications for which they are best suited. The Inkjet Candy Store is a good first stop for visitors to take notes and plan which manufacturers, models, and/or applications to follow-up on and which exhibitors to visit.

Deliver: The Mailing & Fulfillment Center

At GRAPH EXPO 15, still the largest mailing show in the world, Deliver-The Mailing & Fulfillment Center offers attendees complete access to the solutions, best practices, and hottest trends for bridging print with marketing to achieve the results print customers' demand.

Sponsored by the United States Postal Service, this year's Mailing & Fulfillment Center showcases vendors displaying everything from software to consumables to full-blown mailing systems. On display are the latest innovations in hardware and software, from addressing, variable, pURL, bar coding and data processing to digital,

continued on page 31

Exhibitor Listing

GRAPH EXPO 15 and CPP EXPO Exhibitors (In alphabetical order as of August 26, 2015)

Company	Booth #
#	
21C Graphics, Inc.	4434
3DConnectS	4364
4over Inc.	3837
7C Digital Printing Textile Co. Ltd.	3857
ABB	1770
Absolute Printing Equipment	1944
AccuData Integrated Marketing, Inc.	1958
Accura MIS	355
AccuZIP Inc.	1258
ACTEGA	1949
AD VERBUM	4460
Adphos North America, Inc.	2252
AdTech Graphic Service	4404
AIMCAL	4527
Air and Water Systems	4221
Air Motion Systems, Inc. | AMS UV	460
Airtec	1570
Akey Group LLC	4628
Akiles Products Inc.	4043
Aleyant	439
All India Federation of Master Printers	4450
American Express OPEN	3753
American Moistening Co.	3749
American Printer	4363
American Ultraviolet	3055
Anajet LLC	660
Anilox Roll Cleaning Systems	4517
Applications Island	3602
Appvion	3956
APS Imaging Solutions, Inc.	2463
Argos Solutions	639
arifiQ	3864
Artifex Software Inc.	349
ATS-Tanner	3613
Avanti Systems	654
Avery Products Corporation	3845
Axode Corporation	1961
AzTech Converting Systems	4413
B	
B&R Moll Inc.	3213
B. Matic S.R.L. a Socio Unico	3843
Baldwin Technology	970
Ball State University	772
Barbieri Electronic	535
Baumer hhs	3240
Baumfolder Corporation	4061
BCC Software	1849
BDT Media Automation GmbH	3855
Bell and Howell, LLC	1839
Best Graphics Inc.	3819
Beta Industries	3940
Betz	1570
Board Converting News/ Flexo Market News	4627
Bodoni Systems Ltd.	244
Book Business	3767
Bowe Systec GmbH	1931
Brandtjen and Kluge, Inc.	3625
Breit Technologies LLC	4408
Buck Automation	4320
Budget Inks	4451
Buskro Ltd.	2458
C	
C.P. Bourg	2443
Cal Poly State University	669
Canon USA	1213
Capital Adhesives	3546
Capital One Spark Business Card	3255
CC1, Inc.	1861
CDR Graphics LLC	4426
CGS	645
The Challenge Machinery Co.	3621
CHILI Publish	441
Choose Print	148
Chowan University	769
Clear Image Technologies	1857
Clemson University	773
Clickar App.	4455
CMYK Distributors, Inc.	455
Coast to Coast Label	125
Collins Inkjet	3816
Color Sentinel Systems	3851
Color-Dec North America Inc.	3543
ColorHQ	535
Colter & Peterson / Microcut	3625
Columbia College Chicago	672
Compact Foilers Ltd.	4226
Compart North America, Inc.	554
CONSULTEQ S.r.l.	3659
Controls Engineering	4607
Convertible Solutions	4040
Converting Quarterly	4526
Cooper Enterprises Inc.	116
Cosmo Films	3862
CPP EXPO Exhibitor Lounge	4809
Crawford Technologies	344
CRC Information Systems	448
Creative Banner Displays	3948
CRON-ECRM	4208
Customformed Products, Inc.	3742
Cygnus Business Media	240
Cyrious Software	3945
D	
D&K Group	1067
DCS USA	4618
Dealer Communicator/ Trade Show Times	3950
Delphax Technologies Inc.	362
Deluxe Stitcher Company	3840
Derprosa Specialty Films USA (Ti)	3441
DFS	3842
Die Cutters, Inc.	4523
Digital Information Ltd. (AG)	454
Digital Output Magazine	3751
Dino-Lite Scopes (BigC)	4328
Direct Capital Corporation	3944
Diversified Graphic Machinery	867
Diversified NANO Solutions Corporation	234
DocketManager Inc.	246
Document Data Solutions	3202
DOCUMENT Strategy Media	2373
Documobi Ltd.	557
Dorstener Wire Drawing	3844
DPS	3752
drupa 2016	4048
Drylam/Fujipla	872
Duplo USA Corporation	1926
DYC Supply Co.	1772
Dynaric Inc.	1771
E	
EAE	1570
Eagle Systems	1844
EAM-Mosca Corporation	3813
Eastman Kodak Company	823
Editor & Publisher	1472
edu Business Solutions, Inc.	357
EFI	1902
El Impressor	3962
Elastic Connections Worldwide, Inc.	4528
Electronic Document Scholarship Foundation	4362
Eltex Elektrostatik GmbH	4320
Eltosch Grafix America	1767
EMT International Inc.	1653
Enfocus BVBA	444
Epicomm	861
EPMS	257
EPSON	841
ESP SurgeX	124
Eukalin Adhesives Corp.	1858
Euler Hermes	4422
Exile Technologies	4326
EZturner	3148
F	
Fastbind USA	3245
FASTSIGNS	4245
Felins USA	3613
Felix Schoeller	651
Ferris State University	670
FILMTEX S.A.S.	1471
Finzer Roller	4323
Firstlogic Solutions, LLC	2072
Flesher Foil Lettering JA Flesher Co.	3743
Flex Systems, Inc.	2060
Flexible Packaging Magazine	4621
Flexicon Corporation	4423
Foil & Specialty Effects Association	3943
Formax	2243
FP Mailing Solutions	2052
Future Print Experiential Lab - by FlexTech	4436
GAERF Student Design Competition	569
G	
GAMA	4320
GammTech Corporation	4161
Garrido Printing Equipment	3826
GASC	S101
Gate Group USA, Inc.	3961

continued from page 29

offset, hybrid printing, inkjet presses, and drying systems.

Press/Finishing

Within the South Hall at McCormick Place, an expansive display of the most innovative press and finishing technologies available today–or readying for the future–are on the show floor for attendees to explore. On exhibit at GRAPH EXPO 15 and CPP EXPO are digital, inkjet, offset, flexo, gravure, and hybrid printing technologies, along with the range of ancillary products and services necessary for the commercial printing, in-plant printing, transactional printing, quick printing, package and specialty printing, mailing and fulfillment, book printing, wide format printing, newspaper printing, industrial printing, creative services, and print buying segments.

Software: Workflow & Design/Prepress

It all begins here. GRAPH EXPO 15 is the one-stop spot to see the hottest new software and test-drive the very latest equipment, from color management, calibration and color proofing software solutions to MIS, web-to-print, and workflow.

Education Main Street

Education Main Street gives GRAPH EXPO 15 attendees and vendors the opportunity to learn firsthand of the programs, scholarships and opportunities offered. For industry executives, GRAPH EXPO 15 is the ideal place to meet with educational professionals, to engage in discourse on workforce needs of the current and evolving graphic communications industry, and how the educational community can best meet those needs.

In addition to colleges and universities, the "Street" is home to industry organizations helping to ensure the workforce of the future is ready for action: Graphic Communications Education Association, The Hiring Hub: Closing the Skills Gap!, the Print & Graphics Scholarship Foundation, and Preparing Tomorrow's Workforce.

News Print–The Newspaper Pavilion

News Print-The Newspaper Pavilion, sponsored by *News & Tech* magazine, once again returns to the GRAPH EXPO show floor in 2015. Products and technologies included among the 26 newspaper exhibits this year span software: workflow & design; prepress; digital, offset, hybrid, gravure presses; postpress; mailing; finishing, and consumables.

The In-Plant Place

The In-Plant Printing & Mailing Association (IPMA) is sponsoring the In-Plant Place at GRAPH EXPO, where in-plant professionals gather to meet, share ideas, and take a break from the hubbub on the show floor. This ultimate "home base" and networking hub welcomes professionals from corporate, educational, and government In-Plant print centers.

Marketing Pavilion

The Marketing Pavilion is designed to meet the needs of today's marketers and marketing service providers (MSPs), including creatives and print/media buyers. Along with an array of resources and continuous networking, visitors can discover providers of today's hottest marketing-related services, software, and products who will also provide tips on how to make informed buying decisions that will increase the ROI (return on investment) of customer campaigns.

See, explore, and "test drive" the newest marketing software, products and services for print, web and mobile.

The Printerverse

With its home base in Booth 3867, The Printerverse, presented by the Print Media Centr, spans 2,500 sq.ft. and offers a mix of highly interactive events focused on the latest industry trends and features, such as panel discussions, case study presentations, networking events, and periodic guided tours of The Printerverse Alliance members' booths. The Printerverse Alliance includes almost two-dozen exhibiting companies.

Converting & Package Printing Expo

The Converting & Package Printing (CPP) EXPO again co-locates with GRAPH EXPO 15 this week. CPP EXPO is the premier event for the converting/package printing marketplace, including: flexible packaging, folding carton/box-making, corrugated converting, tissue converting, and narrow web/tags and labels.

Educational Opportunities

The educational program brings together all disciplines under one roof–from printing processes including flexo, gravure, and digital to finishing that focuses on coatings, laminating, drying, and more. Leading industry groups, including the Association of Industrial Metallizers, Coaters and Laminators (AIMCAL) and the Converting Equipment Manufacturers Association (CEMA), facilitate an exchange that provides the most dynamic and diverse programming available.

GRAPH EXPO®

www.GraphExpo.com

Co-located Show:

cpp expo
converting & package printing expo

September 13 – 16, 2015
McCormick Place | South Hall – Level 3
Chicago, IL USA

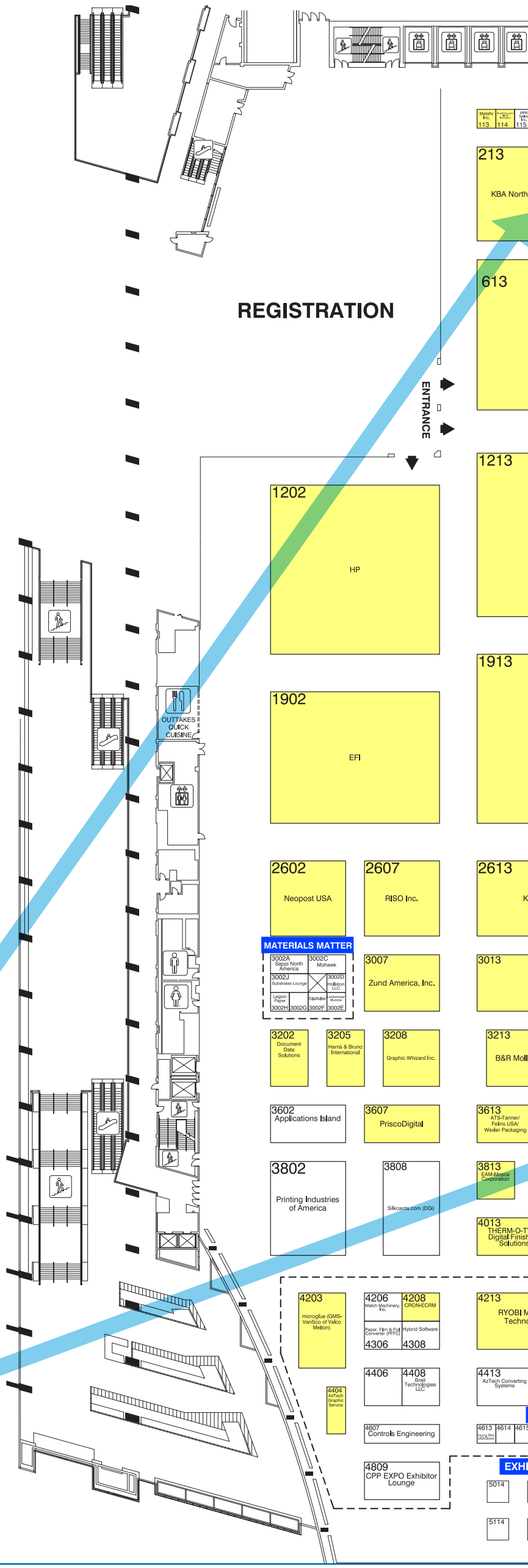
SHOW HOURS

Sunday, 12:00 noon – 5:00 pm
Monday – Tuesday, 10:00 am – 5:00 pm
Wednesday, 10:00 am – 3:00 pm

NOTE

Not all company names are shown in booth spaces. For all exhibiting company names, see alphabetical listing. Because booth numbers are subject to change, refer to www.graphexpo.com for final exhibitor list and booth numbers.

Sponsored by




ESCALATORS TO/FROM LEVELS 4 & 5 MEETING RMS.
ESCALATORS TO/FROM LEVELS 4 & 5 MEETING RMS.
E
N
S
W
SOFTWARE (DESIGN & WORKFLOW), PREPRESS
Education Main Street
NEWS PRINT
DELIVER - Mailing & Fulfillment Center
GlobalChannelPartners
THE PRINTERVERSE
CPP EXPO
Industrial Printing Pavilion
featuring 3D Printing and Printed Electronics
MARKETING PAVILION
EXHIBITOR MEETING ROOMS
ESCALATORS TO/FROM LEVEL 1 LOBBY
America, Inc.
Tecnau
Opensoft
Rollem International
Xerox Corporation
Mylan Printing Media Corporation
Eastman Kodak Company
Rochester Software Assoc.
Diversified NANO Solutions Corporation
PrintSites
Cygnus Business Media
Crawford Technologies
Xante Corporation
ColorHQ
Aleyant
CHILI Publish
Enfocus BVBA
CRC Information Systems
MarcomCentral
Mitsubishi Imaging
Glunz & Jensen, Inc.
Argos Solutions
Scilmar Systems
CGS
PrinterPresence
Felix Schoeller
Avanti Systems
Mindfire Inc.
Air Motion Systems, Inc. | AMS UV
Anajet LLC
i-WEB Finishing Systems
Standard Finishing Systems
EPSON
Xeikon
Goss International
Masterwork Machinery Co., Ltd.
Epicomm
Dyversified Graphic Machinery
NELA-USA
Baldwin Technology
D&K Group
Canon USA
Ricoh Americas Corporation
Pitney Bowes
Komori America Corp.
W+D North America Inc.
AccuZIP Inc.
Gunther International
manroland web systems Inc.
Rima-System
TKS
Harland Simon
Print2Finish
Editor & Publisher
technotrans america, inc.
News & Tech
Longford International Ltd.
EMT International Inc.
Kern Inc.
Sensible Technologies LLC
Bell and Howell, LLC
Eagle Systems
BCC Software
ACTEGA
Postmatic Inc.
Printware
Relyco Sales Inc.
Axode Corporation
Virtual Systems
Konica Minolta Business Solutions
Duplo USA Corporation
Bowe Systec GmbH
Highcon Systems Ltd.
Absolute Printing Equipment
Videojet Technologies
United States Postal Service
Flex Systems, Inc.
Transformations
Kirk Rudy Inc.
Midwest Direct
Scodix
Spiral (Spiral Binding Company, Inc.)
Formax
MCS, Inc.
Adphos North America, Inc.
NPI
KDX America
Lake Image Systems
Window Book, Inc.
C.P. Bourg
Morgana Systems
GBC / SEAL
Buskro Ltd.
Profold
APS Imaging Solutions, Inc.
Graph-Tech USA
Thompson Direct
Perfect Pallets, Inc.
IP America Inc.
MGI Inc.
MBM Corporation
Presstek
Mimaki USA
PVC Spiral Supply
Tec Lighting Inc.
Thiele Technologies/ Streamfeeder
Inkjet Candy Store
Magnum Magnetics
IT Supplies
American Ultraviolet
Baumer hhs
QLC, Inc.
Fastbind USA
QuadTech, Inc.
Gateway Bookbinding Systems
ITNH, Inc.
Capital One Spark Business Card
Memjet
Martin Yale Industries, LLC
Vivid Laminating Technologies Ltd
Technifold USA, Inc.
INX International Ink Co.
The Challenge Machinery Co.
Colter & Peterson/ Microcut
Hohner
Spiel Associates
Nordson Corporation
Innove Global Solutions, Inc.
LBC Ltd.
Verso Corporation
Collins Inkjet
Best Graphics Inc.
GPA, Specialty Substrate Solutions
Garrido Printing Equipment
Superior Paper Handling Solutions
Interthor Inc.
4over Inc.
Deluxe Stitcher Company
Beta Industries
Creative Banner Display
Pro-Bind
Graphtec America
Stoub Design Company
Printers Repair Parts
Appvion
MR Tech, Inc.
Masterpiece Graphic
Cosmo Films
ariTQ
Kanzaki USA Inc.
The Printerverse/Print Media Centr
Sealed Air Corporation
Tamerica Products, Inc.
MGL International
WCJ Pilgrim Wire
OKI Data America
Grimco
Convertible Solutions
Akdes Products Inc.
MultiCam, Inc.
drupa 2016
GMC Software Technology
GemmTech Corporation
PrintOne Graphics Inc.
MHI Graphic Technology LTD
Air and Water Systems
GrafikAmerica
Package Printing Magazine
Finzer Roller
Exile Technologies
Rhino-Lite Scrapers (RSC)
Matik, Inc.
CDR Graphics LLC
Maidern USA
DCS USA
Meridian Laboratory
Heidelberg Magazine
Heller - Schroder USA
The Mosaica Group
Tompkins Printing Equipment Co.
Future Print Experiential Lab- by FlexTech
InPlant Place
Mutoh America, Inc.
FASTSIGNS
Renz
Roland DGA
Idealliance
RECEPTION AREA
- Indicates NPES Member
Floor Plan as of August 26, 2015

Exhibitor Listing

GRAPH EXPO 15 and CPP EXPO Exhibitors (In alphabetical order as of August 26, 2015)

VERSO®

FUTURA®

STERLING® PREMIUM DIGITAL™

STERLING® PREMIUM DIGITAL™ FOR HP INDIGO

PRODUCTOLITH PTS. DIGITAL®

BLAZER DIGITAL®

TRUEJET®

TRUEJET® HYBRID

TRUEJET® BOOK

VISIT US AT
BOOTH
#3667

Verso Corporation
6775 Lenox Center Court
Suite 400
Memphis, TN 38115

800-258-8852
versoco.com

Exhibitor Listing

GRAPH EXPO 15 and CPP EXPO Exhibitors (In alphabetical order as of August 26, 2015)

Profitability Risks from Supply Theft & Counterfeit Products: What You Need to Know and Do

As you navigate the latest technologies to drive business growth and profitability, the influences of the black market on your business are unlikely to be top of mind. Stolen inventory is the core to the black market and trade in stolen printer supplies is mushrooming. Given their dollar-value, it's not hard to see why. Another developing trade within the black market is counterfeit printing. Counterfeit printer supplies and theft in the workplace are real issues that can be detrimental to an operation if the proper precautions aren't taken.

