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Volume VII Issue 2

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# THE PRESSMAN

## Gannett Offset Of Springfield, VA Prepares For 21st Century Production

Goss Colorliner 80 Unit



Gannett Offset of Springfield, Virginia has signed an order for the final phase of a comprehensive enhancement program from Goss International to upgrade its existing presses for 21st Century production. The project involves the installation of Goss digital inker page packs and Goss press controls across Gannett Offset's fleet of presses.

This latest order from Gannett Offset is for the installation in Spring 2003 of digital inkers on its Goss Colorliner® press. The press was the first Goss Colorliner in the U.S., originally installed in 1988.

The key objectives of the whole enhancement project for Gannett Offset were to achieve faster press operation and turnaround times from presses installed up to 30 years ago, combined with greater flexibility in terms of run length, product and press scheduling. The company was

also looking to automate production to complement its recent investment in digital prepress workflow architecture.

"We looked at several vendors to see what they could offer," explained Jim Jones, director of operations for Gannett Offset, Springfield. "In the end, Goss was the most cost effective, and we felt the most comfortable with their solution. Besides that, after some investigation we found that they had the digital inker we wanted."

According to Jones, the process of 'investigation' went far beyond just running trials: "We tore the digital page packs apart and then put them back together again. Having done that, we felt confident they were precisely what we needed."

Continues on page 12

## Plateless Printing From MAN Roland Takes Center Stage At GOA Show

DICOWeb Press Digital press from MAN Roland.



DICOWeb, the only offset quality press capable of printing without plates, has been the focal point of the MAN Roland exhibit at Graphics of the Americas. An actual unit of the press was joined in the pavilion by a ROLAND 500 unit and by displays covering such essentials as parts and service, project management and MAN Roland's PECOM operating system.



"DICOWeb is now available in the Americas, and it's the perfect press for sheetfed printers who are looking to give their operations a competitive edge," says Christian Cerfontaine, Director of Marketing for MAN Roland Inc. "Because DICOWeb has the ability to image then de-image then re-image itself directly from the digital workflow, it makes printing more cost-effective for the print buyer and more profitable for the printer."

The DICOWeb at Graphics of the Americas was the subject of a special presentation that has been alternately conducted in English and Spanish. Experts also were on hand for live demonstrations of MAN Roland's PECOM system, with emphasis on its JobPilot and PressMonitor modules.

JobPilot lets an operator make-ready a MAN Roland press while the previous job is in progress to maximize press uptime. PressMonitor provides a statistical window into the operation of the press, detailing virtually every function. That enables management to evaluate such criteria as press crew performance, the effectiveness of different stocks and inks, and the relative profitability of different types of jobs. The two modules received an InterTech Award from GATF in 2002.



"Both DICOWeb and PECOM are examples of how MAN Roland is bringing the advantages of Computer Integrated Manufacturing to the graphic arts," Cerfontaine notes. "CIM makes printing more attractive to marketers and communicators because it addresses two of their main concerns — time and money. That means Graphics of the Americas participants who embraced CIM now are going to be the big winners in the months and years ahead."



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## Best Managed Graphic Arts Companies in 2002

The National Association for Printing Leadership has recently named 28 graphic arts companies as winners of its 2002 Management Plus Awards, which recognize management excellence in all phases of operation.

The in-plant operation of Allstate Insurance Company, Wheeling, IL., is the recipient of the William K. Marrinan Hall of Fame Award, the highest honor in the Management Plus Competition. Three companies have been honored with Gold Awards, 11 with Silver Awards, and 13 organizations have earned Merit Awards.

"For a company to succeed in today's challenging business environment, management excellence is an absolute must."

"Each and every Management Plus award winner has exhibited that excellence, and we extend our sincere congratulations to all of them," noted Joseph P. Truncale, NAPL president and chief executive officer, in announcing the winners.

The awards will be presented at a special banquet on Feb. 20, 2003, during NAPL's Top Management Conference 2003, in Scottsdale, Ariz.

The annual NAPL Management Plus award program is sponsored by Compass Capital Partners, MAN Roland, and American Printer magazine.

In addition to the award, the Hall of Fame inductee and the top Gold Award winners in each category receive the honor of presenting scholarships to the graphic arts schools of their choice. The scholarships are funded by NAPL and the Management Plus sponsors.

All Management Plus award winners become members of the NAPL Management Plus Society, a peer group dedicated to improving and promoting the graphic arts. The Society offers valuable opportunities for networking with executives of leading companies in the industry.

Unlike other graphic arts competition in which printed pieces are judged, NAPL's Management Plus program asks graphic arts companies to conduct an analysis of specific areas of their operations. In that way, the program becomes a diagnostic tool that printing company leaders can use to judge their own management performance against accepted industry standards.

Participants compete in one of six categories: five based on size and one for in-plant printers. Management Plus entrants are judged on how they perform against industry standards in nine key areas: internal control systems; financial performance; marketing/sales plan; business planning; human resources; environmental/safety concerns; quality control; community/industry affairs; and vendor relations.

For more information about NAPL's Management Plus program, contact Robin Schabacker, program coordinator, at: 800.642.6275, x. 1307

## Narrow Web Paper From Reel Paper



Reel Paper has introduced an upgraded version of M-real's popular Wifsta Premium Preprint paper for the narrow-web pre-print production of direct mail advertising and prestige corporate communication media. Reel Paper's Gary Boyton says that M-real has significantly improved the quality profile of the laser-guaranteed Wifsta reel stock and enhanced its whiteness.

Wifsta Premium Preprint is available ex-stock from Reel Paper in 80, 90 and 100 gsm and can be supplied in any reel width from 216 to 470mm.

For further information please contact Reel Paper, Central House, Willow Farm Business Park, Castle Donington, Derbyshire, DE74 2UB; tel: 01332 817950; fax: 01332 817951



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## Calendar of Events 2003

### Imprinta 2003

February 20 - 25, 2003  
Düsseldorf, Germany



**Graphic Arts 2003  
The Charlotte Show®**  
March 13 - 15, 2003  
Charlotte Convention Center  
Charlotte, NC



**Vue/Point 2003**  
March 31 - April 2, 2003  
Washington, DC  
703.264.7200

### On Demand Expo 2003

April 7 - 9, 2003  
New York City  
800.331.5706

### North West Press Users Conference 2003

April 11 - 13, 2003  
Marcus Whitman Hotel  
Walla Walla, WA  
509.525.3300



**Gutenberg Festival**  
May 1 - 3, 2003  
Long Beach Convention Center  
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### WOA Annual Conference

May 4 - 7, 2003  
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The Pressman is a monthly newspaper that abides by its title. Its purpose is to educate press-room personnel and give relative information to the trade. The Pressman is a practical, useful and informative publication for today's print professionals. No other publication is dedicated to covering the issues of the pressroom. The Pressman delivers up-to-date news and information that printing executives, management and pressroom personnel need to progress in a constantly changing industry.

All advertising and editorial deadline is on the 17th day of each month. All material published in The Pressman is subject to copyright. Any reprints or duplication of any part must be done with the permission of the publisher. The Pressman is printed on Goss Community SSC press with Suburban folder. Environmentally friendly materials are used when possible. This issue was printed with soy inks.

The Index-Journal of South Carolina, USA has purchased a new Goss Community® press for increased color capacity in its daily newspaper of the same name. The press was chosen for its reputation for shorter-run newspapers and the simplicity of its operation.

Operated and owned by local families since its founding in 1919, The Index-Journal in Greenwood, South Carolina, is a community newspaper in the true sense of the word. The current owner and publisher is Judith M. Burns, who succeeded her mother, Eleanor Metts Mundy, in 1998. The Index-Journal is now one of only two remaining family-owned daily newspapers in South Carolina and has a daily circulation of 16,500 (18,000 on Sundays), employing a staff of 90.