As a print service provider, you need to protect your operation and bottom line against these blatant and serious crimes by educating yourself and your staff about the dangers of counterfeit supplies and theft.

Does your operation run on contracted supplies?

Today, with many print providers taking part in metered supply replenishment programs, understanding the issue and consequences of supply theft is more important than ever. If contracted supplies from an Original Equipment Manufacturer (OEM) are found for sale on the open market, they're considered stolen property. OEMs may then pursue criminal and/or civic claims for the financial recovery of the stolen supplies that are provided as part of a contract. In cases like this, not only are the actual thieves held liable, but the operation the thieves targeted may be as well.

Consider the following best practices to help secure and protect your supplies:

- Maintain a chain of custody for your printer supplies and limit access to only those who need it.
- Never share or borrow contracted supplies—the product may find its way into the open market. If found, you may have to pick up the bill.
- Avoid over-ordering and storing excessive stock on site. The best way to reduce temptation for illicit behavior is not to create a conducive environment.
- Return unused supplies to the OEM at the end of a contract or when upgrading equipment–don't sell them to the collectors–they are not yours to sell.
- Reinforce the risk of termination if convicted of stealing.

Do you purchase supplies for your operation? Beware! Counterfeit supplies are on the rise.

Did you realize that counterfeiting in the imaging supplies industry is a $3 billion business? Counterfeit printer supplies—most commonly toner and ink–are virtually indistinguishable from "genuine" until you install them—and then the trouble begins.

Upon installation, some presses electronically authenticate the newly installed toner or ink, and this is where counterfeit supplies typically fail. This is actually the best-case scenario. It's in cases where they do sync up with the press that the real trouble occurs, for the fake toner or ink—made without any regard for quality whatsoever—will almost certainly render sub-standard image output, and worse yet, seriously damage the press through leakage and contamination of critical imaging components. The extent of damage caused in a press by counterfeit supplies and the resulting costs in downtime alone shouldn't be underestimated.

Here are some tips and suggestions when replenishing your supplies:

- **Don't be fooled. You get what you pay for!** If you're ordering from a non-OEM channel be very cautious of heavily discounted products, inventory liquidation sales, offers for overstocked products, cash only deals and cartons that have misprints or poor print quality on the packaging.
- **Take the safe route and protect your operation and your bottom line.** Order products from the OEM and trusted partners. It's the surest way to guarantee your supplies are genuine.
- If there are any suspicions that the supplies you've purchased aren't authentic, it's important to **alert the OEM and the company from which you purchased the supplies**.
- **If purchasing Xerox supplies, you can easily validate their authenticity before installing them** by accessing the online Supplies Validation Tool and the security label number found on the outside packaging.

Don't let theft or counterfeit supplies jeopardize your print operation, bottom line or your reputation. Protect your operation!

For more information, visit Xerox (Booth 613) and check out www.xerox.com/printer-supplies/brand-protection/enus.html.

Barton & Cooney Increased Competitiveness, Cut Down Costs with New Pitney Bowes Printing Solution

(L to R) Pat Doyle, President, Barton & Cooney and Steve Angel, Director of Production, Barton & Cooney

Barton & Cooney is a Burlington, NJ-based letter shop that has provided a broad range of mailing services nationally for over 45 years. Processing more than 30 million mail pieces monthly from its facility, the company offers services that range from specialty printing and direct mail to inserts, financial printing, and forms. The company's printing capabilities are especially diversified, including cut-sheet laser services, MICR printing, UPC barcoding, continuous feed laser printing services, image data formatting, among many other offerings.

More than anything, Barton & Cooney prides itself on its ability to perform and deliver high-quality, on-time work. "It's a way of life around here," Barton & Cooney President Pat Doyle has previously stated. The company emphasizes that all projects are managed with a goal of producing a savings in time, money, and effort for its clients.

The company was recently looking for a way to maintain its commitment to timeliness by meeting the increasing demand for shorter turnaround times and respond to projects with tight timeframes.

"Turnaround time is becoming shorter for a lot of the work we do," says Doyle, "and we were struggling to meet these tight time frames." The company had also been forced to turn down a promising RFP it did not feel it had the capabilities to handle, and Doyle wanted to be able to respond to new business opportunities.

Faced with increasing competition and commoditized pricing, the company began looking for ways to increase competitiveness, while lowering operational costs and providing clients with a lower cost-per-piece for printing.

After weighing historical costs and potential revenue, Barton & Cooney decided to migrate to the Pitney Bowes White Paper Factory solution, which includes the IntelliJet 20 Printing System from Pitney Bowes (Booth 1239). The system consolidates the workflow by using rolls of plain white paper rather than pre-printed forms, improving speed, accuracy, and precision.

In addition, Barton & Cooney can now process more types of applications on a single system. "During any downtime," says Doyle, "we are constantly testing different applications and the results go way beyond any results we were expecting."

Since adopting the new printing solution, Barton & Cooney has reduced operating costs and increased throughput by 50%. The company has also lowered employee full-time equivalents by two and gained new functionality and capability including more types of jobs on a wide range of substrates, as well as the ability to print hundreds of variable jobs.

The high-speed, high-quality accuracy of the IntelliJet 20 has enhanced uptime and performance, allowing them to take on additional print volume immediately and increasing the company's competitiveness. "With the IntelliJet 20 Printing System, we can meet the demands of our clients for quicker turnaround from receipt, print, to post," says Steve Angel, Director of Production, Barton & Cooney. "We were able to produce 300,000 images daily on two toner printers and can now produce 450,000 images daily on a single IntelliJet 20."

The new capabilities help meet another of Doyle's initial challenges, responding to brand-new RFPs. "There are not too many companies like ours that can offer our capabilities," says Doyle.

Experience the Future of Print

The Industrial Printing Pavilion is your destination for future print applications that are not the stuff of science fiction. In Booth 4436, FlexTech Alliance returns with its Future Print Experiential Lab, a combination of presentations and hands-on learning opportunities in the area of printed electronics and "the Internet of Things."

"We are there to educate and provide opportunities for people attending the show to see, touch, hear about, question, and understand all the things that are happening in flexible and printed electronics," says Heidi Hoffman, Senior Director of FlexTech Alliance. "We'll be showing what is being done right now, how it might impact printing businesses, and how printers can offer those things with minimal additional equipment or processes."

During the course of the show, FlexTech is offering 45- to 60-minute presentations during which speakers discuss various aspects of both the technology and the business of printed electronics, the applications, and the equipment, supplemented by on-site, hands-on demos of how these products are actually made. There is also a showcase of products that have already been produced to show attendees what is possible. Presenters include representatives from companies such as E Ink, developer of the electronic paper used in ebook readers such as the Amazon Kindle; educational institutions offering cutting-edge printed electronics research and academic programs such as Western Michigan and CalPoly; and equipment manufacturers and suppliers such as Novacentric.

The Future Print Experiential Lab is overseen by FlexTech President and CEO Michael Ciesinski. Look for other surprise events over the course of the show.

"There are people who have large print shops, and the interest has been in understanding what the next generation of print will be," says Hoffman, "as well as answering the question, 'if I wanted to print that tomorrow, what would I need to change?' We want to give them a feel for where all these technologies are and what's being done right now so they can understand how it might fit into their own processes.

"There are opportunities right now, and they can offer these services to their customers."

Ricoh Shares Extensive Expertise with Students at SkillsUSA's Annual National Leadership and Skills Conference

Ricoh Americas (Booth 1231) participated in SkillsUSA's 51st Annual National Leadership and Skills Conference (NLSC). SkillsUSA is a national organization serving teachers and high-school and college students who are preparing for careers in technical, skilled and service occupations. As part of its Graphic Communications sponsorship, Ricoh is providing several RICOH Pro C5100s, one of its color digital printing system, offering attendees hands-on experience with one of the most popular printing systems operating in businesses today.

SkillsUSA, took place June 22-26 in Louisville, KY and featured The SkillsUSA Championships, a showcase for the best career and technical students in the nation. It rewards students for excellence, involves industry experts who directly evaluate student performance, and keeps training relevant employers' needs.

"In an ever-evolving production printing market, we at Ricoh see great value in participating in events like SkillsUSA, where we are given the opportunity to educate students on the latest trends, technologies and industry demands in this space," said John Fulena, Vice President, Production Printing Business Group for Ricoh Americas Corporation. "In doing so, we are able to help future small business owners and enterprise executives prepare for what to expect in the industry as they begin their careers. We're excited to be showcasing the RICOH Pro C5100s at this year's conference and interested to see how students react to the versatility, speed and ease of use of the system."

This year, participation in the SkillsUSA Championships' Graphic Communications competition consisted of an eight part contest which included: digital press, digital workflow, electronic prepress, finishing, offset press operations, oral professional assessment, production planning, and technical knowledge test. Ricoh participated in the digital press segment; students were be challenged to set up a Ricoh device for proper file transfer, create a finished product that may consist of variable data or inline finishing, and finish with a short written test. Ricoh also gave away RICOH Theta cameras to this year's SkillsUSA Championships winners.

In Education Main Street at GRAPH EXPO 15 "The Hiring Hub: Closing the Skills Gap" (Booth 570) will be recreation of the championship challenge with the goal to encourage young people to consider the graphic communications and printing industry as a career.

Mitsubishi Imaging to Showcase New CtP and Digital Imaging Products and Solutions at GRAPH EXPO 15

Mitsubishi Imaging (MPM), Inc. (Booth 631) is introducing new CtP devices and an expanded portfolio of digital imaging products at GRAPH EXPO 15 with the theme, "Mitsubishi is Print; Mitsubishi is Paper."

"Mitsubishi Imaging has listened to the marketplace and responded with new metal CtP platemakers and plates for small to medium sized commercial, in-plant, and screen printers and with our broad range of production inkjet papers for high-speed inkjet printing," says Catherine Cartolano, VP of Sales and Technical Services at Mitsubishi Imaging (MPM), Inc.

Mitsubishi goes metal

Designed to grow as your business does, the Cron-ECRM is configurable with mix and match components that allow you to run manual to fully-automated. With a choice of liquid-cooled diodes configurations ranging from 16 - 96 channels, speeds of up to 75 plates an hour are possible. Compact, with add-on components that can be arranged in a variety of configurations, the CRON -ECRM is good choice for small or unique spaces.

It is a low maintenance, affordable, metal CtP solution for the offset mid-size print market. This feature-rich fully integrated CtP system is the perfect choice for Commercial and Newspaper applications.

VDP-CF3070

MPM is demonstrating its next-generation of chemistry-free CtP, the Violet DigiPlater VDP-CF3070, which sets a new standard for offset printing in the small to medium-sized print market. This compact and fully automatic CtP platesetter is 100% chemistry-free using only water in its processing. The fully automatic Violet Digiplater VDP-CF3070 allows users to expose up to 6-page formats and outputs 20 plates per hour at a resolution of 2,540 dpi. Plates are exposed, punched, washed-off, dried, and cut to format, ready for immediate printing.

CRON-ECRM

Mitsubishi Imaging and its parent company Mitsubishi Paper Mills, LTD are featuring the following lines of Production Inkjet Papers:

- SWORD iJET sets a new standard for glossy stock in the high speed inkjet market. With unparalleled ink absorption and drytime, SWORDiJET, allows printers using dye and pigment ink to run at maximum productions speeds while using less ink without cockling, offsetting, or bleeding.
- Mitsubishi Premier IJ Form is a premium, bright white, lightweight inkjet coated paper designed for high resolution graphics. The proprietary instant dry coating produces exceptional color gamut and line acuity without sacrificing print speed or color accuracy.

Mitsubishi Paper Mills has designed a range of inkjet coated papers (Value IJ) specifically for transactional and transpromotional print jobs. Its papers have a special coating engineered to receive and control each ink dot. This ensures the paper successfully accommodates the full color gamut, reproducing hue, saturation, and clarity of detail precisely. Choosing the right media to produce high-quality results consistently helps transactional and transpromotional customers maintain their competitive advantage. Mitsubishi's Value IJ line of papers is an economical solution that offers a competitively priced sheet with outstanding line acuity and image sharpness.

New specialty media for signage and displays

Mitsubishi Imaging, Inc. has carefully crafted a synthetic film portfolio for sign and display. Synthetics are the perfect choice for both indoor and outdoor promotional applications such as window posters and clings, banners, wide format signage, and hanging graphics. Synthetics resist water, grease, and chemicals, are tear resistant. Mitsubishi's portfolio is compatible with aqueous, latex, and solvent printers. From high-end films to more economical equivalents, from backlits to adhesives, , the company offers a range of materials that meet the demands of high impact signage.

More Colors, More Business: What a Fifth Station Can Do for Your Shop

In today's on-the-go world, attention is a commodity that's hard to come by. For printers, it can be even harder. So how can you get your output to stand out among the constant stream of information your audience finds itself perpetually sifting through? Many of these attention-giving (or denying) decisions are made in the first fraction of a second in which someone sees a piece of information. A lot of the time, much to the chagrin of many of us in the printing world, collateral produced by a standard CMYK setup gets glossed over–no matter how nicely it's been *actually* glossed over–by viewers scanning for something new and interesting to look at.

That's where five-color printing comes in. Through the addition of white and clear toner, you can produce output the likes of which many members of your audience have never seen. With beautiful pale colors, bright whites, glorious clear coats, and a whole new world of dark substrates open to you, you can start to win those split-second wars for attention, getting your foot in the door to convey your message. For all kinds of printers, that's a huge value-add, potentially increasing ROI.

For commercial printers especially, those eye-catching capabilities can translate directly into revenue, as impressed customers come back for more and word gets out to bring in new business. Ricoh's (Booth 1231) new 5th Color Kit, provided in tandem with RICOH Pro C7100X series devices, aims to help commercial printers skip directly to the eye-catching proof points designed to bring in business by providing them with output samples they–and their potential customers–can hold, as well as step-by-step instructions to reproduce the effects the Kit leverages. While five-color printing was on the market prior to the RICOH Pro C7100X series launch, it has never before been available at such a low price point, meaning printers who previously felt priced out of the five-color space can finally make the jump.

While simply introducing an audience to a type of output they're not used to seeing can help win their attention, another huge component of such a winning formula is leveraging beautiful and interesting visuals. With the increased color gamut a fifth color station provides, the creative possibilities for your output increase enormously. How often have you–or your design department–been frustrated to find that the vision for the perfect collateral–breath-taking, exactly what the copy demands, impossible to improve upon–just can't be produced accurately by your current, four-color setup? Compound that frustration with the wasted time and resources that go into attempts to tweak settings and print not-quite-right versions, and no one could blame a printer for feeling like tearing their hair out–or, perhaps more wisely, investing in a five-color device.

If you're curious–or, as a commercial printer, you think your customers will be curious–to see just what five-color printing can do, be sure to check out Ricoh's 5th Color Kit, conveniently sorted into customer-oriented sections, such as "music venue" and "retail," making it the perfect waiting-room book for a commercial shop. So while you're at the show this year, be sure to take a look at some of the five-color samples that are available. And, once you've done that, get your phone out, because you'll likely want to have a conversation with your accounts payable department soon after.

The Convergence of Package Printing

Once again, Ryobi presses are among the few running at GRAPH EXPO 15 and CPP EXPO that are not digital devices

Within the co-located CPP EXPO, Ryobi MHI (Mitsubishi Heavy Industries) Graphic Technology (Booth 4213) is running live demonstrations on real "iron"–that's the term that old-school print people use for offset presses, in this case those of the sheet-fed variety. Each day of the show this week, visitors can see live demonstrations of its eight-up 925 LED-UV offset model, which has garnered MUST SEE 'EMS recognition thanks in part to Insta. Color control and Smart RPC fully automatic plate changer.

Ryobi MHI's latest in color-control technology, Insta.Color stands for Integrated Smart Technology and Automation for Color Print. Ideally suited for short-run print production, Smart RPC automated plate changing gets jobs up to color in only 25 sheets and touts six-minute makereadies.

Eyes wide open

As a GRAPH EXPO 15 and CPP EXPO attendee, you never know what you might see at the show. In Chicago last year, Jim Ferguson saw another LED-UV model in action. The press is now on his pressroom floor at J&J Printing in Lenexa, KS. The six-up Ryobi 754 XLG Packaging Edition press was installed this past May. J&J is the first printing company in the Kansas City area to offer instant LED-UV curing..

"My partner Wayne Welkner and I saw the Ryobi 754 XLG at GRAPH EXPO last year and fell in love with it," Ferguson recalls. "We needed to upgrade our equipment and, originally, thought we'd have to buy a used press because that's what our budget dictated," he explains. That limited thinking came before their Graphco dealer encouraged Ferguson and Welkner to take a hard look at the total cost of ownership (TCO) of financing a new Ryobi MHI press.

And take a hard look they did, kicking all the proverbial tires a year ago on the show floor. Between faster set-up times, three-up (11x17 inch) gang runs, and reduced payroll hours, J&J management estimates a return on investment (ROI) in fewer than four years.

But why the packaging edition press with LED-UV? "We've been searching for a new niche," Ferguson shares, "and think short-run, boutique packaging may be it."

In North America, Ryobi MHI equipment is directly imported, sold and supported by Graphic Systems North America, RM Machinery, and Sun Digital.

RockTenn Sets World Production Records with KBA Press

RockTenn's Nicholasville, KY, folding carton team set two world records in March 2015. The team earned the first record by printing more than nine million sheets in one month, and the second by printing more than 357,000 sheets in one day. Both records were set on the KBA (Booth 213) Rapida 164 64"seven-color plus coater press, which was installed in May 2014.

"We salute the Nicholasville team for its outstanding success in setting these world production records," says Craig Gunckel, RockTenn's Executive Vice President of Merchandising Displays and Folding Carton. "These milestones are a testament to our truly engaged workforce, and we're honored to have them on our team."

To put the achievement in perspective, the number of average size sheets printed and laid end-to-end equals the length of more than 142,500 football fields or three cross-county flights from New York to Los Angeles.

Executive Press Invests in Canon's PRISMA Solutions

When it comes to business communication services, Executive Press in Richardson, TX is a one-stop shop. General Manager/Owner Dave Allen says, "We pride ourselves on getting to know our clients on a very personal level, and we've developed strong relationships with the local manufacturing firms in our area. We keep a close eye on their demands and invest in equipment accordingly."

Offering services from design through to mailing and fulfillment requires the right technological investments. Executive Press has a variety of printing devices, including Heidelberg offset equipment, a Canon (Booth 1213) varioPRINT 120 digital press for black & white production and a Canon imagePRESS C7010VPS digital color press. Allen states, "Our equipment mix ensures that we deliver the highest quality, but we needed to back this with streamlined workflow to meet tight deadlines and remain competitive from a pricing perspective."

When considering its next investment, Executive Press transitioned its digital print workflow and controller to PRISMA solutions. According to Operator Todd Johnston, this investment enabled the company to streamline its production print processes. Johnston explains, "With our old system, imposition capabilities were limited and labor-intensive. With the PRISMAprepare solution and PRISMAsync controllers, our prepress activities are streamlined. This eliminates steps in our workflow, helping to reduce turnaround times and increase productivity. In some cases, the new system can save up to 10 to 12 man-hours in relation to the old system, and the prepress people can devote their time to other tasks."

PRISMA solutions make it much simpler to manage jobs across devices. Executive Press can now manage job splitting automatically using Océ PRISMAprepare, which provides the necessary routing for black & white printing and color printing.

Allen elaborates, "Everything is about time in this industry. The PRISMA workflow allows us to produce jobs much faster, than we ever produced them before. Paper costs the same to everybody, toner costs the same to everybody. The only place you can make a difference in this industry is time."

The PRISMAsync controller also makes it easier to manage color for each individual job with its on-board intelligent color management system. Allen notes, "Many of our clients are very particular about color, because they are a reflection of brand and they have to be exactly right time after time, from one order to the next. Non-matching color is unacceptable to our clients. With the PRISMAsync controller, the colors match customers' expectations."

Executive Press also never overlooks what it considers its greatest asset–its people. Allen concludes, "We learned a long time ago that we're really in the business of building relationships. Everyone on our staff is committed to providing excellent customer service and delivering high-quality products and services. By purchasing great equipment and employing great people, we've been able to form long-term relationships with our customers. We're not just another printing company–we're a trusted and valued strategic partner."

5th Annual GlobalPrintMediaChannel Forum at GRAPH EXPO 15

The 5th annual GlobalPrintMediaChannel forum, the annual knowledge exchange for the GlobalPrintMediaChannel of manufacturers, distributors, dealers, and printers, is being held today, Monday, September 14th from 8:30-10:00am in McCormick Place North, Room N426ab.

Host GlobalChannelPartners (www.globalchannelpartners.info) specializes in bringing together members of the global print media channel, achieved via five principal activities:

- **Summit:** Held this year in Manchester UK, this annual 'get together' of the GlobalPrintMediaChannel of manufacturers, distributors, dealers, and printers is slated for November.
- **Forum:** Held at a GASC/NPES event, i.e. GRAPH EXPO or PRINT, the forum is the annual knowledge exchange for the GlobalPrintMediaChannel of manufacturers, distributors, dealers and printers in partnership with GASC/NPES and *Dealer Communicator*.
- **Tour:** Each year the summit travels to print trade shows across the print world, such as GRAPH EXPO and PrintPackArabia, meeting with the Global PrintMediaChannel of manufacturers, distributors, dealers, and printers.
- **Programs:** Extensive original programs are dedicated to informing and supporting CEOS, managers, marketers and researchers working in the GlobalPrintMediaChannel as manufacturers, distributors, dealers, and printers.
- **Research:** Unique and exclusive range of academically-driven research, including Insights, Spotlights, Signposts, Pathways, Foresights, Scenarios, plus the Research in Residence program, leading to commercial opportunities and supporting the Global PrintMediaChannel of manufacturers, distributors, dealers, and printers with original and applied knowledge.

The theme of this year's forum is "The State, The Opportunity and the Future of the GlobalPrintMediaChannel." If you are a manufacturer, distributor, or dealer working in the print media industry come along to learn about:

- **The State** – Dr. Joe Webb talks about what is happening today in the channel and how this affects and impacts your business.
- **Opportunity** 1 – Roberto Magliulo, the new CEO of CTPOptotec, Italy, discusses his plans to take his print technology business global.
- **Opportunity** 2 – Dominik Szulim, the CEO of key2print, Poland talks about his plans to take his Web2Print software business global.
- **The Future** – Danny Moloney discusses the future of your business in the GlobalPrintMediaChannel.

Dennis Mason of Mason Consulting, a renowned channel commentator, is moderating the event. Sponsors are GASC/NPES, *Dealer Communicator*, and GlobalChannelPartners.

GRAPH EXPO 15 and CPP EXPO attendees are invited to meet with representatives from GlobalPrintMediaChannel throughout the show, at Booth 3661, the GlobalChannelPartners International Pavilion & Zone.

Printerverse Stages Close Encounters With Exhibitors

If you see someone dressed as a space alien—or we *hope* it's merely someone dressed as a space alien—wandering the GRAPH EXPO 15 show floor or patrolling the entrance to the show, don't panic! It's only the host of The Printerverse's Alliance Booth Crawl. With its home base in Booth 3867, The Printerverse, presented by the Print Media Centr, spans 2,500 square feet and offers a mix of events focused on the latest industry trends and features, such as panel discussions, case study presentations, networking events, and periodic guided tours of The Printerverse Alliance members' booths.

The Printerverse Alliance includes almost two dozen exhibiting companies, including Avanti (Booth 654), B&R Moll (Booth 3213), Canon USA (Booth 1213), CHILI Publish (Booth 441), Fastbind USA (Booth 3245), GPA Specialty Substrates (Booth 3822), HP (Booth 1202), Mutoh (Booth 4241), Pitney Bowes (Booth 1239), Scodix (Booth 2231), Two Sides (Booth 3769), Xerox (Booth 613), and more.

Each year, Deborah Corn, Director of the Print Media Centr and creator of The Printerverse, brings creative and eye-catching features to the show.

"This year, I'm going to have an alien standing in front of the GRAPH EXPO 15 hall with a Printerverse flag and take people on VIP tours of the Alliance booths," says Corn. The alien will also be prowling the show floor. "I want people to say, 'What the hell is going on?'"

Today and Tuesday, look for the Alien beside the registration area at 11:00 am and 2:00 pm, where he/she/it is gathering up attendees to go on the Booth Crawl. The Crawl will also be held on Wednesday, times to be determined. The Crawl spends up to 10 minutes at each booth, where attendees get VIP tours of the larger exhibitors' displays, and meet-and-greets with owners of the smaller exhibiting companies. The crawl will wind up in The Printerverse, where there is a special event.

There is no preregistration for the Booth Crawl, and anyone can jump on whenever they see the Alien, even if it's already in progress.

The HP Indigo EPM Preflight Solution

Enfocus' (Booth 444) solutions for the graphic arts, including Enfocus PitStop Pro, Server, Switch, and Connect have long streamlined processes for companies, large and small, around the world.

In a move to further support growing verticals and support for printers and graphic arts professionals, Enfocus teamed up with HP to develop the innovative HP Indigo EPM Preflight Solution. It combines Enfocus Switch, Enfocus PitStop Server (standard), and the HP Indigo EPM Kit.

The HP Indigo EPM Preflight Solution automatically preflights print-ready PDF files, and then routes them to EPM or non-EPM specific hot folders, based on a set of rules.

Key benefits:

- Increase HP Indigo EPM print volume.
- Automatically sort files for printing in HP Indigo EPM mode.
- Optimize manufacturing processes by reducing touch points.
- Save time, reduce costs, and increase profit.

Existing customers using the solution have cited the following successes in using the technology:

- Processes optimized by standardizing production methods.
- Significant time saved by reducing the need to manually determine which jobs can print using EPM.
- Cost has been reduced and time has been saved by avoiding the need to print both CMYK and EPM versions of the same job for manually comparison and decision-making.
- Increased total throughput of print jobs.
- Increased print volume; increased revenue.

"The HP Indigo EPM Preflight Solution from Enfocus allows us to define very specific parameters for our devices. It's given us a confident automated workflow to save us more money with technology that we already had in place," says Brian Scott, President at Blooming Color, Chicago, IL.

"Implementing the HP Indigo EPM Preflight Solution from Enfocus has enabled us to significantly reduce our pre-press workload and improve press utilization, providing us with substantial cost savings, which can be scaled as our business continues to grow," says Richard Charnley, Director at NXP Europe.

NEW PRODUCTS

Digital Offset Press

The Presstek (Booth 2640) 52DI is among the most efficient and productive presses ever brought to market in the 52cm landscape format size. This 4-color digital offset press has a maximum sheet size of 20.47x14.76" and produces up 10,000 sheets per hour.

Compact Production Printer

The RICOH (Booth 1231) Pro C5110s is a full-color digital production imaging system. It prints and copies up to 80 ppm, and produces professional output that can be collated and finished in-line. Its toner formulation increases printable color gamut by 10% compared to previous models, and its lower fusing temperature

means faster warm-up times and lower energy consumption. Users can choose from the Fiery E-22B or the server-based Fiery E-42B controller running the EFI FS-100 platform.

Packaging Printer

Mutoh America, Inc. (Booth 4241) is enhancing its packaging and signage printer line with the UV-LED ValueJet 426UF, a 19x13" printer. It is priced at $19,995 MSRP, including a vacuum table, Mutoh edition FlexiPrint DX RIP software, one year limited on-site warranty, and VJ Total Install CD with Windows print driver.

It prints directly on a variety of flat and 3D substrates up to 2.75" thick using CMYK, white, and varnish ink. Its small footprint makes it easy to place on a desk or table, fitting perfectly into any print shop looking to expand its applications.

Digital Press

The HP (Booth 1202) Indigo WS6800 Digital Press increases capacity for digitally printed labels and flexible packaging by delivering the industry's highest crossover point in narrow-web production versus analog for most pressure-sensitive label jobs.

It reduces time spent preparing color profiles and PANTONE color matching by up to 75% with an in-line spectrophotometer. Using closed-loop control, the spectrophotometer eliminates the need for manual color calibrations and adjustments.

Preflight Software

Enfocus' (Booth 444) PitStop 13 now includes automatic bleed generation, preflight restrictions, and customizable preflight messages.

Enfocus' core PitStop Library technology is used within the majority of mainstream prepress and digital print workflows, including those from EFI, FujiFilm, and Océ.

Wide Format Print System

For increased productivity and versatility, the Océ ColorWave 700 large format printing system from Canon USA (Booth 1213) is a perfect fit for those customers looking to print a wide range of color graphics as well as CAD/GIS applications. The new Océ MediaSense technology allows users to print on media up to 32mil thick. This 4 or 6 roll system can handle multiple jobs uninterrupted without having to load and unload rolls between jobs.

Digital Color Press

Xeikon (Booth 849) is showcasing a new dry toner-based digital color press, the Xeikon 9800. It uses Xeikon's QA-CD toner, delivering outstanding print quality at speeds up to 21.5 meter per minute.

It can print on a wide range of untreated substrates ranging from 40gsm to 300gsm. Its toner and high-quality imaging system deliver a print resolution of 1200x3600 with variable dot density for unmatched quality. At speeds of up to 21.5m per minute, it is the most productive digital color press in the Xeikon portfolio with 5/5 single-pass duplex printing. Available QA-CD toners include CMYK, Red, Green, Blue, Extra Magenta, and SuperBlack as well as White and Clear (UV reflecting) toner.

Solvent Media

The GS Canvas Production Satin is Epson's (Booth 841) latest canvas offering. It is an acid free, lignin free heavyweight cotton-polyester blend ideal for a range of photographic and fine art reproductions.

Epson GS Canvas Production Satin is a 16-mil/360 gsm two over one weave of a cotton/polyester blend base. It features a durable satin finish and can be stretched for popular display applications. It is available in 150' roll lengths and in width sizes of 24", 30", 54", and 60".

3D Proofer

DaVinci from Opensoft (Booth 225) is a product designer, interactive 3D proofer, and PDF builder that supports more than just 4-color printing. The designer and proofer components are built with HTML5 and Java Script; therefore they work on many devices including tablets and phones. The PDF builder component is a cloud-based web service.

The DaVinci proofer component creates 3D digital proofs of a design. These models can be freely rotated by the user, allowing them to see how the chosen processes interact with light. The DaVinci PDF builder component creates a print-ready PDF for each process, using the layers in the designer to add or subtract from the process-specific PDF as appropriate.

Large Format Viewing System

GTI Graphic Technology, Inc. (Booth 435) is exhibiting VPI (Vertical Print Iinspector), an ISO 3664:2009 D50 compliant viewing system designed for the evaluation and comparison of large format output in a vertical format. VPI viewing stations are available in three sizes: 40" wide, 52" wide, and 64" wide. The addition of an optional lower light source provides better evenness of light on the printed piece. Select models offer a digital dimming option for soft proof comparisons.

Premium Quickset Ink

EcoPure HPJ Soy from INX International (Booth 3617) is a premium quality quickset ink that outperforms on all levels. It is formulated with high percentages of soy and other vegetable oils and contains a cobalt-free drier package. It also qualifies for the American Soy Seal and is GRACoL G7 certified.

RIP Performance Tech

Fiery Job Parallel HyperRIP is an EFI (Booth 1902) technology that simultaneously processes print jobs up to 55% faster by optimizing the use of the Fiery server's interpreter and rendering engines across multiple processor cores. The new Fiery HyperRIP, included with the Fiery QX100 hardware platform running the FS200 Pro system software, released in June 2015, expands performance benefits to more print environments and offers a new mode of parallel job processing. This new functionality delivers increased production throughput for a wider range of jobs.

Workflow Software

Printware (Booth 1952) is showcasing its iJetColor Workflow 2.0 with new variable print driver, wider color gamut, and version 10 Harlequin RIP with additional features and benefits too numerous to mention.

Printware's iJetColor Workflow is based on the Navigator Harlequin RIP and workflow with features designed for use with the iJetColor Press. It provides users with features and benefits including a workstation CPU for a true turnkey solution, which is variable data enabled for easy, on demand personalization.

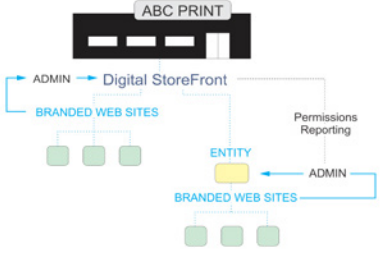
Wide Format Laminator

Vivid Laminating Technologies (Booth 3449) is showcasing the Easymount Air wide format laminators. The air pressure controlling the rollers allows user to mount

and laminate with incredible accuracy. The technology allows the roller to adjust to the exact thickness and pressure required allowing faster production times.

Web-to-Print Storefront

Digital StoreFront (DSF) is EFI's (Booth 1902) flexible web-to-print and eCommerce solution. Its new entity model introduces support for complex hierarchies



within a single DSF instance. Each entity is essentially a building block for defining organizational structure.

Under the entity model, the parent site can give the entity full or partial administrative rights, essentially defining a mini-DSF site. The entity can set up its own DSF experience, including multiple branded websites with workflows and products.

Print Monitoring System

Videk (Booth 1855) is introducing Docu-Vision Prime- Automated Print Quality Monitoring for Inkjet Presses. This in-line product automates the quality assurance process for high-speed inkjet presses.

It uses a well-defined diagnostic pattern injected into the workflow at the beginning and end of every job or pallet. The pattern is imaged by contact image sensors and precisely measures the health of the jetting modules to validate current press state.

Contact image sensors are installed into each print engine for duplex inspection or can be integrated into a free-standing unit stationed after the second print engine for future retrofit flexibility.

Printing & Finishing System

The Pitney Bowes (Booth 1239) AcceleJet Printing and Finishing System provides a simple, cost-effective path to high-quality

color inkjet that is perfectly sized for mid-volume transactional print and mail operations. The system offers a smart combination one-up roll-fed, high quality duplex color inkjet print engine with integrated finishing. It features Dual Print Modes and built-in flexible finishing options needed to process more types of jobs on a single platform. The Dual Print Modes let users fine-tune production to help users tackle even the demanding color quality or SLA's. Standard in-line finishing includes dynamic cross perforation, linear perforation, automated job separation, servo-controlled precision cutting, and more.

Web-to-Print Software

WebCRD 10.0 from Rochester Software Associates (Booth 231) is a leap forward in automation and the ease of use this release offers in-plants. New functionality includes:

- Visual Job Ticketing: WebCRD sets initial print options when customers upload a file to make ordering even more intuitive and visual. Displays updates in real-time as users change ticketing options, including setting individual pages or page ranges to B/W or color. This new HTML5 interface provides a great user experience and accessibility.
- Enhanced Automation: AutoFlow+ automates more jobs and orders with mixed job types, automatically sending them to appropriate work flows.
- Production Auditing captures all changes that happen during production and fulfillment processes.
- Configurable Production Statuses enables customized production workflow based customer preferences.
- Operator Assignment allows assignment of work to specific operators while still allowing operators to take on unassigned work or release jobs for others to work on. Operates in conjunction with Production Auditing.
- Shipping Console collects shippable order components as they are completed and allows the customer to offer partial shipment(s) or hold an order to ship until all items are complete. Includes user notifications.

Self-Service, Online Tool

arifiQ (Booth 3864) is a self-service, online tool that elevates the print buying experience by delivering instant quotes for custom print jobs.

This full-scale print estimating and order entry system is not limited by fixed price lists and handles infinite varieties of custom print products including: digital, sheet, web, and large format printing.

With arifiQ it takes seconds to get a print quote and place an order using six parameters to define the job: size, page-count, paper, printing, finishing, and quantity. If any parameters change, the most cost-effective price is instantly re-calculated and presented. It is easily integrated with pre-press, print MIS, and accounting systems using an API, which allows the printer to build in embedded calculators and order entry options on their website.

Cross Media Personalization Technology

The new version release of XMPie's (Booth 613) software for multichannel personalization, PersonalEffect 8.0, opens the door to advanced cross-media capabilities with a new architecture for handling digital media personalization.

The software allows for the design and development of online media with today's modern technologies and tools to create responsive design web content, mobile-friendly landing sites, single-page applications, and more. Developers can work in their preferred technology environment, yet still seamlessly bind in XMPie personalization, creating digital media experiences that are fully integrated with XMPie print personalization and data technologies.

Document Production Software

Solimar's (Booth 641) Chemistry Enterprise Dashboard (CED) provides real-time visibility into document production processes enabling control, accountability, and management of customer communications including omni-channel distribution. The modular software solution brings true end-to-end tracking allowing organizations to quickly gain insight into their production operations, improving efficiencies while supporting better business decisions. Installed in either a cloud or locally hosted environment, real-time information is communicated from various sources, making it easy to grasp and track complex production steps that might otherwise remain buried. This provides greater efficiency throughout the whole operation, providing the ability to create a white paper factory.

VDP Software

HP (Booth 1202) SmartStream Mosaic is a dynamic personalization application within HP SmartStream Designer for Adobe Creative Cloud. Available for Adobe InDesign and Adobe Illustrator, HP SmartStream Mosaic takes traditional VDP to the next level by automatically delivering controlled hyper-variability to produce millions of unique, reproducible graphic designs within specific graphic themes. With Mosaic, VDP moves beyond substituting text, static photos, and messages-to easily produce exclusive graphic designs for each recipient/product.

HP SmartStream Mosaic is currently being used for labels, packaging, and direct mail. For smaller jobs, output files are generated on a Macintosh or PC platform. For high-volume jobs Mosaic files are generated using HP SmartStream Composer 2.0.

VDP Mapping Software

AccuZIP, Inc. (Booth 1258) is showcasing two new products: AccuZIP Maps and AccuZIP Geo-Information.
Using AccuZIP Maps, customers will be able to include personalized maps in their direct marketing campaigns including print, email, and PURLS.