The single-width Goss Community for The Index-Journal will be installed in March 2003 and has two four-high towers, one two-high unit and four mono units. It is also equipped with hydraulic paper roll lifts, motorized register for four-highs, remote compensation for the four-high units, 50 inch roll stands and a quarter folder.

Additional important factors in the choice of press were its competitive pricing and the adaptability of the Goss engineers, who agreed to install the press in two phases, resulting in no production downtime for the newspaper.

Mrs Burns says: "The decision to buy this press was not a hurried one. We carefully studied our needs and met with many press manufacturers over a period of 18 months. We spoke with publishers and pressmen at other newspapers running Goss Community

## Index Journal's New Press

*The Index Journal will install Goss Community for simplicity in color production*



presses and they were all well pleased with its performance.

"We expect the new Community to increase the overall quality of our newspaper with substantially more color capability. We also anticipate a dramatic reduction in the amount of waste in the future, and we intend to consider offering more printing services for other businesses and organizations."

As well as The Index-Journal, a daily, the new Goss Community® will also print a newspaper supplement called The Spotlight, and a weekly newspaper, The Star and Beacon. The Star and Beacon is owned by the Index-Journal's subsidiary, the Ninety Six Publishing Company, based eight miles from Greenwood in the town of Ninety Six.

Before replacing a 30-year-old competitive press, the last time the

company had a Goss press was in the 1960s when they printed letterpress. Modern demands for more color saw the company gladly return to Goss to utilize the many features of this modern machine.

Mrs Burns explained: "When my father installed the previous press in 1972, it was state-of-the-art. However, today's color requirements did not exist 30 years ago, and it's time for our company to once again invest in state-of-the-art technology.

"Purchasing a press is a great financial leap for any company, but especially for a small family-owned, privately-held one. However, my family has lived and worked in this area for four generations, and we are deeply committed to our hometown. We feel this new Goss Community exemplifies that commitment and we expect it to give us many years of reliable service."



### GATFPress Best Seller

Recent innovations in web printing have significantly reduced makeready time, paper waste, and overall turn-around time. Web printers can now economically produce high-quality products in much lower quantities than ever thought possible. However, without a skilled workforce, today's cost-effective equipment cannot fulfill its promise. In an effort to help both novice and experienced press operators improve productivity and print quality, the Graphic Arts Technical Foundation (GATF) has revised and expanded its classic textbook, Web Offset Press Operating.

First published shortly after the web offset field passed through a growing stage spanning from 1955 to 1970, Web Offset Press Operating has been a GATFPress best seller, year after year. It is a key publication supporting the GATF Web Offset Training Curriculum. Thousands of press operators have gone through this program, which is revised and updated periodically. Today's fifth edition of Web Offset Press Operating has been reorganized based on extensive feedback from users of the book and the training program.

Designed to supplement press operating manuals and formal apprenticeship programs, Web Offset Press Operating, Fifth Edition (ISBN 0-88362-290-4) combines theoretical and practical how-to-information in a single, easy-read volume. This 364-page hardcover book, containing over 300 photographs and illustrations and dozens of tables and checklists, is available for \$95 (\$75 for GATF/PIA members), not including shipping. Orders may be placed by contacting GATF by phone at 800/662-3916 (U.S. and Canada) or 412/741-5733 (all other countries); fax at 412/741-0609; or online from the GAIN Store. Mail orders to GATF Products, P.O. Box 1020, Sewickley, PA 15143-1020. Indicate Order No. 15165.

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## Effective Financing Programme For Printers From MAN Roland

MAN Roland, Inc. has announced the development of an educational effort that will help printers secure stable and cost-effective financing for their capital equipment needs.

Called "Effective Financing for Printers," the program will warn against attractively "packaged" creative financing proposals that offer artificially low initial payments, but major medium- to long-term risks. This informational effort will also provide an overview of financing basics from a graphic arts perspective, so printers can make more educated decisions on obtaining capital for new equipment.

"What printers don't know about financing can hurt them," said Yves Rogivue, CEO of MAN Roland Inc. "We're seeing an increasing number of facilities that can't make their payments and are losing their presses, and in some cases closing their businesses, because they do

not properly manage their savings during the period of artificially low payments to meet their financial commitments as the payments increase. They signed up for low-payment or no-payment plans for the first few years of their financing, often tied in with large balloon payments towards the end of the leasing period, and now they literally cannot afford to keep going."

In announcing the program at a trade press event in New York recently, Rogivue restated the commitment of MAN Roland to not contribute to the already significant over-capacity in the graphic arts industry.

"Facilities that renege on their financial agreements will lose their equipment," he declared. "These difficult but necessary decisions are for the good of the overall industry. By not fulfilling their contractual financial obligations, these printers have an artificially subsidized cost structure, encouraging them to undercut the

market price, which undermines every other healthy and professionally-run printer in their marketplace. Margins are tight enough these days without having healthy printers subsidize these under-performing shops."

Taking a broader view of the issue, Rogivue added: "Equipment vendors, for their part, must keep from propping up weak and poorly managed plants by placing their equipment in plants on less-than-justifiable financing terms."

Eric Belcher, CFO of MAN Roland Inc., will head the Effective Financing for Printers program. Earlier this year, he began speaking out and publishing articles on the dangers of creative financing in the graphic arts. "The response to that effort was so overwhelming that MAN Roland has decided to expand on the issue with a planned program," he said.

Belcher said that printers will benefit from knowing more about financing because of the need to upgrade to

automated equipment: "MAN Roland is providing smart capacity to replace capacity that eats your lunch through excessive overhead cost."

"Technological evolution has rendered fifteen-year-old presses, and even some ten-year-old presses, way past their prime," he added. "This equipment was designed using the arts-and-crafts model and is weighing down the growth potential of our industry like an anchor. This capacity eats up profits because it's always starving for more time, more consumables and more manpower. It needs to be replaced by smart capacity - the CIM-compatible systems we're delivering today."

The Effective Financing for Printers program is part of MAN Roland's ongoing Learning Leadership effort. "MAN Roland is committed to the long term success of the North American printing industry," said Rogivue. "We call on all manufacturers to not actively contribute to the already significant over-capacity in the graphic arts industry during these challenging times."

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## Acrobat & PDF Conference 2003

The Acrobat & PDF 2003 Conference will be held at Disney's Coronado Springs Resort, in the heart of Walt Disney World April 10-11, 2003. The conference is the premiere gathering of professionals involved in creating Portable Document Format (PDF) files and implementing PDF document solutions. The PDF file format was developed by Adobe Systems and is used by their popular Acrobat software.

Twenty-four separate educational sessions over two days provide a wealth of PDF information organized into three separate tracks. These three distinct tracks meet the needs of CIOs and technology managers, PDF users and IT professionals. Complete session descriptions, speaker biographies and registration information is available on-line at [www.pdf2003.com](http://www.pdf2003.com).

In the Technology Management track, managers can learn about PDF based document and forms solutions. Sessions covering new and emerging PDF technologies along with software from Adobe and other PDF vendors are included. Sessions also include case studies showcasing best practices for PDF documents and forms including PDF offerings from multiple vendors.

The IT Professional track provides the technical details necessary for implementing PDF solutions. Sessions in this conference track include XML & PDF, JavaScript & PDF and PDF.

The PDF User track is for those responsible for creating, sharing and using PDF files. Sessions are focused on making users more efficient with Adobe Acrobat and other PDF software. Sessions include creating optimized PDFs for print and web publishing, editing PDF files, securing PDF files and converting documents to PDF.

The conference provides exceptional access to conference speakers and numerous networking opportunities to meet other professionals involved with PDF. An exhibit area provides opportunities to see the latest PDF technologies and meet with vendors developing PDF solutions. A partial list of exhibitors includes activePDF, Appligent, AGI, DataLogic, Enfocus, PowerXChange and PlanetPDF.

• **Industry News** •



**Quebecor World Wins New Contracts In Latin America**

Quebecor World Inc.'s Latin American business continues to grow as the Company develops new partnerships and builds on relationships with our North American and European customers.

Quebecor World has signed several new agreements with existing customers who are expanding their business in Latin America including Telefonica de Espana, Reader's Digest, Avon and Abril.

Quebecor World signed a long-term agreement with Telefonica de Espana to print directories in Brazil, Chile, Argentina and Peru.

The total value of this agreement may exceed \$40 million. Quebecor World will produce white and yellow page directories at its facilities in Brazil, Peru, Argentina and Chile. The annual volume, in excess of 9 billion printed pages, represents approximately half the number of directory pages Quebecor World prints in Canada.

"This agreement builds on our partnership with Telefonica in Europe where we print their directories in Spain," said Guy Trahan, President, Quebecor World Latin America. "European companies such as Telefonica are choosing Quebecor World Latin America because they know we have the expertise and the platform to

produce a top quality product for their customers throughout the region."

Quebecor World has also concluded a multi-year agreement to print magazines for Reader's Digest. These monthly, quarterly and special edition magazines will be distributed to Reader's Digest customers in Peru, Colombia, Ecuador, Venezuela, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama. The work will be produced at Quebecor World's facility in Lima, Peru. Quebecor World also produces books for Reader's Digest in Mexico.

Under a new agreement with Avon, Quebecor World is now manufacturing all of its catalogs for distribution in Peru, Chile and Bolivia. The work is produced at Quebecor World's facilities in Peru and Chile.

"We are eager to expand our business with Avon," said Mr. Trahan. "They are a valued customer of ours in North America and Europe and this latest agreement further solidifies this relationship and will help Avon reach even more customers in the Latin American market."

Finally, in December, Quebecor World Latin America signed a long-term contract to print Editora Abril's sheetfed printed products in Brazil. This agreement covers inserts and short-run sections for the monthly magazines that Abril prints in Sao Paulo.

Quebecor World and Editora Abril, Brazil's largest magazine publisher, have had a close working relationship for several years and in 2000 signed an agreement for Quebecor World to produce Abril's publications in the North East of Brazil at a specially constructed plant in Recife.



**Creo Images Chemical-free Plates On Thermal CTP Systems**



Trendsetter 800 Quantum

Creo is now able to image chemical-free plates on the Trendsetter® 800 Quantum and Lotem™ 400 Quantum platesetters. The chemical free option - which eliminates the need for a plate processor, pre-bake oven, or storage of toxic processing chemicals - benefits printers with small to medium length print runs and physical space restrictions. They save on the capital cost of a plate processor, and the ongoing costs associated with chemicals, cleaning materials and technical resources essential to maintaining this type of equipment.

"We are pleased to offer this cost effective and more environmentally friendly option," says Joe Luckett, marketing manager for output devices in Creo Americas. "Creo has a tradition of being an open system provider, and delivering leading edge technology. Printers with small to medium length print runs will especially profit from the many benefits of imaging chemical-free plates."

The option of imaging chemical-free plates is available on the 4- and 8-page models of the Trendsetter and Trend-setter Quantum thermal platesetters. (The Quantum models use Creo SQUAREspot® thermal imaging heads to interchangeably expose film and plates for conventional and waterless printing. The chemical-free plate imaging feature is added to the base functionality of imaging traditional anodized aluminum printing plates from multiple vendors. The chemical-free option is also available as an upgrade to existing qualified systems. Creo expects to offer this option for Lotem platesetters early this year.

Creo has qualified the Presstek, Inc. Anthem chemistry-free thermal plate for use with the Trendsetter 800 and Trendsetter 400/800 Quantum CTP devices. Creo 4-page and 8-page Trendsetter Quantum systems can be bundled with the Presstek Anthem plate in the United States, Europe and Canada.

**Newest GATF's Board Member**

Howard T. Kaneff, chairman of the board of Arkay Packaging in Hauppauge, NY, was recently elected to the board of directors for the Graphic Arts Foundation and the Printing Industries of America. He is one of five new board members to assume a 3 year term as 8 board members complete their terms.

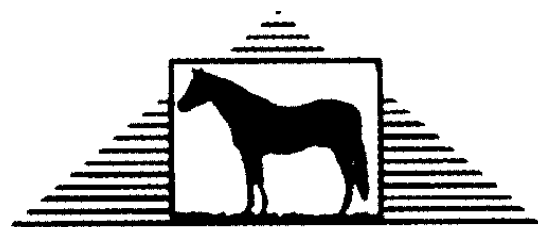
"Howard has been a life-long member of both GATF and PIA, an early adopter of new technology, and an activity instructor and participant in industry training," said Michael Makin, the first joint CEO and president of the two groups. "As the GATF and PIA boards consolidate, it is more important than ever to have highly experienced volunteer leaders like Howard help guide us."



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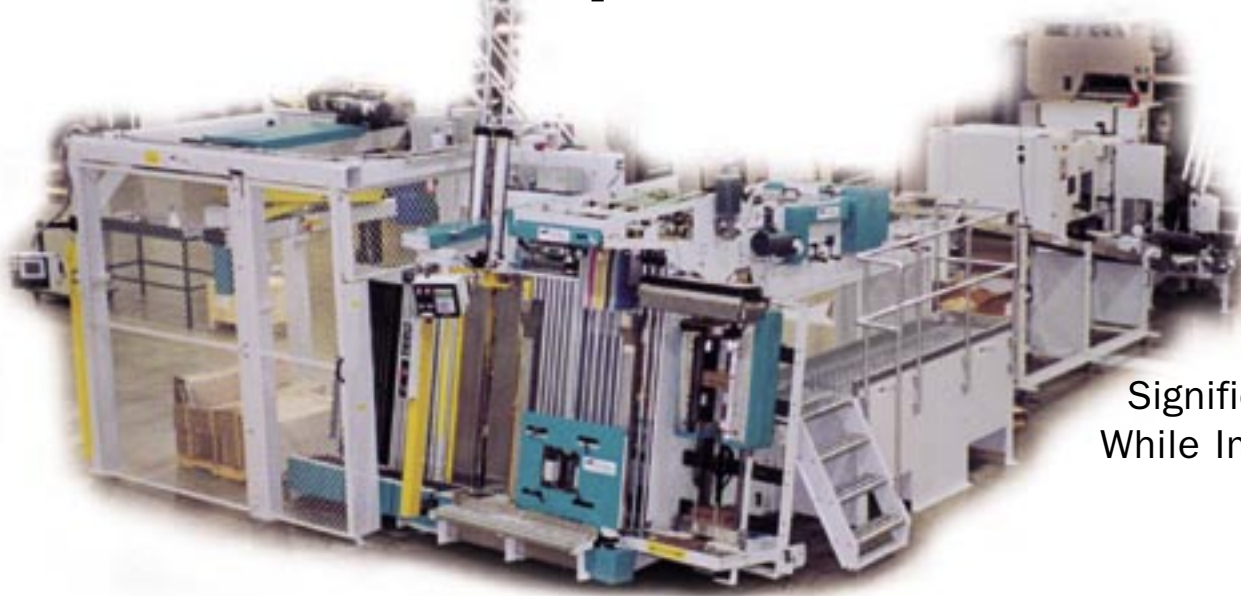
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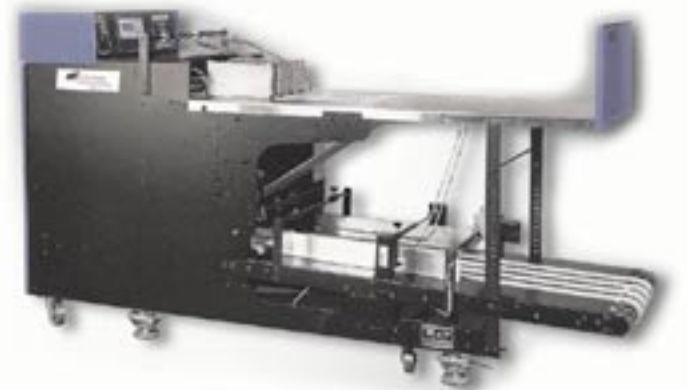