In addition, AccuZIP is providing Geo-Information services that are based on the same quality data as the maps. AccuZIP's Geo-Information services can supplement maps and images used in communications, enhance mailing lists, and improve efficiency of direct mail campaigns.

Automation & Connectivity Toolkit

uConnect from Transformations (Booth 2063) is a workflow connectivity tool that enables users to integrate their billing and mailing solution with business intelligence.

Using the core technologies of Uluro's Customer Communications Management solution, uConnect is an on-ramp for connecting legacy, ERP, ECM, and CRM systems with Uluro's multi-channel platform. This convergence enables companies to expand beyond print delivery to multi-channel communication without spending weeks or months rewriting existing software or programming new applications.

It provides integration with custom applications, enables connection from any system, and can be managed from virtually anywhere via desktop or mobile devices. With uConnect, users can update job status automatically, import jobs to Uluro from external systems, update Uluro dashboards, and create billing files that can be imported into accounting systems. These capabilities can lower costs, increase accuracy of critical communications, and enhance customer communications while providing an unprecedented level of service.

Dry Toner Digital Press

The bizhub PRESS C71hc is Konica Minolta's (Booth 1913) latest high chroma digital press. The expanded toner set yields a gamut volume of 505,567 (as calculated by Chromix Colorthink), which is over 23% larger than the CGATS CRPC6.icc profile. The extended gamut of the C71hc enables better brand color matching as well as improved sRGB color reproduction. The C71hc has an enhanced color density control feature for calibration and gradation for both RGB and CMYK channels ensuring consistent color quality. The engine is capable of duplexing up to 300 gsm media and supports an optional air suction paper feed creating worry-free usage of thick, slippery, coated, and synthetic-type paper. Banner printing up to 47" and an optional envelop fuser provide more functionality to the engine.

Press with Metallic Dry Inks

The Xerox (Booth 613) Color 800i/1000i Presses deliver increased press availability, new high-value application enablers that include optional metallic dry inks, and a more flexible and seamless, integrated

workflow to boost productivity. The Specialty Dry Ink Station enhances documents with metallic gold or silver dry inks or applies spot or flood creative effects with clear dry ink.

The presses offer exceptional image quality, flexibility in configuring workflow and finishing solutions to deliver on high-value applications, and unmatched automation to deliver high productivity and enable a print owner to consolidate equipment and operations. Among the devices' productivity enhancements is a full-width array to automate critical press functions, time to production operational improvements, and a new Xerox EX-P 1000i Print Server Powered by Fiery.

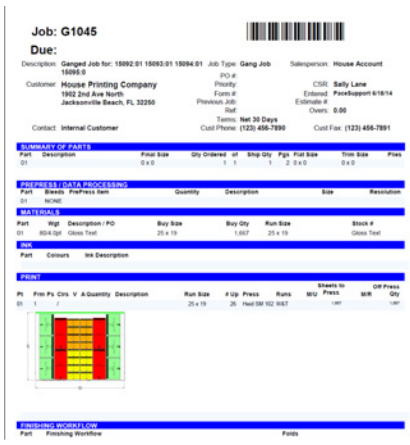
In-line/Near-Line Finishing

The VITS (Booth 563) Sprint Multi-Web Finishing System is a book and direct mail finishing line that allows for the finishing of one, two, or three preprinted rolls simultaneously into a common finishing line. Web widths start at 20" and can be as wide as 44", for each web. Finishing production speeds of 1,000 fpm are achieved and in excess of 5,000 books an hour can be produced. The ability to cut infinitely variable cut lengths from 5" to 25" allows for the production of nearly any perfect bound book, saddle stitched book, or direct mail piece. Multiple webs allow for the doubling or tripling of output without doubling or tripling the cost of capital equipment.

For books, both perfect bound and saddle stitched, output can be integrated directly with any commercially available perfect binder or saddle stitcher. Direct mail pieces can be zip sorted and readied for the post office. Multi web finishing can be applied to any rolls that were preprinted on any inkjet web press.

Marketing Collateral Planning

The ability to manage your fulfillment operation as it evolves requires a software solution designed to optimize the end-to-end fulfillment workflow. EFI (Booth 1902) PrintStream provides that foundation while integrating the fulfillment operation with your EFI Monarch or Pace Print MIS.



With PrintStream, every inventory transaction is tracked with a sales order number, customer sales order number, and a pick ID providing visibility into sales order transactions within the inventory system. A user can tell exactly what material was used for which order, what skid it was on, what warehouse it went to or came from, when it shipped, and who shipped it. The new PrintStream .Net release (EFI PrintStream v2015.1) provides a new user experience leveraging .net technology as well as several value-focused enhancements, including a new retail campaign module and new automated routing features for multi-facility operations.

Additional new features in EFI PrintStream v2015.1 include timed release of orders; selective discounts; Web API to create recipient attributes; ship date calculations based on SLA with alerts; and email triggers based on inventory requests.

Automated Workflow Solution

The EFI (Booth 1902) Fiery XF Cut Server, powered by SA technology, merges the power of the Fiery XF production RIP and color management workflow, with cutting functionality from SA International (SAi).

Cut path recognition at the Fiery production RIP can be automatic, or manual, for attended or unattended operation. Print file and cut information are simultaneously and automatically sent to the chosen printer and cutter, with no manual steps or user intervention.

The combined solution allows users to drive one of over 650 supported produc-

tion printers, and can control up to eight supported cutting devices from over 1,300, models by 80 different vendors. This gives customers more workflow flexibility with a wider choice of printer or cutter types.

The seamless integration between SAi's cutter front end and EFI's Fiery wide format RIP and color workflow, means customers receive an end–to–end print–and–cut environment with minimal touch points and maximum automation.

Digital Finishing Solution

The new MGI (Booth 3013) Digital Finisher (DF) Pro Solo is designed to function as a freestanding finishing hub and centralized workstation for all commercial and in–plant printing operations. It allows printers to feed output on hundreds of substrate and paper formats from multiple press sources into a single location for job completion.

The freestanding DF Pro Solo has a production speed of up to 5800 A4 sheets per hour with three finishing functions operating automatically in one pass and

can process sheet sizes up to 375mm x 1200mm/13x47".

The DF Pro finishing module features an intuitive "Touch–Screen" Operator Control Management user interface with a digital "Job Memory" Library that stores up to 500 pre–defined, individually unique work templates. The In–line Finishing System offers cut, crease, trim, and perforation options in one single pass.

Shop Managament Software

shopVOX (Booth 138) Pro is an all in one management solution that includes estimating, online proofing, invoicing, job management, scheduling, and tracking of sales leads. It is simple to use, yet powerful enough manage your entire shop. End the chaos in your shop with shopVOX.

Grit Texture UV Coating

ACTEGA (Booth 1949) is showcasing the UltraSheen UV–8738 Grit Texture UV Coating. So whether you are building a sand castle, showcasing an asphalt racetrack, or emphasizing the exfoliation elements of a skin moisturizer, the use of ACTEGA's patented UV grit texture coating provides the tactile feel needed to captivate a customer's attention.

RFQ Software

The EPMS (Booth 257) RFQ module has been enhanced by the addition of a browser based, wizard driven RFQ (Request for Quote) with built–in business intelligence, that provides both a customer

facing and employee facing web portal and that is supportive of multiple business types via a graphical and intuitive user interface. User configurable Wizards, which are fully integrated with the core system, provide users with the ability to pre–define product types that will launch a web page with product type specific questionnaires. Completion of the questionnaire will allow them to define a quote, upload files, and obtain instant pricing, based on answers to the questions.

Enhanced data throughput is accomplished by the direct and completed integration of the Wizards into the CRM module and the Estimating /Order Entry module by utilizing the full blown estimating engine in the core management system, ultimately leading to the job ticketing and scheduling functionalities. Press selection/comparison functionality, inherent in the core system, has also been built–in to the RFQ function.

Web-to-Print-to-Ship

Avanti (Booth 654) Slingshot integrates fully with print production systems including: RICOH TotalFlow Digital Workflow framework; Xerox FreeFlow Digital Workflow framework; and HP's SmartStream workflow portfolio. By leveraging JDF job ticketing, printers can customize rules for every job or simply emulate previous successful jobs. In addition, fixed rules that apply conditional logic to unique tasks can be implemented to help ensure the right person always has the right information to make the most informed print decisions for an organization.

Jobs are directly entered into Avanti Slingshot's Sales Order Module via either CSR, or, via the Internet (web–to–print). Avanti automatically passes all job information into the print production environment to perform automated pre–

press activities and can automatically pass all job information directly to the DFE. Upon completion of every job, the print server automatically sends job costing and stock information back to Avanti Slingshot for billing, inventory updates, and job tracking.

Third-party web-to-print systems that Avanti integrates with include: XMpie Storeflow; PTI Marcom Central; Pageflex; NowDocs; HP SmartStream Director; Four51; Prisme; RSA WebCRD; and any third-party system that can generate an XML file containing order information.

Multi-Purpose Product Catalog

GPA (Booth 3822) is showcasing its new Multi-Purpose Product Catalog, which features a collection of specialty labels and

substrates specifically for desktop inkjet and laser printers.

Featuring an extensive selection of layouts, colors, face materials, and adhesives options for a wide range of applications, the Multi-Purpose Product Catalog makes it easy to find the right substrate for your desktop printer. This product lineup continues the tradition of quality and availability that GPA's customers have relied on for decades, and also includes innovative specialty products added in response to emerging market opportunities.

Platesetter

Eastman Kodak (Booth 823) is unveiling the KODAK TRENDSETTER Platesetter Q2400/Q3600, a large plate format thermal platesetter that can image plates up to 1,422x1,804mm or 1,600x2,083mm respectively, featuring KODAK SQUARE-SPOT Imaging Technology.

Inspection Solution

Discovery MultiScan from Lake Image Systems (Booth 2263) is its core product which pulls together the images and data from a wide variety of cameras, RFID readers, and scanners that enables the implementation of any number of Discovery software tools to read, control, inspect, verify, log, track, and report–providing 100% quality inspection and print data integrity.

High Speed Wide Format Inkjet

Xante (Booth 431) is running the Excelagraphix 4200 live at GRAPH EXPO 15. Attendees are able to participate in hands-on demonstrations of this high speed wide format inkjet. It prints

customized, full color corrugated flat sheets, folded, and glued RSC's and die cut sheets up to 42" wide at speeds of 12" per second, for pennies per square foot.

Roll-Based Printer

Built on the Mimaki (Booth 2644) JV Series platform, the JV300 Series printers include newly developed printheads in a staggered configuration and inkjet technology with precise dot control that delivers higher productivity without sacrificing quality. The JV300 Series printers include eight ink channels and a variety of colors to provide the flexibility to

produce nearly any application. The SS21 eco-solvent ink set now includes not only Light Magenta, Light Cyan, and White, but Light Black for deeper dimensional monochromatic and grayscale imaging. The addition of Orange ink widens the color gamut for better accuracy in the color reproduction of food and solid Pantone colors. Included is the Mimaki Bulk Ink System 3 featuring economical, high-capacity 2L ink packs and a design that saves space by fitting on top of the cartridge ink station. Choose fast-drying, eco-solvent inks that can print on hundreds of media choices for signage and graphic applications. Or install dye-sublimation inks for textile, apparel, and soft signage production. Available in 54" and 64" inch widths.

UV Coatings

To complement its direct-printable magnetic substrates for digital and offset presses, Magnum Magnetics (Booth 3048) is introducing its Magnum-UV line of protective and aesthetic UV-curable coatings for digital and offset printing. Magnum-UV provides an exceptional gloss or matte finish for printed pieces, giving them a distinctive and attractive look. Magnum-UV features scratch- and scuff-resistance and superb adhesion to multiple substrates, including vinyl, film, paper, polypropylene, polyethylene, polyester, and more. Magnum-UV is designed to make printed magnetic signage or graphics look their best and hold up against the elements.

Bookletmaker

The BM350 from Morgana System (Booth 2448) can produce booklets of up to 35 sheets of 20 pound–equating to 140 pages.

The BM500 is the first Morgana bookletmaker to incorporate the new full-color touchscreen interface giving very clear visible instructions to the operator on

all machine functions. The bookletmaker can be supplied with a lead edge trimmer and with the Morgana Squarefold option for flat edged books.

Mail Inserter

W+D (Booth 1253) is introducing its latest mail inserter design the BB700 S2. The next generation independent drive technology of the BB700 S2 is setting new standards for single operator

efficiency, machine flexibility, tool-free job-to-job change-over speeds, and intelligent error compensation for unmatched "on-the-belt" productivity.

Without stopping the inserter, the BB700 S2's Auto Mismatch Recovery technology auto-corrects for pieces that are out of sequence due to miss or double pulls or product that that is missing due bindery related errors.

Printing prior to the inserting process achieves the highest print quality because it does not have to compensate for varying package thickness. This is the only print solution that will print on the full-face and flap of D/L and C5 (#10 and 6x9") envelopes.

Quick connect autoloaders and semi and fully automated back-end solutions like the sima220 from Palamides will insure the highest net "on-the-belt" yields with the lowest possible labor content.

Print Finishing Solutions

Valco Melton (Booth 4203) offers a range of print finishing solutions for web press gluing, deferred seal gluing, hot and cold carton gluing, PUR bookbinding, and envelope gumming applications.

Peripheral Interface Port

RICOH (Booth 1231) is introducing the RICOH Peripheral Interface Port (RPIP). This device enables third party high end finishing to be brought in-line for a RICOH Production printer.

Finishers from manufactures such as C.P. Bourg and Duplo can now be placed in-line, reducing man power needed to transport work for offline finishing work.

As printers deal with more and more short-run and on-demand orders, the speed with which jobs can be turned around and the next job begun is more important than ever. This is why the RPIP was launched, with a strong focus on enabling the swift, accurate flow of documents and information from printer to finishing device. With the RPIP in their shops, printers can reduce manual touch points and wait between printing and finishing, which can lead to fewer errors, faster turnaround times, and pack more business and more revenue into shorter timeframes.

In-line Booklet System

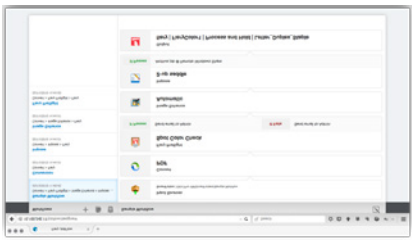
In partnership with RICOH (Booth 1231), Duplo (Booth 1926) is introducing the 350R In-line Booklet System–a reliable

bookletmaking solution that integrates the Duplo DBM-350/T Bookletmaker and Trimmer with the RICOH Pro C9100/8100/7100 series of production printers. On exhibit at the Duplo booth, the 350R In-line Booklet System is featured with the Slit/Cut/Crease and DSS-350 Square Spine modules along with the RICOH Pro C7110.

Job Preparation Automation Solution

EFI (Booth 1902) Fiery JobFlow makes it easy to automate the job preparation process to produce ready-to-print files with the fewest touch points.

The free version, Fiery JobFlow Base, consists of five modules: Locations, Convert, Image Enhance, Impose, and



Fiery Preflight. These allow users to build essential workflows that automatically pull jobs from specified input sources like Dropbox, flow them through defined steps, and output them to a Fiery server and/or archive them to another location.

The paid version of the product–Fiery JobFlow–brings even more advanced automation and prepress capabilities.

Digital Production Press

The Xerox (Booth 613) Versant 80 Press establishes new quality, performance, and productivity benchmarks

BALDWIN®

Unlocking Your Potential

Partnership vs. Supplier

More than just a roll of cloth - discover the difference

As the inventor of Prepac® and Drypac cloth technology, Baldwin sets the standard that others just follow.

The Baldwin cloth rolls are engineered specifically for superior performance on the cleaning equipment Baldwin has supplied to press manufacturers over the past 35 years. Baldwin collaborates with the top cloth producers in the world to develop cleaning medias engineered to give the best possible clean with exacting strength and absorption characteristics. As solvent and cloth technologies have evolved, Baldwin's global R&D team continues to develop new and improved products. All Baldwin partner customers can be confident in the Baldwin cloth roll performance; new products are only introduced to the market after exhaustive compatibility and on press testing.

As a global organization, Baldwin has the resources, capacity and flexibility to meet customer needs.

Baldwin is the largest supplier of cloth consumables technology in the printing market, shipping thousands of rolls to over 2,000 customers directly on a daily basis. This product capacity, along with excellent shipping performance is the reason the largest printers in the world count on Baldwin for their cleaning consumable needs. Baldwin has the unique ability to ship direct from its centrally located manufacturing plant to provide full support and quick response to unplanned or emergency needs. Baldwin is committed to meeting the demands of today's challenging print market with ongoing needs assessments and recently opened a west coast warehouse in California to further support the regional customer base.

The key to a great partnership is trust and communication.

Baldwin doesn't put customers under contracts but instead works with customers as partners to mutually agree on the best way to meet their unique needs. Not all customer needs are the same. Baldwin has a fully trained and cross functional team of Customers Service Specialists who are prepared to handle all of your parts and consumables needs. Baldwin's internal structure is built of teams working together to meet the customer demands and provide continual support.

Baldwin has reorganized and strengthened the Aftermarket Sales, Service and Customer Support team.

Partner customers can be confident that Baldwin team members are looking out for their interests and providing the best solutions. Baldwin sales executives are rewarded for supporting customer needs, which is why Baldwin can promise partner customers they will receive the best overall solution to meet their needs. Baldwin's focus is to provide added value over the long term and will continue to make significant investments in resources and solutions to support the customer's future needs.

Baldwin's knowledge and experience in the print market goes far beyond the supply of products.

Anyone can supply a product as a third party vendor. Baldwin is a Tier-1 and Tier-2 OEM in the printing equipment business and is able to offer partner customers unique solutions to maximize efficiency and minimize downtime, such as; dry to wet conversions, factory refurbishments, system optimizations and preventative maintenance packages, as well as consumables and original spare parts. The Baldwin Aftermarket teams support an equipment portfolio that includes Baldwin, Oxy-Dry and Web Printing Controls (WPC) equipment.

We invite you to our booth #970 to learn more about your benefits as a Baldwin Partner Customer - Welcome!

BALDWIN® Partner Customer

GRAPH EXPO®

Graph Expo 2015
Visit us at booth #970
Phone: (913) 888 98 00
csrteam@baldwintech.com
www.baldwintech.com

UV-LED & IR technology • Spray Dampening & Fluid handling • Color & Register systems
Cleaning • Consumables • Parts & Upgrades • Service

for entry-level digital presses to help print providers build their businesses by boosting productivity, enhancing image quality, and adding variety to their offerings. The press offers advanced automation, versatile substrate range, and simple operations.

The Simple Image Quality Adjustment feature and the optional Performance Package take the trial-and-error guesswork out of many color management, image quality and page

registration functions, to help providers easily establish a reputation for excellence and accuracy, while reducing waste and errors.

The 80-ppm print speeds raise the bar for entry-level presses. Substrate flexibility also is broad for its class, accommodating heavier stocks to expand the press' application range, while automated controls achieve high quality regardless of stock type. Envelopes can be printed without the special handling required on most digital presses in this class, saving considerable time and money.