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## Appleton Papers' New Identity

Appleton Papers Inc., a leading producer of carbonless, thermal and security products, is going to change its trade name and logo to Appleton. The company will use the tagline, "What Ideas Can Do," with the logo as part of its new identity. Appleton will retain Appleton Papers Inc. as the legal name of the company.

Doug Buth, Appleton Papers' chief executive officer, said that producing carbonless, thermal and security products will continue to be the foundation of the company's product offerings. "We are proud of the market leadership positions we have earned and excited about what our new ideas can do for our customers and our company," said Buth.

The Appleton brand name maintains the name associated with the company's nearly 100-year history as a leading producer of unique coated paper products. At the same time the Appleton brand accommodates the company's growth of its existing businesses as well as expansion into new markets.

Appleton is the leading producer of substrates used to make multipart carbonless business forms. The company also manufactures substrates used to make point-of-sale, tag, ticket and label products as well as security products used in document and product authentication solutions.

Appleton is headquartered in Appleton, Wis., and has manufacturing operations in Wisconsin, Ohio and Pennsylvania. Appleton employs approximately 2,500 people and is 100% employee-owned.

## • Printing's Past • America's First Printing School by Frank Granger

Education takes place without the aid of a formal school, but it is a wandering, unorganized and costly affair. The contribution of the school is to organize, systemize, and encourage the learner. All too often the role of the teacher is overlooked.

European and early Colonial American printers learned the trade as apprentices. The apprentice system, originally established by European printing guilds, was both a means of education and a control on the number of workers, wages, and competition. In America, there was a spirit of expansion and growth. Competition was encouraged. There was no need to limit the number of workers.

Robert Owen and William Maclure established the Workingmen's Institute in New Harmony, Indiana in the early nineteenth century. It was a social experiment to establish a worker's Utopia. In 1827, Maclure purchased a copperplate printing press for the school and hired Cornelius Tiebout as America's first printing teacher.

The interest in flexo and its growth potential in the newspaper industry has triggered concern regarding newsprint recycle-ability. Flexo inks are more difficult to de-ink using today's technology, and therefore decrease the ability to recycle the paper. In Europe, there is a strong requirement to use a significant amount of recycled fiber in paper production, particularly newsprint. The concern with the flexo process is that as it grows in popularity, increasing amounts of flexo printed stock in recycle will challenge the newsprint industry's ability to maintain the quality and cost of recycled paper.

MacDermid Printing Solutions, Harmsworth Quays Printing Ltd. (HQP), Sun Chemical and KBA have joined together to qualify new ink technology that will address the de-inking and recycle-ability concerns as well as the enhanced printability provided by using the flexo process.

The strong and vibrant color achievable through flexo, along with the favorable economics of flexo equipment and the flexo printing process are just a few of the benefits that are driving the flexo decision at the newspaper. Advertisers and consumers appreciate the bright colors and bold graphics as well as the elimination of ink rub-off that is normally associated with offset printed publications.

For the last four years, the Centre Technique du Papier (CTP) has been engaged in a study to better understand the capabilities of the de-inking flexo newsprint process and to look for ways it might be improved. Their study evaluated newly developed inks, improved de-inking chemistry and new recycling processes to understand the current capabilities for handling recycled flexo newsprint.

A school "newspaper" was established in 1828 as a training instrument and a tool to spread the agenda of New Harmony. It was called "The Disseminator". The masthead read "Edited, printed, and published semimonthly in the east end of New Harmony Hall, by the pupils of the School of Industry, at one dollar per annum in advance: The Disseminator of useful knowledge, containing hints to the youth of the United States from the School of Industry."

Keeping with the ideals of the community the paper avoided local news and consisted of articles on science and education taken from other publications. It also contained a great deal of Owen's and Maclure's social dogma.

At the Institute, printing was viewed as part of a well rounded education. In the early age of lithography, the Institute used this new process to teach art and drawing. "The pupils are all taught how to design on the stone... the boys ...by setting types, they practice accurate spelling and become familiar with the construction of all languages which they print, and they can earn their bread in case of necessity."

## De-Inking Flexo Newsprint Is Achievable

The study found that the new inks are more de-inkable, potentially allowing the use of higher amounts of flexo at mills without any change to their current process. They found the pulp brightness with 30% flexo newsprint, using the new inks, to be comparable to the brightness of pulp with 10% flexo newsprint, using the standard flexo inks. While noting this as a significant finding, they suggested it important to confirm that these news inks have the necessary printability and run-ability characteristics (noting that other very de-inkable flexo inks have fallen down in these areas).

Recognizing the need to confirm the de-inkability of these inks, MacDermid Printing Solutions, LLC (US) has invested in a major research program to qualify the viability of these new inks in production environments. The work has been arranged with Professor Gopal Krishnagopalan at Auburn University where the bulk of the laboratory work will be done. The pilot plant portion of the research program is being done at the United States Department of Agriculture Forest Products Laboratories (FPL) in Madison, WI.

Working together in this effort are MacDermid, Harmsworth Quays Printing Ltd. (HQP), Sun Chemical and KBA. Additional industry support is welcomed. Initial results from the pilot plant trials at FPL using furnish provided by HQP confirm CTP's findings. The new Series 5 Inks from Sun Chemical provide greater de-inking capabilities. The pulp had a much higher level of brightness than with standard inks at 30% loadings, consistent with the results reported at CTP (and referenced above).

Print testing results to date at HQP, have confirmed the printability of these new inks. All of the benefits typically associated with today's water based, flexo inks are fully realized by the newspaper and the reader. The new inks provide the vibrant color, print economics and rub resistance one has come to expect from flexo. Continued running of these inks are now underway to confirm the long term run ability of the new ink set.

MacDermid believes that the use of more de-inkable inks, combined with improvements in de-inking chemistries, will resolve the concerns raised regarding the use of greater amounts of flexo newsprint in recycle streams. For this reason, the focus of the sponsored research will be on the chemistry.

Mills that do not employ the latest technologies are likely to be skeptical of their ability to handle flexo and are likely to warn of the severe financial impact if flexo newsprint gains in popularity. For that reason, the main thrust of this research will be aimed at allowing mills to utilize their existing capabilities and handle a higher level of flexo in their recycle.

Flexo has a number of significant benefits to the newspaper printer, advertiser and reader. These have been well recognized, but until recently, lack of a computer to plate system for flexo has limited adoption of flexo technology. As a flexo computer to plate system is being introduced in early 2003, it is anticipated that a number of newspapers will decide in favor of the flexo process.



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## The First For E-Eyes

MAN Roland E-Eyes remote diagnostic tool is now a commercial reality. Illinois sheetfed stalwart BOPI (Bloomington Offset Process, Inc.) has become the first printer in the nation to use the device to eliminate the need for a service call.

Part of MAN Roland's ServiceVision program, E-Eyes is a specially configured wireless PDA that incorporates a digital video camera and a view screen. To put it to use, a member of a press crew simply has to point E-Eyes to the problem or part that needs to be identified.

The resulting live images are beamed, via the Internet, to MAN Roland's Rapid Response Team (RRT) outside of Chicago. An RRT member uses the real time visual clues to formulate a fix and guide the printer's press crew through the repair process.

"The concept of a 'virtual service technician' has been kicking around the graphic arts since the advent of digitally controlled presses," says Matt Braun, the RRT member who helped develop E-Eyes. "The idea was to use computer and modem technology to eliminate the downtime, travel time and expense incurred by a conventional service call."

The problem: until the introduction of E-Eyes remote service technicians were flying blind. "With E-Eyes we can literally look inside the press to see what's wrong with it, so we have a much better starting point to work from,"



Eye see you. MAN Roland's E-Eyes gives MAN Roland's RRT technicians the vision to repair a press via remote control.

Braun continues. "Then we can get the press crew to focus on separate parts to get an idea of how various components are functioning."

That's how E-Eyes was used in its first-ever troubleshooting assignment at BOPI. "We had a circuit board that was acting up on one of our ROLAND 700s and we got E-Eyes out to give Matt in Chicago a look," says Thomas G. Mercier, CEO and president of BOPI.

"I was able to verify mechanical settings and effect an electrical repair over the phone," Braun recalls. "This saved the customer travel expenses, time waiting for a technician to arrive, and within an hour the machine was back in operation."

On the customer side of E-Eyes, Mercier was equally pleased: "The circuit boards have lights on them that tell the MAN Roland technicians about the press' operating status. When you're describing an array of indicators

or some other complicated assembly like that, you're never quite sure if you are communicating accurately or miscommunicating with the technicians. With E-Eyes, there's never a doubt."

Mercier also believes that E-Eyes will give his crews the confidence to attempt more remote repairs. "When a press is down, the last thing you need is some inaccurate information that further harms the piece of equipment that you're trying to fix," he says.

"As sophisticated as printing equipment has become, you don't need any extra hiccups along the way. E-Eyes provides positive identification and with the technicians guidance, you know you're heading in the right direction."

BOPI's two six-color-plus-coater ROLAND 700s are also equipped with PECOM's Remote Service Diagnostics. "That lets MAN Roland's technical team to actually dial into the press so they can view everything that our press operators are seeing on their control consoles," Mercier explains.

Braun likes the way the two work in tandem. "RSD lets us make adjustments or even download data for analysis by the factory to make sure any problem is solved quickly and without the need for an onsite visit," Braun notes. "And now with the availability of E-Eyes, remote diagnosis is more effective than ever."

Mercier concurs: "It's a good idea because they can be here without being here. That can save us over a thousand dollars in travel time alone compared

to a regular service call. Then there are cases where the technician needs a special part after he's arrived. That can cost you an extra day of expenses and downtime. With E-Eyes, we save all that money and all that production time."

Each member on every BOPI press crew knows how to operate the E-Eyes system. "It's pretty simple, like using a video camera," Mercier says. "That enhances its value because we don't want to have someone out ill or on vacation and being without this capability."

BOPI also has used E-Eyes as a parts identification device: "There was a maintenance part we needed - a hose connection - and had no way of describing it accurately. We sent MAN Roland an E-Eye view and we had the right part the next day."

In addition to acquiring E-Eyes, BOPI recently upgraded its PECOM operating and automation systems on its ROLAND 700s, adding ServerNet, PrepressLink, JobPilot and Press-Monitor.

The latter two modules received an InterTech Award from GATF last year. "All of the automation keeps working better and better, the more we use it," Mercier declares.

Braun sees the BOPI experience as the beginning of a new era of automation in press support, service and maintenance. "With E-Eyes, PECOM RSD and RRT, the concept of a virtual technician has become a reality," he says.



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With installation of a new Heidelberg web press nearing completion, Rochester Institute of Technology announces additional partners in the project. Nineteen industry suppliers will provide components and consumables valued at more than \$1.3 million, extending RIT's renown and quality as a top-ranked educator in print media.

Heidelberg consigned the gapless Sunday 2000 press system for education and research within RIT's School of Print Media. The six-unit press is being installed in the new Heidelberg Web Press Laboratory at the Rochester, N.Y., campus. That facility will be debuted during a grand opening celebration scheduled for April 25.

"A state-of-the-art web printing system requires the integration of press technology, operator expertise and auxiliary components and consumables," explains Bill Garno, director of the Printing Applications Laboratory at RIT. "With these suppliers supporting the Sunday press technology, and the combined expertise of RIT and Heidelberg, we clearly have all three requirements met."

Garno says RIT and the industry as a whole are very fortunate that these suppliers have stepped forward with contributions. "We thank them for their generosity and for the ongoing cooperation that will make the Heidelberg Web Press Laboratory a premier teaching and research facility," he adds. Hardware partners for the Sunday 2000 at RIT include Creo Inc., which will provide a Trendsetter VLF plate-setter; Graphics Microsystems Inc. (GMI), which will install its ColorQuick closed-

## RIT's New Web Press Partners



Heidelberg's gapless Sunday 2000 is designed for the highest quality web printing and is now available with fully automatic plate changing.

loop color control system; and Quad/Tech, Inc. (QTI), which will supply its RGS Vector™ closed loop register system, RCS 4000 ribbon control system, and web guidance system 4000.

AWS, a Thermal Care division, will provide a Uniflow 4000 Combi Unit fountain solution system/vibrator temperature controller and a LPA-1200 low pressure air cooler. Böttcher America Corp. will supply press rollers, while NELA Ternes Register Group will furnish a plate punch/bender. Lincoln Industrial Corp. will provide an ink pumping system. RIMA-System, which is represented by Heidelberg in the U.S., will donate stream conveyers and a compensatory stacker.

The list of partners providing gapless blankets, ink, plates, chemistry solutions and other consumables for the press system includes Day International Inc., Flint Ink Corp., Fuji Hunt/Anchor, Kodak Polychrome Graphics,

Sun Chemical and Tribology. JC Fibers will donate the paper-waste handling system for the press system, and Jeco Plastic Products will contribute pallets. A color-viewing booth will be available, thanks to Just Normlicht Inc.

The Sunday 2000 at RIT will feature a 24-page, 2-by-6 plate cylinder configuration. Heidelberg will equip the press with its Contiweb CS splicer, Ecocool dryer, PCF-1 pinless folder and Omnicon controls. The Sunday 2000 model is especially designed for high-quality commercial and short run publication printing.

"Installation of the Sunday 2000 reflects and strengthens our long-term partnership with Heidelberg, and we welcome these additional partners," according to Albert J. Simone, RIT president. "Due in large part to our industry partners, RIT has thrived and forged ahead in new academic and research frontiers. We will continue to work together to provide the innovative education and research resources that are a cornerstone of the entire printing industry."

The Sunday press will replace an M-1000B web press donated to RIT by Heidelberg predecessor, Harris Graphics, in 1986. The new web press will join a long list of Heidelberg prepress, press and postpress technology at RIT, including a Topaz scanner, Speedmaster 74 and Quickmaster DI sheet-fed presses, a Polar cutter and a Stahl folder.



## Quad/Graphics Secures \$1 Billion In Long Term Contracts

Undeterred by corporate and economic challenges, Quad/Graphics ended the year 2002 having secured a total of \$1 billion in new and renewed long-term contracts.