Print Registration Inspection

At speeds of up to 2000 feet per minute, Axode's (Booth 1961) color verification system verifies color registration and color quality while providing real-time feedback to the print controller. Capable of providing real-time defect detection and data verification, the system enables users to ensure all print is within color quality specifications while also identifying defects such as streaks, voids, dirt, and data integrity defects. It is available with both the Axode 180 and Axode 1080 inspection systems.

Resource Management Solution

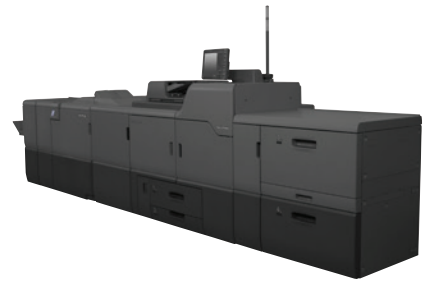
EFI (Booth 1902) Fiery Shop Manager is a cloud-based solution that provides business intelligence metrics and device management tools for production environments that contain one or more Fiery Driven printers. It consists of four modules.

- The Dashboard module captures print production analytics such as the number of jobs printed, media usage, total number of impressions and sheets, jobs printed by user, workflow and interpreter, number of color and black-and-white sheets printed, paper jams, input source, engine state, consumables level, calibration status, and a 24-hour timeline of operations. Users can view trends or compare side-by-side production statistics for individual printers or printer groups, based on customizable criteria.
- The Alert module lets users set rules-based email notifications based on business-specific compliance targets. It then sends real-time email notifications triggered by the engine status.
- The Sync module allows shop managers to define, apply, and distribute standardized resources across the printer network. Shop managers can also use the Sync module to submit instant updates to printers in the same location, and just as easily define a deployment schedule for a network of printers across the globe.
- The Manage module allows shop managers to discover equipment configuration, define printer groups, and export reports over multiple locations.

Color Production Printer

The RICOH (Booth 1231) Pro C7110X is a high speed, 5-color production class digital printer that can print at speeds up to 90ppm. It has a maximum sheet size of 13x19.2", a maximum monthly volume of 240,000 based on A4, and a 700K duty cycle.

It has the ability to add either clear or white as a fifth color option. To accompany the printer, RICOH has created the RICOH 5th Color Kit which provides a



collection of applications that printers can use to demonstrate this 5-color output.

The ac-transfer system and elastic fusing belt highlight output on a large variety of heavily textured media, which are fed by RICOH's new Vacuum feed LCT (27.5" Oversize Media option), helping printers expand their offerings. The model supports paper weights of up to 360gsm in both simplex and duplex.

RICOH's media library allows users to adjust and associate 99 different parameters per substrate to ensure IQ and reliability. Precise sheet-to-sheet and front-to-back registration based on a 12x18 sheet is achieved with mechanical registration.

Bell and Howell Invites Visitors to "Think Big" at GRAPH EXPO 15

Bell and Howell (Booth 1839) is displaying new products and services at GRAPH EXPO 15 that highlight the company's evolution beyond mail to software and hardware for printer sales, wide format print, independent maintenance, robotics, eCommerce, information infrastructure, cash management, and smart card production. Themed "Think Big, Think Bell and Howell," the booth features robotics demonstrations, a book signing by marketing expert Jeffrey Hayzlett, new products, and more. A working Savioke service robot highlights Bell and Howell's robotics expertise.

Bell and Howell welcomes noted author, media personality, and former *Fortune's* 100 CMO Jeffrey Hayzlett on Monday, September 14th from 4:00 – 5:00 pm. Hayzlett will be signing copies of his best-selling book *Think Big, Act Bigger* at a special reception in Booth 1839.

Making its debut at GRAPH EXPO is the new Producer Package Mailer, a high-speed inserter for rigid and bubble mailpieces. This system automates the insertion of documents into clipboard mailers such as FedEx, UPS, and USPS.

Some of the booth highlights include:

Bell and Howell Services – A new hourly rate structure provides flexibility while my.bellhowell.net facilitates parts ordering.

Inveloper – A unique green technology that wraps content in customized envelopes and eliminates waste. New upgrades include multiple matching between letter-insert-envelope webs with automatic synchronization, in-line envelope window making, and/or flap-profile die cutting, and more.

Producer – This inserter processes a wide variety of complex applications at speeds up to 22,000 cycles per hour.

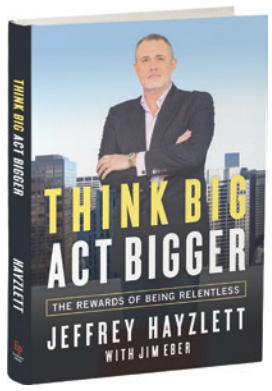
Enterprise Software Solutions – Improves shop-floor management, plain-paper-factory concepts, and customer communications.

Criterion Apex DM – A fast, modular sorter to commingle letters for postal discounts.

Criterion Elevate – Provides advanced sorting capabilities within a small footprint. Ideal for lockbox applications, inbound mail, and vote-by-mail platforms.

ParcelMgr – Horizontal sorter that handles a very wide range of packages and flats.

CartonWrap – Patented, unique solution to dim-weigh pricing requirements. Creates boxes in-line around products for just-in-time shipping ideal for eCommerce.



Mohawk Debuting Two New Substrate Lines at GRAPH EXPO 15

Mohawk (Booth 3002c) is debuting two new substrate lines at GRAPH EXPO 15 at its booth within the Materials Matter pavilion, where attendees can obtain samples of high-quality envelopes, innovative digital substrates, and a new line of swatchbooks.

"The entire Mohawk product portfolio is designed to bring craftsmanship, tactility and quality to print. Whether GRAPH EXPO attendees are looking for fine text and cover papers, or innovative specialty substrates for digital, offset, or letterpress print projects, Mohawk has the perfect material to bring a print project to life," says Bart Robinson, Senior Vice President, Marketing, Mohawk.

"We know when we encounter well-made things. They last longer, look more beautiful and feel good in our hands. To put it simply, materials matter," says Chris Harrold, Vice President Business Development and Creative Director, Mohawk.

The two new substrate lines are Mohawk Synthetic Performance Polyester and the Mohawk Pressure Sensitive Select Collection.

New performance polyester

Mohawk Synthetic Performance Polyester is a new digital synthetic film designed for a variety of everyday durable applications. The product line includes 5, 8, 10, and 14 mil caliper options, in a 93 bright white shade for printing on dry toner presses.

Mohawk Synthetic products are ideal for applications that require a high level of durability, such as menus, manuals, maps, ID cards/badges, parking passes, road race bibs, outdoor tags/signage, all weather manuals, luggage tags, POP displays, table tents, and more.

Expanded pressure-sensitive substrates

Mohawk's expanded line of pressure-sensitive substrates, now featuring Standard, Select, and Kiss Cut Collections, offer a wide range of options for digital labels and signage, including a variety of sizes, calipers, face stocks, and adhesive strengths.

The new Select Collection features white polyester and vinyl labels in the three most popular adhesive strengths: permanent, removable, and ultra-removable. With HP Indigo and dry toner optimized versions, this new collection is designed to run on a range of digital printing equipment including light production.

HP Unlocks Mass Customization Capabilities to Produce 200,000 Unique Bud Light Cans

Bud Light adopted HP (Booth 1202) digital print technology to produce 200,000 unique, limited-edition Festival cans available at 2015 Mad Decent Block Party music festival events, making Bud Light not only the first beer, but the first brand in the U.S. to use HP SmartStream Mosaic for mass customization.

In celebration of the music, culture, and artistry the Mad Decent Block Party festival is known for, the beer brand sought to capture the energy of the summer music scene through this first-ever custom packaging campaign for the U.S. market. Leveraging an HP Indigo WS6800 Digital Press and HP SmartStream Mosaic, 31 designs were transformed into more than 31 million possible graphics, ultimately creating 200,000 unique can designs, with no two cans exactly alike. These special edition Festival cans are currently available at Mad Decent Block Party events through September in cities across the U.S. and Canada.

"This project would not have been possible without HP digital print technology, which allowed us to experiment and create an original experience with America's favorite beer," says Valerie Toothman, VP of Innovation, Anheuser-Busch. "Today's consumer is seeking unique, customized experiences. Consumer reactions at this summer's Mad Decent Block Parties are proving that custom graphics are indeed an impactful and relevant way to elevate a consumer's experience with the Bud Light brand."

HP SmartStream Mosaic enables automatic creation of millions of designs based on core patterns, offering fast turnaround of highly customized campaigns where every copy is different. With a high degree of automation and tight integration with the converting process, this award-winning design software is helping the world's leading brands deliver one-of-a-kind packaging campaigns.

"Customization on a global scale is the next frontier for brands," says Doris Brown-McNally, Worldwide Brands Business Development Manager, HP. "HP digital print offers the ability to quickly create and produce millions of unique designs, and Bud Light is the latest brand to leverage our mass versioning technology to craft a custom and shareable experience."

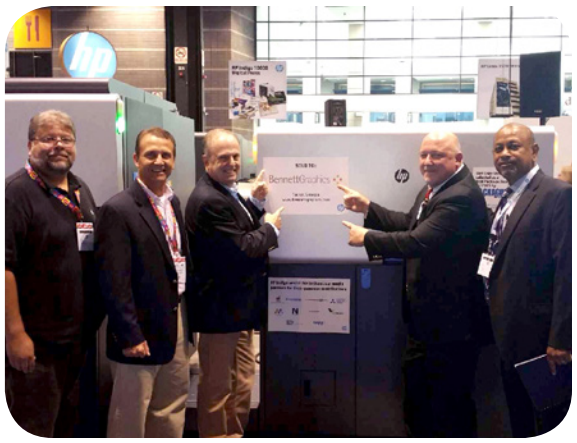
Bennett Graphics Sets Sights on Label Market with HP Indigo WS6800 Digital Press

Tucker, GA–based Bennett Graphics, a mid–sized general commercial printing and large format print service provider with more than 50 employees, is entering the labels segment with the purchase of an HP (Booth 1202) Indigo WS6800 Digital Press at GRAPH EXPO 15, tackling another learning curve without hesitation.

In business for nearly 50 years, the company has continually diversified its offerings with HP digital printing technology to better meet its customers' needs and grow its business. Since opening its doors as a general commercial printer with conventional printing technology, Bennett Graphics has supplemented its offset technology with HP Indigo 10000 and 7800 Digital Presses and expanded into large format printing with its HP Scitex FB700 Industrial Printer installation. The purchase of the HP Indigo WS6800 Digital Press marks the next evolution of the company's growth strategy into the label segment.

"We've been approached by customers who want to do innovative label applications, and to date, we've had to outsource or turn down these opportunities," says David Bennett, President, Bennett Graphics. "With the HP Indigo WS6800 Digital Press, we are confident that we will be able to address these requests with impeccable quality and speed, and we are looking forward to fully developing this new offering with help from our trusted technology partner HP, as we did in our expansion to digital printing and large format printing."

On display in HP Booth 1202, the HP Indigo WS6800 Digital Press is the leading narrow web printing solution for high–volume label and packaging production. The press increases capacity for digitally printed labels and flexible packaging by delivering the industry's highest crossover point in narrow–web production versus analog for most pressure–sensitive label jobs.



(Left to right) Scott Carroll, Plan Manager of Bennett Graphics; David Bennett, President of Bennett Graphics; Mark Adent, General Manager of Bennett Graphics; Vince Vassil, HP; and Avi Basn, HP

Epicomm Provides a Perfect Peer Meeting Place at GRAPH EXPO

Epicomm, the Association for Leaders in Print, Mail, Fulfillment, and Marketing Services, is providing a perfect peer meeting place at its Booth (861) during GRAPH EXPO 15.

"We have a full program of presentations, demonstrations, and networking events planned at our booth and our Epicomm Solutions Theater throughout GRAPH EXPO 15," says Epicomm Marketing Director Samantha Lake. "Whether you want to take in a pre–show program on color management or industry trends, meet with your fellow small company owners over lunch, or get together with other industry professionals to talk about what you saw on the show floor, the Epicomm booth can be a GRAPH EXPO 'home away from home.'"

Among special networking programs at the booth is the Epicomm Member Socials, where association members can relax, network, and enjoy a beverage and light snack.

During the show day, Epicomm's business consultants are available for free, no–obligation 30–minute one–on–one private consultations with company owners and executives. Epicomm Senior Vice President Mike Philie, Vice President Tom Cobery, Vice President Leo Raymond, and Vice President Bill Farquharson will discuss questions on any business management, sales, M&A, or postal issue, as well as printing, mailing, fulfillment, and marketing topics. Visitors may schedule a free appointment at ilink.me/GEapt or just stop by the booth for a first–come, first–served consultation.

The Epicomm Solutions Theater, located in Booth 861, is also the venue for two special pre–show day presentations:

- "2015 State of the Industry Findings," with Epicomm Senior Vice President and Chief Economist Andrew Paparozzi on Monday, Sept. 14, 9:30 –10:00 am
- "Shades of Gray: How G7 is Shaking Up the World of Print," with Don Hutcheson of HutchColor on Tuesday, Sept. 15, 9:30 – 10:00 am

Pre–show presentations are free and open to all GRAPH EXPO 15 attendees, but reservations are required. To reserve a space, go to ilink.me/preshow. Solutions Theater presentations during the show day, also free to all show attendees, include:

- "Last–Minute Postal Update," with Leo Raymond on Monday, Sept. 14, 1:30 – 2:00 pm
- "Growth Through Acquisition: Making 1+1=3," with Mike Philie on Monday, Sept. 14, 2:30 – 3:00 pm
- "2015 State of the Industry Findings," with Andrew Paparozzi, on Tuesday, Sept. 15, 1:30 pm – 2:00 pm
- "Using Content Marketing and Social Media to Market Online Effectively," with John Foley, Jr., Chief Executive Officer, interlinkONE/Grow Socially on Tuesday, Sept. 15, 2:30 – 3:00 pm

No reservations are required.

Throughout the show, visitors can see demonstrations of Epicomm's Leading Indicators online benchmarking program, which is open to all industry companies to help them track and monitor key financial metrics; the association's Connected Community online discussion forum; and its eKG Competitive Edge Profile tool.

Booth visitors can also receive a complimentary copy of the Epicomm *State of the Industry Report* Executive Summary, an overview of findings in the 13th edition of the annual report, one of the industry's signature assessments of current business conditions and prospects for the year ahead. The report, which will debut at the show, is sponsored by Canon (Booth 1213).

For information on these programs, go to www.epicomm.org/graph–expo–15 or call (800) 642–6275.

OSG is First North American Customer to Implement RICOH Pro VC60000

OSG Billing Services (OSG) is the first North American company to successfully implement the RICOH (Booth 1231) Pro VC60000 continuous feed inkjet platform. Due to the success of the first installation, OSG purchased a second system furthering its partnership with RICOH. OSG is using the RICOH Pro VC60000 to streamline its operations, enhance its future growth, and more quickly meet customer demand for high–quality, high–volume transactional documents.

(Left to righ): John Fulena, VP of production printing business group, Ricoh Americas Corporation; John Springthorpe III, President and Chief Operating Officer, OSG Billing Services; John Delaney, Executive Vice President of Operations, OSG Billing Services; and Tim Vellek, SVP of Marketing, Ricoh Americas Corporation.

"Reputation is everything in our business. Providing outsourced transactional document services alongside customer communications management demands that we be productive, efficient, and cost–effective, while always striving to keep up with our customers' demands for new applications and reliable quality," says John Springthorpe III, President and Chief Operating Officer, OSG. "Productivity was a key factor in why we chose the RICOH Pro VC60000 inkjet platform, and we were so impressed with the technology that we've purchased a second system. RICOH's commitment to service was equally important in our choice to partner with them on streamlining our operations."

"We're dedicated to raising expectations for high–volume document production and outpacing demand. The print quality and speed of the RICOH Pro VC60000 offer compelling value for our mission," says John Delaney, Executive Vice President of Operations, OSG. "The capability to print our transactional documents at 600x600 resolution at 400 feet per minute isn't just another spec. It's an invaluable technology that quickly delivers quality, engaging transactional documents to our customers and to their customers, in a market where enhanced client communications is critical to the competitive landscape."

The RICOH Pro VC60000 is capable of producing customized direct mail, books, and marketing collateral and provides a function–rich, comprehensive solution for customers who are already using digital print but want to streamline their operations, as well as those who are new to digital color. The platform's printheads and dynamic variable drop technology is capable of producing near–offset physical resolutions of up to 1200x1200 dpi. It supports a wide range of ink types, paper stocks, and file formats, along with support for process and spot colors and ICC–based color management. With its modular architecture, the RICOH Pro VC60000 is configurable to meet users' needs, and highly scalable to grow with users and protect their investments as those needs change.

GRAPH EXPO 15 SNAPSHOTS

Soderstrom 2015 Inductees Charles Buchanan, Senior Vice President Strategic Accounts, World Marketing Inc.; Brian Dollard, Director of Marketing, Canon USA Inc.; Gary Garner, Chairman/Chief Executive Officer, GLS Companies, Inc.; Constance V. Hill, President, VeraCentra; Wayne Marshall, Vice President Sales & Marketing, EDWARDS; Marc Olin, Chief Operating Officer/Interim Chief Financial Officer, EFI; Ken Orr, General Manager, Progressive Impression International-Lansing; Cary Sherburne, Sherburne & Associates/What They Think; and Steve Belmonte, President, AccuZIP, Inc.

Tom Duchene, President of TDMS Inc. was the 55th Walter E. Soderstrom Award recipient.

Mike Kellog, CEO of Century Direct, introduced Tom Duchene to the crowd at Epicomm event.

Graphic arts pros from all over the globe pack the aisles, exploring new technologies, including the wide format offerings at the Canon Booth (1213).

Can you spot where the ball is hiding? Along with showcasing its innovative technologies, Presstek entertains attendees with a performance by a magician, appearing all four days at its Booth (2640).

Memjet's President and CEO, Len Lauer, speaks to a packed house at the company's reception, held at the CH Distillery in downtown Chicago Saturday night.

From left, Mike Libby, Sappi Commercial Market Manager; and Daniel Dejan, Sappi North American ETC Print/Creative Manager, with the company's Positively Print Award.

Laura Des Enfants, Zebra Print; Mike Libby, Sappi Commercial Market Manager; Daniel Dejan, Sappi North American ETC Print/Creative Manager; and Deb Aldrich, Sappi Marketing Consultant, at Sappi Booth (3002a).

Scott Opfar, COO of Salt Lake City-based FlexoOne, purchased a Memjet-powered JFLEX870 from Peter Kuschnitzky, President of Innovative Printing Technologies, and has seen his label business explode.

Redesigned Inserter Feeder From Thiele Features Multi-Use Functionality

Thiele Technologies' (Booth 2655) Streamfeeder product line offers automation solutions to the commercial printing, contract packaging, and mailing and fulfillment industries. The redesigned Reliant 1500 Replace-A-Station Feeder for all 6x9 Swing Arm Inserters features new variable speed and multi-use functionality. The innovative controller and speed adjust allow the operator to dial in the perfect speed for the application, whether it is in staging mode for inserting or continuous mode for inkjet/tabber systems. Simply spin the dial and press to set. Repeatability of the speed setting is achieved via digital readout. The new Reliant 1500, available this fall, costs $2,795.00.