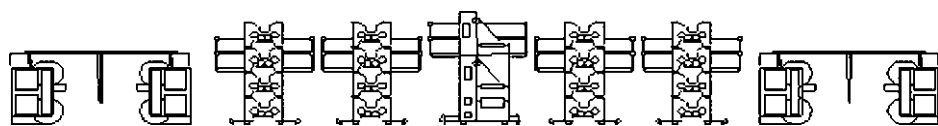
"Certainly 2002 was a year of changes and challenges, but it was also a year of opportunities, and we seized every opportunity to extend relationships with existing customers while extending our services to new ones," said Thomas A. Quadracci, President and CEO of Quad/Graphics - the world's largest privately held printer of magazines, catalogs and commercial products.

Mr. Quadracci credited the company's stellar year to the company's progressive print production and customer service capabilities, which are fully integrated across the company's network of production facilities. By integrating its capabilities across people, processes and plants, the company has significantly expanded production options while contracting turnaround time.

"Quad/Graphics' singular approach to printing enables us to produce the highest quality products with more of the features our sophisticated clients want, in the least amount of time," Mr. Quadracci said. "In short, we have a manufacturing platform engineered for nimbleness,

*Continues on page 10*

# Singlewidth Users

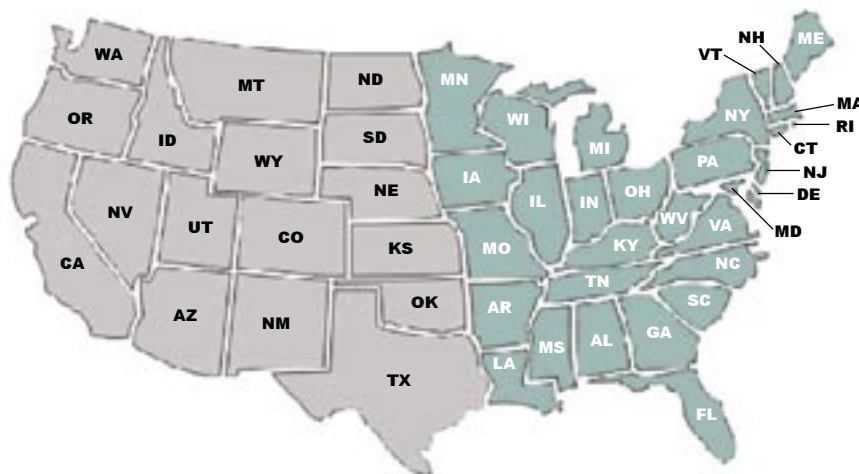


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There are many "new" concepts of management being promoted. The premise of many of them is that the answers to the question can be found in a book. One has to laugh at some of the titles you find on the bookshelves today. There are books on leveraged buyouts, just in case you want to buy your company. There are books on do-it-yourself brain surgery in case you have a headache. It may sound ridiculous but if you examine the almost devastating deluge of simplistic books on management the brain surgery takes on the image of moderation.

The shortcuts contained in books are not the only malady that is impacting our industrial scene today. We also have dataholics who believe that the answer to any managerial problem can be found in a computer printout. Their ultimate goal is real time data. The basic supposition is that the real time data will generate real time reactions and quick resolutions of problems, hopefully by fully automated means. The ultimate goal is a factory totally devoid of any human being.

There, my friends, is the problem. Our plants are not yet devoid of the human factor; maybe later, but not today. Thank God for that. In the

meantime the dataholics must try to integrate the people with the data and hope for a programmed result. That, of course, will never happen. People just don't program well. They don't have a carpetbag of pat solutions which can be applied to every program instantly.

It may come as a great shock to some programmers, but in some cases there are not pat solutions to some of the problems, so that workable alternatives have to be found, and some of the alternatives are poor at best but necessary for the moment. The pressrooms of today do not respond well to the x's and o's of the computer vocabulary.

This is a great article. So far I have shot down the managers' bookshelf, the computer concepts, and the quick fixers that have become legion today. So here we have a manager who needs help and all of the current hot concepts are blown out of the water. What can he do? At last, the message. Try Chinese Management. Now, what the hell is Chinese Management? Let me explain.

## Chinese Management

by Frank Drazan

Chinese Management is the concept that can be expressed in two words – How Soon. The Honorable Emperor How Soon ruled China in the fourth century B.C. This was when the Great Wall of China was built. Of Course, some non-believers might think that building that wall was a piece of cake because How Soon had millions of coolies who worked for peanuts, but don't you believe it. How Soon had problems that would terrify the average modern manager.

First, he had supply problems. All of that material had to come from somewhere. Then had transport problems; how to get it to the right place at the right time. Then he had people problems; some coolies wanted more benefits, like decent burials for instance. Then he had problems with quotas that had been set by the last emperor who had ruled in the good old days when the birth rates were high. Then, to put the problem in modern mode, there was the drop out rate – only in this case they didn't just drop out, they dropped dead! Talk about disciplinary problem! How can you whip a corpse?

The How Soon wall project had an alarming drop in productivity. On one crucial day only 12 yards of wall had been built and the quality was poor. Drastic action was needed. How Soon sat down with his managers and asked what the hell was going on? Nobody knew! The whipping rooms were full, the motivational seminars had been held and the one minute memos had been posted. So what was left?

Emperor How Soon was no fool, he knew what he wanted. He needed real time data so that he could respond to problems before they killed him. Now, how the hell could How Soon get real time data 25 centuries before IBM? Brace yourselves. Real time data was possible by the simple system of the open eye and a fully functional brain. What How Soon wanted was a management team that watched the operations with their eyes open and responded to the problems with their brains as they occurred, instead of waiting for instructions from the new managerial tool, the abacus. You have to agree that this is and was a radical departure from the gurus of the quick fixes.

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The emperor required that each manager would go to the scene of the latest breakdown and ask the simple question, "How soon?" This was not a salute to the Emperor, it was the single most important question a manager could ask. The response to that question would determine at once whether the problem was serious and needed managerial action or was simply a routine problem well in hand. By asking the question the manager displayed an interest in the operation and provided a degree of motivation to the crew involved. When an unusual problem had been encountered, the manager could take the immediate steps to correct it. Sometimes all that was needed was a new whip. Immediate replacement was critical. Only a manager could get it quickly.

That, my friends, is the essence of Chinese Management. Managers with their eyes open, working at the scene of the operation, and responding to problems as soon as they occur. That managerial breakthrough was discovered twenty five centuries ago. And it still works!!

Burn that library of quick fixes and get out on that manufacturing floor. Get your real time data from your eyeball and your brain instead of the printout. Get that wall built on schedule and at a profit, and light a candle for the Emperor who started this new concept.

The year 2002 was notable in other ways for Quad/Graphics. In November, the printer began production on the January 2003 issue of the world's best-recognized magazine, National Geographic, using brand new equipment in its Martinsburg, W. Va. plant. The January 2003 issue appeared on the newsstand January 7.

Pewaukee, Wis.-based Quad/Graphics (www.qg.com) employs 11,000 people in the United States and has annual sales of \$1.8 billion.

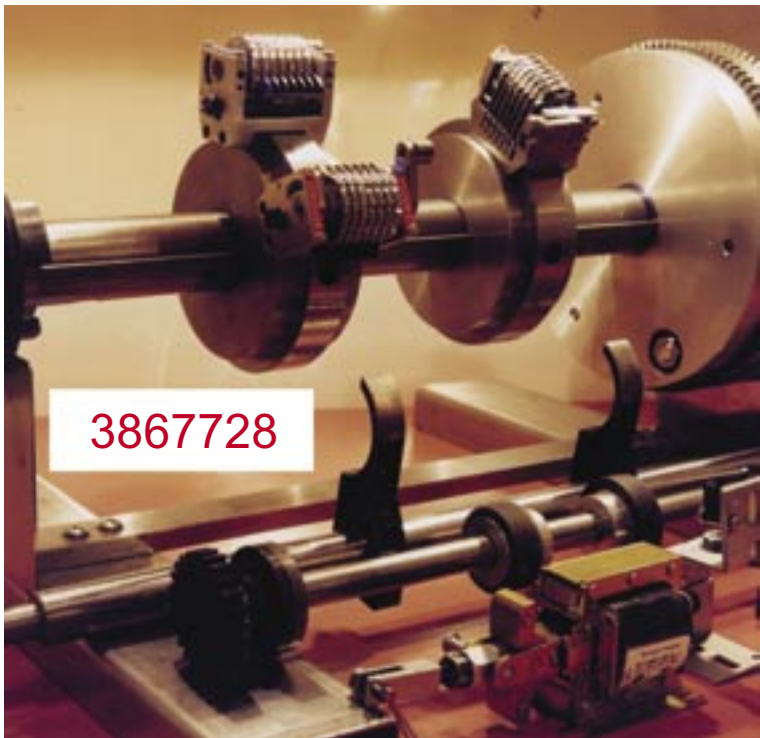
### Quad/Graphics

Continues from page 9

which has proved attractive to an increasing number of publishers and catalogers."

Among the publishers and catalogers with whom Quad/Graphics signed multi-year contracts in 2002 were Time Inc., U.S. News & World Report, Rodale Inc., Coldwater Creek, Smithsonian, Meredith Corporation, Pottery Barn Kids and Orvis.

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• Industry News •

## An Industry Giant Edward E. Barr Retires

To say that Edward E. Barr is a seminal figure in the printing ink industry is an understatement. When Mr. Barr joined Sun Chemical in 1962, the company had annual sales of \$25 million in ink and pigments. In 2001, Sun Chemical's ink and pigment sales were \$3.5 billion.

On Jan. 1, 2003 Mr. Barr retired as chairman of Sun Chemical Group B.V. Mr. Barr said that he felt the time had come for the next generation of leaders, led by new chairman Wes Lucas, to fully take the helm of Sun Chemical.

"I am 66, and I believe that one of the important responsibilities of a CEO is to prepare for his succession," Mr. Barr said. "I've seen too many examples where it's been deleterious."

Mr. Barr had served as Sun Chemical's chairman, president and CEO for 11 years until 1997, when he transferred the titles of president and CEO to Henri Dyer. Mr. Dyer retired earlier last year.

"This process began five years ago when I transferred day-to-day responsibilities to Henri," Mr. Barr said. "We needed to have the company not identified 24/7 with Ed Barr. I felt that in terms of Sun activities this is the perfect time for me."

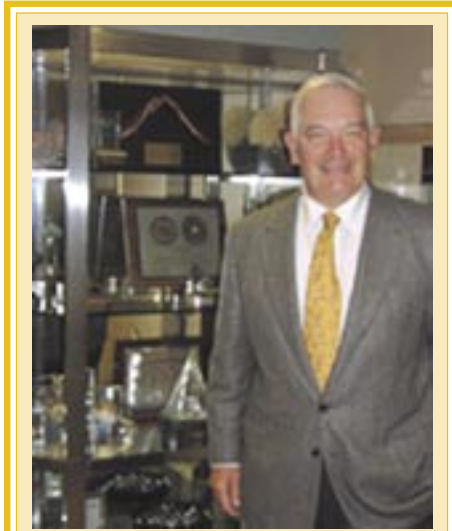
"I am indebted to Sun Chemical's men and women, past and present, throughout the world for their dedication and loyalty in building our company to its global leadership position," Mr. Barr added.

Mr. Barr said that Mr. Lucas is the right person to take over Sun Chemical. "I wouldn't be looking forward to new challenges if Wes wasn't such a strong person," he said.

Mr. Lucas said he is grateful for all that Mr. Barr has taught him during the past two years.

"I have enormous respect for Ed," said Mr. Lucas, who is also Sun Chemical's president and CEO. "He really is one of the truly great leaders in the industry. He has transformed the industry and created a great company in Sun Chemical. He's very intuitive, and what he has done here is truly remarkable."

In 1957, Mr. Barr graduated NYU's Stern School of Business, received his master of science degree in economics from the University of Michigan and participated in NYU's Ph.D. program in economics. By 1962, Mr. Barr could select any industry he wanted to join, and he chose the ink industry. Mr. Barr began his career with Sun Chemical



**Edward E. Barr**

Pictured with a few of the honors he has received during his more than four decades in the printing ink industry.

as an assistant to the president, moving up to group vice president and executive vice president, until he was elected Sun Chemical's president and CEO in 1975.

As soon as he joined Sun Chemical, Mr. Barr began to formulate and implement the ideas that would spur Sun's growth.

"When I came to this business it was basically a cottage industry," Mr. Barr said. "It was an important field, but it was not run by the business principles I had learned. It was substantially composed of family-owned companies. We saw there was an opportunity to be a change engine."

The first decision made by Mr. Barr was to focus the company's energies on its core ink and pigment segments. Mr. Barr's first responsibility was to divest non-core businesses from Sun Chemical. Next, the company began to focus on creating new and improved technologies, hiring Dan Carlick from Interchemical to develop the company's increasing R&D resources, build state-of-the-art technical centers and change the way large batches of ink was made.

"When Dan Carlick came to Sun, we became the first ink company to concentrate on scientific fundamentals," Mr. Barr said. "We also recognized that the then-current manufacturing technology was also the product of this cottage industry, so we pioneered motherplants to rethink how we made printing ink. Graphic arts was a growth industry, which played to our developing management teams, motherplants, technical centers, things that were happening in other industries, but not in ink."

The company's successful expansion into Europe would follow. Sun Chemical grew from \$20 million in sales in Europe in 1974 to \$1.5 billion in 2001. Other regions experienced similar growth.

Not everything about the ink industry needed to be changed, however. The importance of relationships has remained a constant. "The industry was not very professionally run, but it had very special relationships with its

customers. There was a lot of close contact," Mr. Barr said. "We developed relationships based on trust and agreement on objectives."

Mr. Barr left the company in 1982 to become CEO and partner with Courtaulds in an American-based specialty chemicals joint venture. He rejoined Sun Chemical as its president and CEO following the company's reorganization at the beginning of 1987.

"I was very happy at Courtaulds, but when the opportunity came up, I came back in a heartbeat," Mr. Barr said.

The acquisition of Sun Chemical by Dainippon Ink & Chemicals (DIC) soon followed. Mr. Barr was named a member of the board of directors of DIC from 1988 to 2002, where he was the only non-Japanese member of the DIC board.

Mr. Barr said the relationship with DIC has been excellent, and that he learned much from his experiences with DIC.

"We are all prisoners of our background," Mr. Barr said. "One of the great things about capitalism in North America and Europe is that you have to create all the time for your business. Things are more formal in Japan. I would say that Sun Chemical's experience would have been impossible in Japan – it's not as openly dynamic as our markets have been. When I started in the business, the leading ink companies in Japan were DIC and Toyo, and that has not changed in the past 41 years. When I came to Sun, the two leading U.S. companies were Interchemical and Sinclair & Valentine, who are long gone. We let the best rise to the top."

Mr. Barr became chairman of Sun Chemical Group B.V., the holding company of Sun Chemical Corporation, in 1997. In this role, he has advised the senior management of Sun Chemical on matters of strategy, long range planning and future opportunities to expand the company's world leadership position in the graphic arts and colorant industries.

"As an industry, we are under unparalleled pressure," Mr. Barr said. "A concatenation of effects – the recession, 9-11, the Internet – has reduced demand and levels of confidence and transferred some business. With this has come an unduly emphasized concentration on price, and when this is combined with some printing companies being led by people with no background in the industry, it can be a troublesome combination. I don't find this to be an exceptionally constructive time in the industry."