Reliant 1500 Replace-A-Station Feeder

Headquartered in Minneapolis, MN, Thiele Technologies offers a complete range of end-of-line packaging machinery, including placing, feeding, bagging, cartoning, case packing, robotics, palletizing, premade bag, pouch equipment, and reclosable packaging solutions for a broad range of domestic and international markets. Whether it's a single friction feeder, placer, tray denester or a complete integrated system, Thiele Technologies products take the confusion out of the most challenging production automation problems for the best value.


Reliant 1500 Replace-A-Station Feeder

Printware Shows iJetColor Press 3.0 DPX with Duplex Option

Printware (Booth 1952), a leader in prepress and digital solutions, is previewing the iJetColor 3.0 Press DPX with duplex option to commercial printers during GRAPH EXPO. The iJetColor 3.0 Press DPX adds an automatic duplex option to the powerful iJetColor Press and Workflow. The duplex option adds new capabilities to the iJetColor Press, including: fast, full-color; one- or two-sided printing; fast, easy installation, no special tools required; economical, very low cost-per-copy; switch from one- to two-sided printing in seconds; same print speed for one- or two-sided printing; prints on envelopes, single sheets, and card stock; and special firmware and user interface synchronizes the two print engines for fast, efficient printing.

The iJetColor 3.0 Press DPX system ships with the iJetColor Press with duplexer option and an enhanced CPU and system print driver, running the latest iJetColor RIP & Workflow Version 10.1 that delivers three critical customer improvements –Color Boost Technology, High-Speed Variable Printing, and Very Fast Network Output.

The new iJetColor 3.0 and iJetColor 3.0 Press DXP deliver significant improvements to the leading inkjet envelope printing solution, including:

- Enhanced CPU Hardware with Enhanced Print Drivers
- High-speed Ethernet communications support
- Navigator Harlequin RIP 10.1r1 with increased multi-page and variable-data output
- Improved automation for color spot matching with Color Boost Technology
- Built in cost calculator – for even more accurate profitable printing
- Improved color output – advanced profiles and PMS color matching
- Improved toolbox controls – for easier operation and care
- Enhanced user control over cleaning/maintenance cycles
- Mask optimization for transparencies
- Improved maintenance algorithms to optimize print quality

"The iJetColor 3.0 Press DPX is another of Printware's commitments to our customers to continually develop and improve the iJetColor Press and Workflow system," comments Tim Murphy, President of Printware. "Our very largest print manufacturing customers have requested a method for quickly and easily producing two-sided envelopes to achieve greater production goals than they ever imaged with their first iJetColor systems. The iJetColor Press has helped many owners to realize new levels of productivity and profitability in their shops. We have customers that have printed more than 1,000,000 prints on their iJetColor Press."

The iJetColor 3.0 Press DPX can be purchased as a complete system or added to an existing iJetColor Direct Mail Press. The iJetColor Direct Mail Press is a compact, tabletop, four-color inkjet press powered by Memjet technology suitable for supporting production paper stocks as heavy as .02 inch/.5 mm on up to 8.5x17" substrates for product personalization of envelopes, direct mail and postcards, stationery, invitations, and greeting cards.

INX International Spotlights Eco-Friendly Proven Inks and Solutions at GRAPH EXPO

INX International Ink Co. (Booth 3617) offers a wide range of tried-and-true ink solutions for commercial, packaging–including Low Migration–and digital printing at GRAPH EXPO.

The inks featured include EcoPure HPJ Soy inks for commercial printing and EcoTech LM inks for package printing. In addition, Low Migration solutions, Aqueous and Energy Curable Coatings, and TRIANGLE Alternative Inks also deliver high performance and tremendous value while providing options that are planet friendly.

"The GRAPH EXPO show is a great time of year for many reasons," explains Rick Clendenning, President and CEO of INX International Ink Co. "It's in our hometown of Chicago, and provides us with a great opportunity to see our customers and friends. We've enjoyed many successful shows here, but I think this one will top all the others with all the outstanding products we have in the booth. We have an industry-leading solution for every print possibility."

That includes the digital side where TRIANGLE Alternative inks can match nearly any OEM printer and printhead type, and offer tremendous variety with solutions for mild, true, eco, and bio solvent ink, as well as aqueous and UV curable inks. All are designed to run on HP, Epson, Mimaki, Roland, Mutoh, and Vutek printers, and come with unsurpassed Ink Train and Outdoor Durability warranties.

When brand identity is on the line, and a printed piece is critical to attracting potential buyers, marketers and printers turn to EcoPure HPJ Soy. Formulated with high percentages of soy and other vegetable oils and containing a cobalt-free drier package, EcoPure HPJ Soy qualifies for the American Soy Seal and is GRACoL G7 certified. Benefits include superior ink transfer for faster start ups and minimum density variation, fast set times to turn jobs, a wide water balance window for easy operation, and high trap percentages. It also produces sharp dots, performs well with FM screening, and doesn't mist on high-speed presses.

EcoTech LM Process Color is ideal for packaging challenges where Low Migration issues involve substrates, brand color specs, and converting demands leave no room for compromise. These high performance process inks are specifically formulated for the sheetfed folding carton segment for indirect food contact containers where migration is a concern, part of an overall portfolio of low migration inks and coatings INX has developed to support various processes and applications in the packaging chain.

EcoTech LM is free of mineral oil and cobalt. Carefully formulated from vegetable oils and other bio-renewable resources, the system averages 65% by weight from these user-friendly raw materials while meeting ISO 2846-1 standards and are GRACoL G7-certified. INX manufactures its own aqueous and energy curable coatings, and new technology is the springboard to new markets.

INX is also displaying inks with performance features that help packages and publications withstand the rigors of shipping, handling, and in-store displays, and protect from sun, moisture, dirt, and other conditions.

INXKote Aqueous Coatings and ProCure UV Coatings are two examples that are on display. INXKote is environmentally safe, composed of water-soluble resins and styrenated acrylic polymers that eliminate the need for conventional press varnish and solvent-based topcoats.

ProCure offers high performance sustainability and can be used over nearly all sheetfed and flexo inks. They provide excellent flow and leveling for uniform coating, with a high gloss finish, low odor, slip properties, rub resistance, and resistance to water and organic solvents.

RYOBI MHI Hosts "Commit to Print" Roundtable Discussion at GRAPH EXPO

Graphic Systems North America (GSNA), the Authorized Distributor for RYOBI MHI Graphic Technology Ltd. (RMGT) offset presses in North America, is hosting a print roundtable panel discussion Tuesday at the RYOBI booth (4213).


Printing News editor Mark Vruno moderates

Mark Vruno, Editor of *Printing News*, will moderate the discussion among commercial printers who have reinvented their businesses by leveraging RMGT technology. "The Commit to Print" Roundtable Discussion takes place in Booth 4213 on Tuesday, September 15 at 2:00 pm, during GRAPH EXPO.

"RMGT has sold over 20 new presses in North America during the last 12 months," states Don Barbour, GSNA Chairman and Co-founder. "We have organized this roundtable discussion to allow our customers to share the innovative ways they are leveraging print to grow their business."

Visitors to the RMGT booth have the unique opportunity to see live press demonstrations every hour on the half-hour in Booth 4213. Visitors can register at www.ryobimhi-gsna.com/graph-expo to secure a personal, in-depth VIP demonstration of the press.

Sir Speedy Raleigh Expands Services and Improves Time to Market with EFI Wide Format Printer

Sir Speedy Raleigh had been producing wide format work for some time on roll-fed printers but was looking for a more productive solution

Lloyd Newton has owned Sir Speedy Raleigh since December, 1990, along with an additional center in Richmond, VA. The 14-employee North Carolina business offers a wide array of print, signage, and marketing services to customers. Newton positions both of his Sir Speedy franchises as integrated marketing partners that can help customers fast-forward their businesses.

Challenge

Sir Speedy Raleigh was looking for a more productive solution that could reduce turnaround times, add new services, and reduce the amount of outsourced work. The company needed a hybrid flatbed or roll-to-roll printer that could accomplish all of these goals and more.

Solution

"In the spirit of continuous improvement," says Newton, "we were looking to upscale our services. We wanted to be able to offer our customers a greater breadth of products and to give them a more unique product. And we wanted to speed time to market and improve our margins by reducing the amount of work we were outsourcing. The logical place to start was in our signage department."

In 2014, Sir Speedy Raleigh acquired an EFI (Booth 1902) H1625 LED hybrid wide-format printer. The 65"-wide printer offers stunning output, using grayscale printheads delivering near-photographic image quality with saturated colors and smooth gradations. The printer also offers EFI's industry-leading white ink, a truly differentiating feature that expands the productivity, value, and quality users can offer on backlit signage, aluminum and aluminum composite signage, window clings, and other popular offerings printed on clear, metallic, or colored media.

EFI's "cool cure" LED printer technology reduces energy consumption and costs compared with arc lamp UV and latex inkjet printers. It also gives users the ability to print on a broader range of substrates, including media that cannot withstand high-heat drying or curing methods.

Newton chose to install EFI Fiery software with the printer as well. Fiery was definitely a bonus in terms of consistency, ease of use, and quality because Sir Speedy Raleigh's staff already knew how to operate Fiery systems to get the best results.

High-quality flatbed printing is one of the key advantages Sir Speedy Raleigh Owner Lloyd Newton gets from his EFI H1625 LED printer.

Results

"A number of things were attractive about our investment," Newton says. "We had already been using Fiery digital front ends on our digital presses for some time, so having Fiery on the H1625 meant reduced training time was required for our staff."

Newton found that the H1625 printer's cool cure LED technology expanded the range of heat-sensitive materials he could use. "We also liked the white ink capability," he adds. "We put that to work almost immediately for a doctor's office that had just joined a larger group. We created glass panels with the new logo and a flood of white ink for a frosted glass look. They were beautiful pieces, and the client was very happy."

Sales creativity at work

Newton gives his sales team a lot of credit for creativity in approaching clients with this new offering. "They have really embraced our new capabilities," he says, "and they are quite creative in talking with clients about new applications we can produce."

One example is a piece that was printed on brushed metal. "This is something we clearly could never have done in-house without the EFI H1625," Newton states.

"We are also thrilled with the ability of this hybrid flatbed/roll-to-roll printer to print directly on rigid substrates. That eliminates several steps in the manufacturing process and the need to outsource work printed on vinyl for mounting. We simply print directly on the rigid substrate for a process that is exponentially faster and much more cost-effective."

Newton also purchased a Summa cutting table to go with his new hybrid wide format printer. "We do a fair amount of trade show signage," he explains, "and if we can put shapes onto this signage for a more eye-catching display, we can separate ourselves—and our customers—from the pack."

Newton and his team are excited about the new capabilities they can now offer but are not stopping here with their creative efforts. "We are continuing to explore other specialty substrates," Newton says, "that will further help customers brand themselves with unique products. We're having a lot of fun, making money, and endearing ourselves even more to our customers. That's how a business should be run!"

In The In-Plant Place

The place where corporate, education, and government print centers learn to thrive

In-plant print managers in Chicago for GRAPH EXPO 15 can enjoy several opportunities to get together, enjoy a free meal and hear what some of their peers are doing to get ahead. *In-Plant Graphics* magazine is again hosting three in-plant-only events: two breakfasts and a luncheon.

Editor Bob Neubauer will be on hand to greet managers and moderate the seminars, which will include time for attendees to share their challenges and successes, ask each other for advice, and discuss some of the technologies they have seen on the show floor. The free, catered in-plant meetings, all in room S104ab, will take place:

- **Monday, September 14, 9:00 am.** Breakfast. Learn about strategic management and marketing tools designed to help in-plant managers increase the value they provide their parent organizations. Sponsored by Canon Solutions America.
- **Tuesday, September 15, 9:00 am.** Breakfast. A panel of in-plant managers will discuss best practices that have helped them transform their in-plants. Sponsored by Xerox. (This breakfast and networking event require a separate registration.
- **Tuesday, September 15, 12:00 pm.** Lunch. Tom Rohrbach, of Progressive Insurance, will discuss his efforts to insource the variable and creative work that his company is currently outsourcing. Sponsored by Rochester Software Associates.

A bonus fourth in-plant event is being hosted by the In-plant Printing and Mailing Association today, **Monday September 14, from 12:15 – 1:45 pm**. The free luncheon, open to all in-plants, features Howie Fenton, of InfoTrends, as the keynote speaker.

Also in-plant managers, please join Cal Poly professor Gordon Rivera for the Lean / Six Sigma for Print –Creating a Culture of Quality: Methodology & Metrics seminar (R40), **Tuesday, September 15, 10:30 am – 12:00 pm in Room S404bc.**

Greater Topeka Chamber of Commerce Saves Time and Money with Sharp Pro Series Color Printer

The Greater Topeka Chamber of Commerce was looking at options to upgrade its printing functionality. As an organization that produces numerous print pieces each year, from invitations and fliers to booklets and brochures, the Chamber needed a reliable, user-friendly document system that would provide a maximum return on its investment.

While adequate, its previous printer was limited in the types of paper that could be used, offered no bleed functionality, and was more labor-intensive for creating large runs. Also factoring into the Chamber's interest in the MFP was a new branding initiative with an agency style guide advocating full-bleed color photographs for advertisements, booklets, and other communications to complement a new four-color logo and distinguish it in the marketplace among its internal and external audiences. The Chamber also produces a newsletter, *Topeka Business*, and staff members have been in the process of gradually redesigning the publication to achieve more of a magazine look and feel with its content. The functionality of having full-color bleed photographs on the cover sparked an idea to work with Chamber member photographers to showcase their work in various issues of the publication, beginning with the September issue.

Business technology solutions

When the lease became due on its current printer, the Chamber met with Chris Martin, Vice President of Sales for Logan Business Machines. The Chamber has had a long-standing relationship with Logan Business Machines and collaboratively staff from both organizations compiled a wish list of features and discussed projects produced inhouse and outsourced.

Sharp Print Production Manager John Skalandis demonstrated for staff the 75 (ppm) MX-7500N digital MFP from supplier Formax (Booth 2243), highlighting how the integrated Fiery Command Workstation from the operation panel of the machine could save valuable time when making late-stage edits and setting up jobs before printing.

"John asked the Chamber of Commerce staff to bring all of their large files so they could get a hands-on demonstration on how they could customize print jobs right at the machine as opposed to running back and forth between a desk and computer," Martin says. "Together we crunched the numbers and assessed the savings and benefits before finalizing the deal."

Getting results

The organization now has the ability to print everything it needs inhouse because the MX-7500N model allows for edge-to-edge, full-bleed printing and enables operators to output high-quality collateral materials with reduced production time, both in terms of job set up and execution. The machine can perform true 1200x1200 dpi printing with 8-bit processing to provide beautiful images and enhanced clarity for fine details, and the Chamber employees have found the Fiery Command Station easy to use as it is integrated with the Sharp touchscreen.

The Greater Topeka Chamber of Commerce now has the ability to print everything it needs in-house because the Sharp MX-7500N model allows for edge-to-edge, full-bleed printing and enables operators to output high-quality collateral materials with reduced production time, both in terms of job set up and execution.

"Every day our employees are focused on return on investment for our members," says Curtis Sneden, Interim President and CEO of the Chamber. "In whatever we produce—an event, a publication, a program, or a service—we are fixated on finding solutions that uphold our commitment to high-quality standards. The Sharp Pro Series Color Document System has helped us consider new ways of communicating with our members while cutting our costs and increasing our control of the final product."

With a small staff, Sneden says efficiency and ease of operation were essential considerations in evaluating the MFP's attributes. "We print similar pieces each month or quarter, and staff members have found the ability of the Sharp Pro Series Color Document System to store files for easy access and editing to be especially beneficial," he says.

What's New in Newspaper Print Production?

News Print—The Newspaper Pavilion offers show-goers a blend of conventional and digital technologies

Progressive-thinking newspaper production executives can see award-winning digital print technology from TKS (Booth 1467) within News Print—The Newspaper Pavilion at GRAPH EXPO 15. (The Japanese manufacturer's JetLeader 1500 inkjet press won an InterTech Technology Award from PIA in 2014.)

TKS customer Rodd Winscott, President and GM of commercial firm TopWeb here in Chicago, is one such progressive printer. Winscott considers press runs when choosing a press: TopWeb's offset presses can run 75,000 copies an hour. Its digital presses run slower. "While it is not cost-effective to run a 15,000-copy job on the inkjet, it is to do 5,000 copies," he notes.

TopWeb is a 43-year-old company specializing in small- to medium-sized newspapers such as campus and ethnic newspapers and journals. The company has two traditional coldset web presses and two digital web presses—the TKS JetLeader 1500—purchased in 2012 and 2013, respectively.

TopWebb was the first company to start producing exclusively newspapers on its digital equipment," Winscott adds. The concept was well-received by clients, and a three-year ROI was attained.

The idea is gaining traction. Hawaii-based Japanese newspaper publisher Hawaii Hochi also is printing on a TKS JetLeader1500. More recently, Mengis Druck AG in Switzerland was the first worldwide to print a daily newspaper on an inkjet press—the 42"-wide HP (Booth 1202) T400 Color Inkjet Web Press—at a 22,000 run length.

And just one month ago, Kodak (Booths 823) and Guiton Group Limited launched KP Services (Jersey) Limited in the U.K. As part of this collaboration with Guiton, which also owns the *Jersey Evening Post*, KP Services will print the *Post* as well as the majority of U.K. national newspapers (11 titles in total) for distribution in Jersey and Guernsey, England. It is estimated that KP Services will print approximately 35,000 newspapers in total each day, made up of the combined circulations required for each separate publication.

Web-offset in the Pacific Rim

While inkjet technology still is new to the newspaper production game, web-offset printing is, of course, still deeply entrenched. Two Japanese newspaper printers are completing installations of web-offset presses this coming fall. In April 2014, TKS received an order for one set of the 100,000 copies-per-hour Color-Top Century web press from Kyoto Shimbun Holdings Co., Ltd. which will be installed at its Kumiyama Printing Plant. With the addition, the company will print 580,000 newspaper copies with a total of three presses. Actual production is slated for next month.

The new press, which can print 40 pages with 24 in color has a configuration of: 3CT44•CT11•F•R. The addition of a balloon former will make it possible to add sections. Kyoto Shimbum also purchased peripheral equipment including the TKS Newspaper Production Control System, the T-NPC-N, and the fully automatic web-leading system, the FWL-200.

Also in Japan, Akatsuki Printing is installing a TKS Color Top 6200UDH web-offset press, set to be in full operation this coming November. Already running at the plant are two sets of TKS conventional web presses; one of these is being updated with the one set of Color Top 6200UDH. The configuration of the new press installation consistsof one set of: 1CT4/4, 2CT1/1, 1F and 3R for a capability to print 24 pages with eight in color. Further, by linkage with the existing press, color capacity will be expanded, says TKS. Additional orders were received for peripheral equipment such as the TKS Newspaper Production Control System (T-NPC) and the auto web-leading system.

Think Patented Sees Wide Format Inkjet as a Key Technology for Future Growth

Think Patented, calls the company "A Marketing Execution Company." While printing has been their core business since founded as Patented Printing in 1979, they have reinvented themselves into a full-service communications provider across multiple channels.

"Think Patented has always been a place where creative, experienced solutions are fostered and created. The client has a need or a simple curiosity. We engage and solve," says Christopher Charles, Director of Wide-format and Digital Packaging – Think Patented.

Think Patented was acquired in 2006 by an investor group that included Kenneth O. McNerney, CEO and Managing Partner, and Niels M. Winther, COB and Managing Partner. Since the time of acquisition, Think Patented expanded its capabilities through acquisitions of printing marketing and fulfillment companies and added $6 million in new offset, digital, and wide format inkjet equipment. It now has about 130 employees and $20 million in annual sales.

As part of the expansion process Think Patented went on a search for the best solutions to implement wide format inkjet solutions for their operation. Charles says, "We have been purchasing wide format inkjet services for several years and decided it was time to enter the market ourselves. It just made good sense, considering all of our other capabilities have nested well together."

Opportunities to serve Think Patented's core customer base with additional offerings was enhanced with the addition of wide format inkjet printing. "Our client's world has changed and the ability to get all of their needs from one trusted vendor, is attractive," says Charles. "Having all of the resources to offer, makes for a compelling value proposition when trying to break into new businesses or markets. There are not very many needs in the Marketing continuum that we cannot produce. Thus, better conversion from prospect to client."

A key to wide format inkjet production is finishing. The Esko Kongsberg XN24 table was an easy decision.

With all the potential sources to assist Think Patented, they chose to work with PriscoDigital (Booth 3607). Working with the staff, PriscoDigital's team of workflow specialists made suggestions that would best fit the needs of their operation.

The wide format systems include an HP (Booth 1202) Scitex FB700 Inkjet Press, HP Latex 360 Inkjet Printer, Esko Kongsberg XN24 Digital Finishing System, Caldera Grand RIP+, and various Keencut finishing equipment from Foster.

Charles was very clear about the decision to acquire the various systems. "The HP Scitex FB700 was the best decision for us because we had such a large gamut of product types we were purchasing from the outside. This device can handle flexible and rigid products within a modest footprint." The HP Latex 360 came later. "We had a need for a dedicated roll only option that needed to be easy to operate and virtually run unattended while one operator performs up to five operations at any given time. We needed efficiency; it's the only way to be competitive and profitable."

A RIP solution was needed that could drive not only multiple printing devices but cutters as well. The ideal choice for Think Patented was the Caldera Grand RIP+. Charles reports that the choice of a RIP took longer. He had experience with other RIPs but chose Caldera after extensive research and hands-on experiences because, "the graphic interface was easy for my operators to navigate and it meshed very well with our internal existing workflows."

A key to wide format inkjet production is finishing. The Esko Kongsberg XN24 table was an easy decision. The prepress tools, multifunctional tool head, and an intercooled milling head allowed them to cut materials faster and more accurately at full speeds, especially composite materials.

For manual cutting operations, Think Patented chose the Keencut Evolution-E2 and Keencut SteelTrak.

"PriscoDigital is my partner. When I have an opportunity that is brand new or very different than what is in the marketplace, we work together. Whether it is a technique on the printer, workflow, substrate, or prepress technique with the files–we come up with ways to differentiate," says Charles.

He went on to say, "PriscoDigital and their application specialists allow me to use my creativity and manufacturing experiences to come up with some very unique and custom problem solvers for my customers. Of course, there is also the factor of 'that is so cool, how did you do that', continuously pushing my department to new areas of development."

NPTA Paper School Returns to GRAPH EXPO

The National Paper Trade Association (NPTA) is educating new and experienced attendees during Paper School this fall. Taking place tomorrow, Tuesday, September 15, 2015 in conjunction with GRAPH EXPO 15, Paper School covers the most important topics in paper.

"Paper School is a huge opportunity for the merchants to communicate the value of paper to their print buyer and invite them to participate in an intensive program where they can gain information about paper," says Hilton Maze, NPTA Paper Committee Chairman and President and Chief Executive Officer of Simon Miller Paper & Packaging. "At Paper School, attendees receive a strong foundation of paper knowledge and also gain access to the latest graphic communications technologies at GRAPH EXPO."

The five classroom sections are taught by paper industry leading experts from top paper mills including International Paper, Neenah, Mohawk (Booth 3002C), Appleton Coated, and Domtar. Paper School students will take a guided tour of the GRAPH EXPO 15 tradeshow floor for a hands-on demonstration of the most advanced printing equipment in the world.

NPTA Paper School curriculum features the following topics:

- The Manufacture of Printing Paper: Attendees will receive an overview of the principal raw materials and primary methods of preparation–including pulping and bleaching, followed by papermaking and finishing operations
- Digital Printing Primer: Focus on the various digital printing technologies with emphasis on the print technology. Review of implications and performance requirements for paper.
- Uncoated Papers: Text and cover, business, offset: types and uses.
- Coated Papers: Commercial, magazine, catalog, retail insert: types and uses.
- Paper and the Environment: Discuss environmental attributes of paper, including a review of recycled fiber, fiber certifications, and the overall sustainability of paper.

Everyone is welcome to register for NPTA Paper School. Registrants who are sponsored by NPTA members receive a discount, and all attendees receive complimentary access to the GRAPH EXPO 15 show floor throughout the entire event.

PRODUCT SPOTLIGHT

Free Presentations: A Quick Guide

Monday, September 14, 2015

The Hiring Hub: Closing the Skills Gap! Presentations

Location: Booth 570

Quad/Graphics
10:00 am

Digital Literacy through Media
11:00 am | Presented by Annette McCrary, Director, Strategic Marketing Programs, Ricoh Production Printing Business Group

Closing the Skills Gap
11:30 am | Presented by Kamala Martinez, Community Relations Manager, RR Donnelley

YWCA and Xerox Giving Back to the Community through Education and Print; Xerox School to Career Program
Noon | Presented by Lucy Perez, Product Marketing Manager, Xerox, and Bob Hivish, Manager, MPS Offerings & Public Sector Programs, Xerox

SkillsUSA's Graphic Communications Contest
12:30 pm | Presented by Kip Jarrett, Co-Chaiman SkillsUSA Technical Committee and Field Support, Heidelberg USA, Inc.

YWCA and Xerox Giving Back to the Community through Education and Print; Xerox School to Career Program
1:00 pm | Presented by Lucy Perez, Product Marketing Manager, Xerox, and Bob Hivish, Manager, MPS Offerings & Public Sector Programs, Xerox

YWCA and Xerox Giving Back to the Community through Education and Print; Xerox School to Career Program
1:30 pm | Presented by Lucy Perez, Product Marketing Manager, Xerox, and Bob Hivish, Manager, MPS Offerings & Public Sector Programs, Xerox

Digital Literacy through Media
2:00 pm | Presented by Annette McCrary, Director, Strategic Marketing Programs, Ricoh Production Printing Business Group

Closing the Skills Gap
2:30 pm | Presented by Kamala Martinez, Community Relations Manager, RR Donnelley

Quad/Graphics
3:00 pm

Future Print: The Experiential Lab

Location: Booth 4436
11:00 am, 1:00 pm, and 3:00 pm | 45 minute program followed by demos

Printed Electronics & Applications
Presented by FlexTech

Using Commercial Flexo & Gravure Printing for Electronics
Presented by Experts from Cal Poly & Western Michigan

Equipment for Printing Electronics
Presented by Novacentrix

Printerverse Theater

Location: Booth 3867

50 Shades of YAY! Color Management, Paper & Digital Print
11:00 – 11:45 am

Print Possibilities with HP Indigo!
12:00 – 12:45 pm

Zooming In: Bringing the Value of Digital Print into Focus
1:00 – 1:45 pm

Evolution/Revolution: The New Age of Industry Orgs & Associations
2:00 – 2:45 pm

Case Study Café! Telling THEIR Story: Best Practices from HP High-Speed Inkjet Web Press Customers!
3:00 – 3:45 pm

Wine, Books & Beers!
4:00 – 4:45 pm | Learn how to enter the short-run bookmaking arena at this cocktail party!

Free Special Industry Presentations

Free Seminar: The State, the Opportunity, and the Future of the GlobalPrintMediaChannel

Location: Room N426ab, North Hall, Level 4
8:30 – 10:00 am
Hear Dr. Joe Webb talk about what is happening today in the Channel and how this affects and impacts your business.

In-Plants Make a Splash

Location: Room N426ab, North Hall, Level 4
12:15 – 1:45 pm
Luncheon presentation sponsored by IPMA.
This special presentation by Howie Fenton, InfoTrends, includes a special panel of sponsors (Xerox, Konica Minolta, RSA, and BCC Software) and their in-plant customers. The first representative from vendor/supplier is complementary; additional registrants are $25 each.

Free Exhibitor Presentation

Search Engine Optimization: 7 Tips for Local SEO & 5 Strategies to Take you Through 2016

Location: S404bc – South Hall, Level 4
12:30 – 1:30 pm
Presented by Tawnya Starr, President, PrinterPresence
Starr shares insight gained from working with various print service providers. Attendees come away with a better understanding of how SEO can impact their business, as well as an action plan to attract customers and take their business to the next level.

Preview of Tomorrow

The Emergence of Omni-Channel Marketing: An Industry View and Perspective
7:00 – 10:00 am | (Sponsored by XPLOR.)

Quad/Graphics
10:00 am

Digital Literacy through Media
11:00 am | (Sponsored by Ricoh Production Printing Business Group)

Printed Electronics & Applications; Using Commercial Flexo & Gravure Printing for Electronics; and Equipment for Printed Electronics
11:00 am | (Sponsored by FlexTech, Cal Poly, Western Michigan, and Novacentrix)

I Can't Believe It's Not Offset! Everything You Need To Know About The Inkjet Revolution!
11:00 – 11:45 am | Sponsored by Print Media Centr)

Closing the Skills Gap
11:30 am | (Sponsored by RR Donnelley)

YWCA and Xerox Giving Back to the Community through Education and Print; Xerox School to Career Program
Noon | (Sponsored by Xerox)

"National Girls Who Print Day" Lunch and Girlie Award Presentation
12:00 – 12:30 pm | (Sponsored by Print Media Centr)

Game Changing Digital Print Opportunities in the Americas
12:00 – 1:00 pm | (Sponsored by NPES)

SkillsUSA's Graphic Communications Contest
12:30 pm | (Sponsored by Heidelberg USA, Inc.)

Annual Girls Who Print Day Mentor Panel
12:30 – 1:30 pm | (Sponsored by Print Media Centr)

Email Marketing Uncovered: How to Integrate Email Into Your Direct Mail Mix
12:30 – 1:30 pm | (Sponsored by Accudata Integrated Marketing)

LED UV and the Future of Offset Printing
12:30 – 1:30 pm | (Sponsored by Air Motion Systems, Inc. | AMS UV)

YWCA and Xerox Giving Back to the Community through Education and Print; Xerox School to Career Program
1:00 pm | (Sponsored by Xerox)

Printed Electronics & Applications; Using Commercial Flexo & Gravure Printing for Electronics; and Equipment for Printing Electronics
1:00 pm | (Sponsored by FlexTech, Cal Poly, Western Michigan, and Novacentrix)

Haptic Brain / Haptic Brand
1:00 – 1:45 pm

YWCA and Xerox Giving Back to the Community through Education and Print; Xerox School to Career Program
1:30 pm | (Sponsored by Xerox)

Digital Literacy through Media
2:00 pm | (Sponsored by Ricoh Production Printing Business Group)

Incoming! Print Techs and Trends You Cannot Ignore!
2:00 – 2:45 pm | (Sponsored by Print Media Centr)

Closing the Skills Gap
2:30 pm (Sponsored by RR Donnelley)

Quad/Graphics
3:00 pm

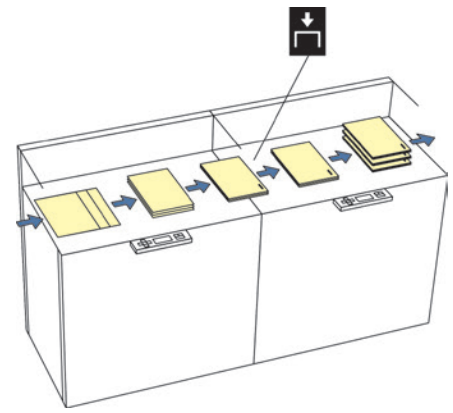
Printed Electronics & Applications; Using Commercial Flexo & Gravure Printing for Electronics; and Equipment for Printing Electronics
3:00 pm | (Sponsored by FlexTech, Cal Poly, Western Michigan, and Novacentrix)

Reinventing World Class: Coffee and Conversation with Pitney Bowes
3:00 – 3:45 pm | (Sponsored by Print Media Centr)

An ROI River Runs Through It: Mapping Your Multi-Channel Marketing Streams
4:00 – 4:45 pm | (Sponsored by Print Media Centr)

Free International Day Program & Reception: Value-Added Printing & Finishing for Improved Profitability
4:00 – 5:30 pm | (Sponsored by NPES)

New Dual Channel & Stitching Options Enhance the Capabilities of Fusion Cross



BÖWE SYSTEC's high-performance inserting system, Fusion Cross, debuted to rave reviews at its 2012 launch in the North American market, thanks to its outstanding flexibility and fast format changeovers.

In response to industry requirements, BÖWE SYSTEC has continually developed additional capabilities and in 2015 introduced a Dual Infeed Channel and Stitching module to Fusion Cross.

The Dual Channel module allows customers to intelligently merge continuous or cut-sheet print streams into a single envelope while maintaining the high speed and flexibility that Fusion Cross is known for.

The inline Stitching module provides the capability to Stitch flat or folded sets and subsets based on the database or barcode driven instructions.

Both of these capabilities address the complex needs of the insurance and telecom markets and demonstrates the transformation that Fusion Cross is bringing to clients throughout the industry.

Browsing Education Main Street

Representatives from colleges, universities, and educational organizations are ready for action on Education Main Street.

Among the school's represented are Ball State University (Booth 772); Cal Poly State University (Booth 669); Chowan College (Booth 769); Clemson University (Booth 773); Colubia College Chicago (Booth 672); Ferris State University (Booth 670); Harper College (Booth 770); New York City College of Technology (Booth 771); RIT-School of Media Sciences (Booth 767); University of Wisconsin-Stout (Booth 673), and Western Illinois University (Booth (671).

Educational exhibits include Graphic Communications Education Association, (formerly IEAGA) (Booth 768); The Hiring Hub–Closing the Skills Gap (Booth 570); the Print & Graphics Scholarship Foundation (PGSF) (Booth 668); and Preparing Tomorrow's Workforce, (Booth 568).

"As one of the top graphic communications programs in the U.S., our students are eager to find jobs in the industry," Dr. Charles T. Weiss, Assistant Professor, Graphic Communications, Clemson University, says. "You can find out more about our undergraduate and graduate programs, and learn more about our industry internships."

Harper College's Graphic Arts Technology Program offers four specialized fields of study: Creative Design, Web Design, Package Design, and Print Production, explains Patty Bruner, Graphic Arts Program Coordinator. Students complete a year and a half core sequence of classes within this two-year program and then select one of the four options for the last semester coursework. "The curriculum provides a foundation of knowledge and skills to prepare students for a variety of graphic creative and production positions," Bruner remarks. Several certificates are offered as well, to provide professional development for professionals or students who already have achieved a degree.

The Creative Design specialty provides a foundation of knowledge and skills to prepare students for creative print design positions, with an emphasis on digital design, visual techniques and production.

Web Design also emphasizes design, and visual techniques as well as a focus on web development. Package Design provides a foundation of this growing graphic field and utilizes Esko packaging software and teaches production techniques for the packaging profession.

The Print Production specialty emphasis is on digital and conventional print production and basic graphic industry concepts. All specialties in this program use the latest software and conclude by producing a professional portfolio and resume for employment.

The School of Media Sciences at Rochester Institute of Technology provides relevant curricula offerings at both the undergraduate and graduate levels to address a continuous decline in the availability of quality skilled managers and production personnel in the graphic communications industry.

Offering both Bachelor of Science and Master of Science degrees, the School of Media Sciences is built upon a rich tradition of the former School of Printing with roots dating back to the 1920s, and boasting over 5,000 alumni working in all aspects of the field of graphic communications. Today's course offerings reflect the present media landscape where traditional skill sets are merged with electronic technologies such as website development, tablet and mobile publishing, social media, and advanced analytics.

According to Dr. Greg D'Amico, newly appointed Administrative Chair of the School of Media Sciences: "Our vision is to develop the next generation of leaders in this dynamic and viable industry."

Undergraduates build on a lean but intense common core of knowledge, and then are encouraged to specialize in their more advanced coursework in areas germane to media strategy, media workflows, and media specialization. Graduate students work closely with research faculty in completing a thesis in an area relevant to industry.

Five Tips to Avoid "Greenwashing" When Marketing Paper Products

And why major corporations are now removing "go green, go paperless" claims

By Phil Riebel

"Greenwashing" is now a term most of us are familiar with. It means "the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service or technology." Terrachoice found that over 95% of "greener" products commit one or more of the seven "Sins of Greenwashing," so it's a major problem in the marketplace. Paper products in particular seem to suffer from many unsubstantiated and vague claims, especially when it comes to corporations trying to promote electronic services over paper-based communications.

The bottom line is that corporate marketers need to follow certain specific guidelines for environmental marketing, such as those published by the U.S. Federal Trade Commission, and in Canada by the Competition Bureau of Canada. If they don't, their company could face corrective action by the FTC. The International Standardization Organization (ISO) also has a series of standards on environmental declarations (ISO 14020) and has classified environmental claims into three categories: Type I, Type II, and Type III.

Tip #1: Aim for rigor and assurance of claims (ISO Type I claims)

Type I eco-labels (ISO 14024:1999) are independently verified by a third party and are typically based on the environmental impacts of a product or service (environmental performance according to predefined criteria and/or a set of environmental attributes). Familiar eco-labels with Type I features used in the paper industry include the following:

- Labels from forest certification organizations, such as the Sustainable Forestry Initiative (SFI), the Forest Stewardship Council (FSC), and the Program for the Endorsement of Forest Certification (PEFC) which verify that paper products are manufactured using fiber from responsibly managed forests.
- The Ecologo and EU Eco-label, which evaluate several criteria over the life-cycle of paper products, including performance of pulp and paper mills and greenhouse gas emissions.
- Green-e, which certifies companies for the use of renewable energy.

For more, see the Global Ecolabeling Network at wwww.globalecolabelling.net.

Tip #2: Self-declared claims need to be factual, substantiated, and not misleading (ISO Type II claims)

Type II self-declared environmental claims (ISO 14021:1999) are typically made by companies to promote the environmental aspects of a product or service and can be in the form of a declaration, a logo, an advertisement, or other corporate marketing materials. The common claims that electronically delivered documents are "greener" than documents printed on paper falls into this category, as well as claims that indicate a product is recyclable or contains recycled content.

These claims are usually based on a single environmental attribute without taking into account the environmental impact of a product's entire life cycle, and without independent verification or certification by a third party. However, the guidelines require the following:

- Environmental claims shall be accurate, verifiable, relevant, and not misleading.
- Methodology must be able to produce results that are accurate and reproducible.
- Information concerning the procedure and methodology shall be available.
- Require competent and reliable scientific evidence consisting of tests, analyses, research, or studies that have been conducted and evaluated in an objective manner by qualified persons and are generally accepted in the profession to yield accurate and reliable results (based on standards generally accepted in the relevant scientific fields).

Guidelines also specify that: "claims shall not be vague, non-specific, and broadly imply that a product is environmentally beneficial (environmentally friendly, green). Such claims are difficult to substantiate, if not impossible." Likewise, the ISO standard specifically states that the use of natural objects (trees, the globe, leaves) must not be used unless there is a direct and verifiable link between the object and the benefit claimed.

In other words, stick to the facts and do not overstate or generalize environmental benefits—a common mistake of those accused of 'greenwashing'. Examples of over-stating environmental claims are sometimes seen when companies promote the use of recycled or "tree-free" fiber as a raw material for papermaking. According to the US FTC, claims such as "green, made with recycled content" may be deceptive if the environmental costs of using recycled content outweigh the environmental benefits of using it.

Tip #3: Measure and report based on key performance indicators (ISO Type III claims)

Type III environmental impact labels (ISO 14025:2006) are used in about 10 countries and require exhaustive life cycle data sheets called environmental product declarations (EPD) [xv]. Environmental parameters are fixed by a qualified third party. Companies then compile and report environmental information and these data are independently verified. The environmental impacts are expressed in a way that makes it very easy to compare different products and sets of parameters.

The following tools include EPDs and scorecards with EPD features commonly used for paper products:

- Paper Profile
- Environmental Paper Assessment Tool (EPAT)
- PREPS – The Publishers' Database for Responsible Environmental Paper Sourcing
- WWF Paper Scorecard

Tip #4: Use sustainability reports to tell your full story

Many companies tell their full environmental story via an annual sustainability (or environmental) report. Guidelines issued by the Global Reporting Initiative (GRI) lay out recommendations to ensure credibility and transparency. Reports can also be audited to confirm that they meet GRI standards.

My suggestion is that companies develop a user-friendly version of their environmental report and make it available to consumers via their website and in print.

Tip #5: Don't forget public opinion and who your customers are!

In the U.S. alone, 8.4 million jobs rely on the paper, print, and mail value chain and this is equivalent to annual revenues of $1.3 trillion or 6% of total U.S. jobs. In Canada, there are over 800,000 mail-related jobs, almost 5% of all jobs in the country. Revenues from this sector are estimated at $88 billion, or 5% of total GDP in Canada.

Many of these people work in pulp and paper mills, forestry operations, post offices, printing plants, and many businesses that rely on the graphic communications industry. They are also all customers of corporations providing essential services (i.e. banking, telecommunications, insurance, utilities, insurance, automotive, etc…). Therefore, corporate marketers may want to ask themselves:

- How are claims such as "go green, go paperless, save trees" perceived by customers who work in the graphic communications industry?
- Are these claims affecting their income and their livelihood in a negative way?

A public opinion poll conducted in the U.S. by Two Sides (Booth 3769) shows the following results:

- 72% agree that print and paper can be an environmentally sustainable way to communicate (if produced & used responsibly);
- 50% do not believe, feel misled by or question the validity of claims like "Save Trees";
- 34% are 'home printers' of e-statements received electronically;
- Over 84% agree that e-statements are promoted to save costs.

These results are also supported by consumer studies done by the US Postal Service (Booth 2057), Royal Mail, and EMA which clearly show that most consumers want to retain a paper option and they see paper as an important part of their lives.

In the end, all products and services have complex life cycles with positive and negative impacts. The key is to continually improve responsible procurement, production and use of all products and services, whether it's paper or electronic, and follow best practices for environmental marketing to avoid greenwashing and upsetting customers.

Additional resources:

- Two Sides Anti-Greenwash Campaign
- Dovetail Partners, 2015. The Green Guides: What, Why and How of Green Marketing Claims
- DEFRA Guide to Making a Good Environmental Claim

Mimaki USA to Preview ArtiosCAD Designer Solution Software at GRAPH EXPO 15

Mimaki USA (Booth 2644) is previewing ArtiosCAD Designer Solution (ArtiosCAD DS) software. When teamed with a Mimaki UJF-6042 printer and CFL-605RT cutting plotter, this combination provides the ability to easily and economically create short-run customized goods or produce packaging prototypes.

ArtiosCAD is the world's most popular structural design software for packaging design. The ArtiosCAD DS version was developed for Mimaki by Esko, a global supplier of integrated solutions for the packaging and label, sign and display, commercial printing and publishing industries.

Complete system for package design

ArtiosCAD DS Software will be brought to the North American market as part of Mimaki's Original Goods Package System (OGPS) that also includes a UJF-6042 UV-LED tabletop printer and a CFL-605RT compact cutting plotter. OGPS is a total solution for on-demand production of original packaging or package prototypes.

ArtiosCAD DS software features 402 packaging templates and easy editing functions suitable for any level of user, even those without CAD experience. Users simply choose a template, select the material thickness and set the inside dimensions. Useful tools for common tasks such as rounding corners or adjusting the interior trim are included. More advanced functions – such as the ability to create hanging tabs – are also included. By using a downloadable plug-in, users can import ArtiosCAD DS files into Illustrator® to add images and design elements.

The OGPS combination provides the ability to easily and economically produce complete customized goods, including printing on pieces, packaging design and manufacturing, and cutting of cushioning material. Print service providers that want to differentiate their offerings can use OGPS to create original novelty items, awards, gifts, etc., and the custom packaging.

This system also enables the production of package prototypes that accurately reflect the designer's intent. With this system, designers and brand managers can achieve packaging design actualization in shorter timeframes. Package design studios can use OGPS to reduce time spent on, and maintain control over, the package design process. ArtiosCAD DS software, as part of the Original Goods Package System, is expected to be available for order later this year for the U.S., Canada, and Latin America markets.

UJF-6042 UV-LED tabletop printer

Mimaki UJF-6042 wide format printer can print on a variety of substrates including plastics, metal, wood, leather, and glass onto materials up to 24 inches wide by 16.5 inches long and 6 inches thick. Three types of UV-cure inks can be used, and White and Clear (varnish) inks are available. An imprinting function supports variable data print runs. High resolution and variable dot printing technology deliver impressive, high quality results. Jettable primer is available to help ink adhere to smooth surfaces such as glass. The Kebab option enables printing directly onto cylindrical objects such as bottles and candle holders.

CFL-605RT compact cutting plotter

Mimaki CFL-605RT cutter is a 20x24" multifunction, compact flatbed cutting plotter. It supports on-demand production with multiple functions including reciprocating, tangential, and eccentric cutting, plus creasing for immediate finishing of packaging and prototypes, plus foam insert cushioning material. With a compact footprint of 52x11" and quiet operation, the CFL-605RT cutting plotter can fit unobtrusively into a design office or studio environment.

Brandtjen and Kluge Debuts Folding and Gluing System, UV Roller Coater

Brandtjen and Kluge, Inc. (Booth 3625) is demonstrating advancements in die-cutting, laser cutting and scoring, UV coating, foil stamping, and folding and gluing at GRAPH EXPO 15. The company is demonstrating production of a presentation folder with multiple decorative effects and converting a digitally printed folding carton with products and systems in the various areas.

Folding and gluing

OmniFold 3000 Automatic Folding and Gluing System

Brandtjen and Kluge is showcasing the new OmniFold 3000 Automatic Folding and Gluing System. This fully modular, automatic folding and gluing system begins with a control console and docking station that allows users to interchange friction feeder and vacuum feeder modules. Interchangeable in-line converting lengths of 3' (IL3), 6' (IL6), and 9' (IL9) and a modular dual angle buckle fold unit can be added in any combination with delivery options of a standard stacker or a compression stacker. Combining the best features of Kluge's popular OmniFold and ComFold converting systems, it is a completely modular system featuring: modular alignment system, modular pre-break device, interchangeable bearing bed transports, automatic belt tensioning, modular auto-lock bottom device, and interchangeable vacuum transports. The OmniFold 3000 is also an integral component of the CartonsInMinutes On Demand Laser Cutting and Converting Solution for digital workflow of folding cartons. It will be demonstrated in two configurations with one converting a digitally printed, laser cut and laser scored tuck bottom box and the other converting a foil stamped two pocket presentation folder.

UV roller coating

Brandtjen and Kluge is introducing the new Kluge UV Roller Coater product line, the newest addition to the Kluge family of products. The Kluge OmniCoat 2000 will be demonstrated applying a protective and image enhancing UV coating to various products including digitally printed cartons, embossed paperback book covers and foil stamped posters.

Foil stamping

Brandtjen and Kluge is exhibiting the Kluge 14x22 EHD Series Foil Stamping, Embossing and Die-cutting press. The press will be used to decorate a two pocket presentation folder. Two new features specifically designed to reduce makeready and set-up times will be highlighted. The first is Kluge's Adjustable Impression feature and the second is the patented SpeedChase® system that uses dies mounted in register to a UniLock-Up die plate both from UEI Group. The combination of these two features result in makeready times under five minutes.

(continued from page 1)

All Roads Lead to GRAPH EXPO 15!

For attendees who come seeking to expand their sales offerings is **Applications Island**, the exciting show floor "oasis" of the hottest unique new print applications designed to help printers gain new customers and new print jobs. This beach themed show feature is completely created in print applications, including the display walls, which are a real and unique print application.

Making its world debut also is the **Industrial Printing Pavilion**, featuring **Future Print** sponsored by FlexTech Alliance. Here, attendees can see live demonstrations of 3D printing showing how the exciting "new" worlds of Package Printing, Commercial Printing, and Industrial Manufacturing converge.The Industrial Printing Pavilion is sponsored by The Society for the Plastics Industry (SPI), producer of the large NPE show; Graphic Arts Show Company (GASC); and, CPP EXPO.

Be sure to explore these popular GRAPH EXPO 15 show floor features:

- **The Inkjet Candy Store**, sponsored by the International Sign Association (ISA), delivers live demonstrations of the newest wide format inkjet technologies.
- **BIG–The Wide Format Pavilion** features the hottest output equipment, software, media/substrates, inks, finishing equipment and supplies, plus new applications and solutions.
- **Prepress/Software:** Workflow & Design enables attendees to see the most exciting new software and test-drive the very latest equipment.
- **Press/Finishing** highlights include cutting-edge innovations in inkjet, digital, offset, flexo, gravure, and hybrid print technologies, plus the most complete array of binding and finishing equipment and supplies.
- **Deliver–The Mailing & Fulfillment Center**, sponsored by the United States Postal Service–still the world's largest mailing show–features all the latest equipment, software & supplies, research, market data, best practices and solutions for bridging print with marketing.
- **The Marketing Pavilion** is a "how to" hub of marketing education, resources, and networking, providing access to all the latest marketing and graphic communication tools and technologies.
- **News Print–The Newspaper Pavilion** is a dual marketplace and networking hub for newspaper production pros and increasingly commercial printers. Sponsored by News & Tech, it features unique new applications and workflow solutions designed to help atendees cut costs, boost profits, and make informed buying decisions.
- **The In-Plant Place**, sponsored by the In-Plant Printing and Mailing Association (IPMA), is a dedicated networking hub exclusively for in-plant pros from every industry segment to meet, unwind, learn, and share.
- **The Printerverse**, sponsored by the Print Media Centr, is the highly interactive show floor hub to meet, tweet, learn, interact, and explore the latest innovations and applications that are driving our industry forward in exciting new directions. Look for a continuous lineup of expert panel presentations and special events throughout the show.
- **Education Main Street** features reps from colleges, universities, and educational organizations providing information on curriculum offerings, scholarships, and talented, skilled students seeking internships. And, for the first time ever, in Booth 570, "The Hiring Hub: Closing the Skills Gap"–recreates the SkillsUSA championship challenge and supporting teamwork required by our industry to ensure a quality future workforce.

GRAPH EXPO 15 show goers are also privy to a host of learning opportunities among the 13 show floor pavilions and specialty sections.

Co-located CPP EXPO–The Converting and Packaging Printing Expo is no stranger to regular GRAPH EXPO attendees. A combination of seminar sessions and an extensive show floor for package printers and converters covers everything from prepress to finishing, as well as newer topics such as the use of 3D in package printing, RFID, and organic/electronic printing applications–aka "smart packaging." There are presentations on slitting and rewinding fundamentals, as well as on using inkjet printing technologies for various types of packaging, especially food packaging.

Speaking of food packaging, PROCESS EXPO–dubbed "The Global Food Equipment and Technology Show"–is owned and organized by the Food Processing Suppliers Association (FPSA), serving international suppliers in the food and beverage industries. PROCESS EXPO itself features show co-location partners InterBev Process, a trade show covering the beverage industry, and the International Dairy Show, owned and organized by the International Dairy Foods Association (IDFA), which features packing, processing, technology, ingredients, and distribution solutions for the global dairy industry.

By all accounts, packaging is a high-growth area. One account–Smithers Pira's *The Future of Global Packaging to 2018*–forecasts an average growth rate of 3.4%. Print businesses that can combine the knowledge of what digital packaging printing can do with the ability to develop creative applications that take advantage of new technologies, as well as understand the fine details and nuances unique to packaging and specific to different types of packaging, can serve as high-value partners to brand owners.

(continued from page 1)

Taking it to the Mat on Taxes, Trade, and Trolls

impetus to spur buying decisions for at least this year and next, if not longer.

Trade: NPES members, U.S. exporters, as well as American workers and consumers, scored a huge victory when President Obama signed Trade Promotion Authority (TPA) legislation into law this past July.

The enactment of TPA was the culmination of a long debate and an intense final month of lobbying by pro-TPA business groups. Their numbers were bolstered by over 50 leading printing industry business executives who urged support for TPA during the PRINT'S VOICE 15 Capitol Hill Fly-In co-hosted by NPES, Printing Industries of America, and Epicomm.

With 95% of the world's consumers living outside the United States, these lobbying efforts were important in assisting U.S. manufacturers to improve their ability to effectively compete for a greater share of the $11.8 trillion global market for manufactured goods.

Trolls: Patent assertion entities (PAEs), commonly referred to as "patent trolls," abusively assert patents solely for the purpose of extracting monetary settlements from companies that have inadvertently incorporated patented technology into their products.

The overriding view of the industry is that legislation should deter patent trolls from the outset in order to protect printing and supplier companies from ever becoming part of the cycle of abusive patent litigation. However, if companies do find themselves involved in extortionate legal situations, new laws should be in place to provide less costly and less burdensome defenses.

There are several "patent troll" reform bills pending at this time, each of which addresses different aspects of the problem. NPES supports legislative action in this area, which is anticipated when Congress reconvenes this month, provided it appropriately balances the needs of the legitimate market for intellectual property with the need to curb "patent troll" abuses.

Not to be overlooked, postal reform is also still a top government affairs priority for NPES and its allies in the printing and mailing industries. Disappointingly, no action has been taken yet in this Congress despite our strong lobbying efforts for legislative reform. Hopefully, legislation will be introduced this fall.

***Show Daily:* What have the past two years been like at the helm of NPES, leading its member companies on the path towards the future?**

Michael Ring: It has been extremely rewarding to have played a role in helping NPES continue to be an active voice for our industry, though the lion's share of the credit goes to Ralph Nappi and the rest of the NPES staff. Personally, it has been very beneficial to have the opportunities to network with other NPES members, hearing their feedback and getting a better feel for the issues affecting our industry.

Though I get a sense that a lot of our members feel the future is uncertain, they are also excited and ready to take on whatever challenges we face as an industry. It helps that we have such a great organization in NPES to help support our members' growth and the industry as a whole.

***Show Daily*: From your perspective, what are some key industry trends?**

Michael Ring: The super-trend that is reshaping the graphics communications industry (in addition to other industries) is the digitalization and customization of communication. The growth of Internet-enabled digital devices and the capability to communicate with consumers and customers through many digital channels like social media has forever changed the role of both paper-based communication and packaging. But while we have heard this for quite some time, what is now happening is the practical application and use of this data.

Millennials want on-demand, more personalized messaging with information that is specific to them. Over the past 10 years consumer expectations have changed dramatically, and both paper-based communication and packaging are now being incorporated into a multichannel, integrated marketing approach. One example: upload your photo via a linked QR Code and you can have your own customized labels for a six-pack of soda within days.

Tharstern Appoints Industry Pioneers to Head New U.S. Operations

Bob and Susan Moore

Tharstern (Booth 158), a worldwide specialist in MIS for print, packaging, and labelling industries, has announced the executives to spearhead its expansion into the U.S.A.

Industry entrepreneurs Bob and Susan Moore, respectively Tharstern Inc.'s new Chief Operating Officer and Vice-President of U.S. Sales, are being formally introduced during GRAPH EXPO.

The husband and wife team founded DPI, an Atlanta-based company providing web-to-print, on-demand products and services in the B2B sector, acquired by RPI two years ago. Before their new full-time roles, the couple ran a consultancy advisory service.

"From a printer and company owner perspective, I understand operations and the execution side of the business, particularly software, having built one of the world's first automated workflows," says Bob Moore. "Tharstern without doubt has one of the best products of any sort I have ever seen.

"Even though people understand that providing efficiencies and information in a ready-to-access format is king, there's a lot of frustration in the marketplace at the moment," he continues. "Tharstern's MIS will plug the hole and I'm sure we will take the U.S. market by storm."

Adds Susan Moore, "We'll look forward to meeting up with many prospects at GRAPH EXPO. We'll be looking to understand the challenges faced by customers so that Tharstern can provide tools to their teams to bring efficiencies, savings, and more profitability to their business."

Lee Ward, Global Sales Director for Tharstern, comments, "These two new appointments are a crucial part of our expansion strategy into the U.S. market. Tharstern has been a pioneer in the journey towards JDF and a leading expert in workflow integration. We've established tight integration with other market-leaders, and are looking forward to improving profitability for U.S. businesses."

The new U.S. team also includes Pre-Sales Consultant Jennifer Johnson, Tharstern Managing Director Keith McMurtrie, and Lee Ward.

Tharstern, which underwent a management buyout in July 2014, is celebrating its most successful year ever.

KONICA MINOLTA

Giving Shape to Ideas

Inspired Technology. Inspired Solutions. **Inspired Innovations.**

What will your business look like in three years?

Staying relevant in the graphic communications industry requires leveraging technologies that create new business opportunities, drive sales, maximize manufacturing efficiencies and decrease operating costs.

At Konica Minolta, we inspire business growth with an ecosystem that integrates:

- Award-winning Hardware and Software Solutions
- Workflow Assessment and Automation Services
- Integrated Marketing Services
- Color Management
- Web-to-Print
- IT Services

We invite you to join us at Graph Expo, get inspired and experience how Konica Minolta can transform the way your business ***does*** business.

Graph Expo 2015
Chicago | 9/13–16 | Booth #1913
WeAreProductionPrint.com

Join the conversation,
@KonicaMinoltaUS #GraphExpo