Mr. Barr believes the answer to this problem

can be found by educating customers on the value of the ink they are purchasing.

"The good news is that we can develop products and applicable know-how that can make our customers more cost-effective," Mr. Barr said. "That has been very successful. We have found that increasingly that's what our customers are seeking. It requires a major emphasis on education and the burden falls on us as an industry to restart the dialog. Purchasing needs to be partnered with technical people and supply chain management. As an industry, we are lost if decisions are solely based on the price per pound of ink."

Over the years, Mr. Barr has received countless awards for his outstanding service to the industry and the community.

The National Association of Printing Ink Manufacturers (NAPIM) honored Mr. Barr with its Printing Ink Pioneer Award in 1990, and its Ault Award, the most prestigious honor in the industry, in 1996. Earlier in 2002, the Web Offset Association (WOA) presented Mr. Barr with its Vision Award, making him the first supplier to receive the highest honor in its field.

"The Ault Award was a selection by my peers and it's an award based on one's collective contribution," Mr. Barr said. "Many people I respect have received it. The WOA award is also one I am delighted about; that's more of a fraternity award. I'll always have a special place in my heart for the web offset community."

On the university front, Mr. Barr was named an NYU distinguished alumnus and was awarded the school's John T. Madden Memorial Medal in 1978. Mr. Barr was elected an NYU Albert Gallatin Fellow in 1979 and a life member of the Albert Gallatin Associates in 1984. Mr. Barr's honorary degrees include a doctor of science (honoris causa) from the New Jersey Institute of Technology and a doctor of laws from Monmouth College in New Jersey.

While leaving Sun Chemical was a major change for Mr. Barr, there is no doubt that he will pursue numerous opportunities.

"There's a nostalgia about my leaving," Mr. Barr said. "It's been nearly 41 years, but at the same time I have other things that I want and need to do

*Continues on page 12*

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Gannett Offset decided to install Goss digital page packs on 60 couples across its two existing Metro Offset® presses and its Metroliner® press. In addition, industry-standard PC based Goss APCS3 press controls were installed on its Metroliner, two Metros and its Goss Colorliner press.

Christopher McAlpine, Manager of Controls Enhancements at Goss, working on the project at Springfield, explains the technical benefits of the Goss press controls solution: "The upgraded press consoles are now all connected to a single plant-wide data server, which allows the press operators to create, store and modify impositions and jobs from a single location."

"It's a real time-saver because it also means that all the preset data can be shared amongst presses printing the same product without the need to re-RIP data. What is more, because it's all based on a MicroSoft Windows™ platform, Springfield doesn't run any risk of obsolescence issues in the future."

"Goss did a great job," said Jones. "There was a very smooth start-up on all the presses and virtually no downtime at all on the Colorliner as the new controls were installed unit by unit, running parallel to the existing system. The actual changeover took a matter of minutes. The first results on all the presses showed a dramatic improvement in print quality."

With a portfolio of over 60 different publications, including USA Today and New York Times for distribution along the East Coast of America, as well as a range of commercial print work, Gannett Offset prints between three and four million pieces a week and around 15 million per month. With this volume of work, reducing makeready delays and materials waste are critical in contributing to profit and overall success.

For Jim Jones, the benefits of the Goss enhancements program in this respect are quantifiable: "Makeready used to be very labor-intensive and all the skill and experience of our pressmen still couldn't prevent ink blow-by on the single piston page packs. Now we can take our clients' digital files, read the density data and automatically set the controls and inkers by it. The result is that we have a ± .05 optical density tolerance right from press start-up on all our presses, and best performance is maintained through all press speeds."

**Industry Giant Retires**

Continues from page 11

with my life, and they don't include golf or sitting around by the pool." He does anticipate sharing more time with his wife Nancy, their four children – Edward, Uta, Chris and Andy, and their four grandchildren.

Mr. Barr will also remain Sun's senior director of Kodak Polychrome Graphics, the company's pre-press joint venture with Eastman Kodak. "Kodak Polychrome Graphics has been a brilliant success story," Mr. Barr said. "The credit goes to Jeff Jacobsen and the accomplished team he has assembled."

"It's a digital world," Mr. Barr continued. "No one really has to touch an image until it is on the plate. The industry has been moving strongly in this direction, and I think we are uniquely situated to help drive this trend."

Mr. Barr is also examining possibilities outside of the industry. "I also have a few exciting opportunities I am looking at that are not in graphic arts, as I am so clearly defined by my passion with Sun Chemical," Mr. Barr said.

Mr. Barr has served on numerous boards of directors for major corpo-

rations and institutions. From 1985 to 1987, Mr. Barr chaired the New Jersey Commission on Science and Technology, a blue ribbon panel responsible for guiding the economic development of the state. He currently serves as a director of United Water Resources, Harrington Park, NJ, and of Noosh, an Internet-based strategic sourcing company based in Santa Clara, CA.

In addition, Mr. Barr is a trustee of Northwestern Mutual Life Insurance Company, Milwaukee, WI. He was also a director of First Union (Wachovia), the fourth largest bank in the U.S., and its predecessors, from 1975 to 2001.

Mr. Barr is disgusted with the accounting scandals that have occurred at Enron, WorldCom and others, and blames their respective boards of directors for not demanding oversight.

"I've served on the board of directors for a number of companies, and I've always had the philosophy that directors are to be responsible, engaged and ethical," Mr. Barr said. "Everyone I talk to is shocked and appalled. I believe that industry leaders have special responsibility, and apparently some were focused on what's in it for them. The real cure is in our hearts and minds. There has to be a special trust, and I think we're heading back to that."

Education is another passion for Mr. Barr, dating back to his childhood. "I grew up in a little town in Pennsylvania," Mr. Barr recalled. "My dad was a policeman, and my mother, who was a schoolteacher, insisted we had to read the New York Times. She instilled in me a love of reading, of books and of education, which led to me attending

Continues on page 13

**UCB Acquisition**

In a new step to reinforce its position in surface technologies, UCB announces the acquisition of the Graphic Arts business from Air Products.

This decision aims to complement UCB's Radcure technology and strengthen its leadership position in the Graphic Arts business by diversifying its appli-

cation solutions for its customers. This acquisition provides UCB with innovative liquid resins, including waterborne emulsion and solid acrylics for graphic arts applications including flexography on paper and films for food/cosmetic packaging and labels.

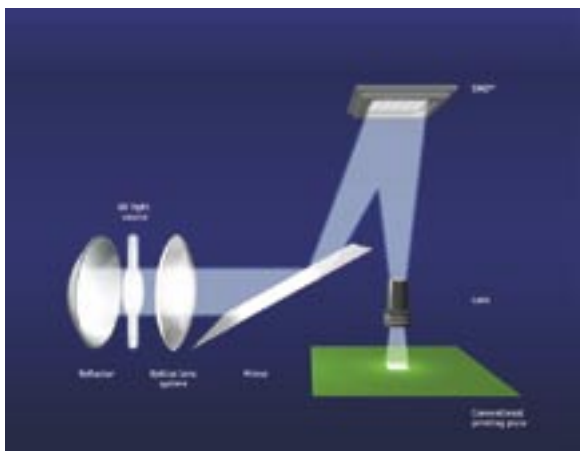
UCB will also have the opportunity to further globalize these products outside the US, through its strong presence on the European and Asian markets.

This acquisition includes a production facility in Langley, South Carolina (USA) with 35 people involved. Sales generated by this business in 2002 were \$ 17 million.

The resins technology portfolio that UCB presents for applications in graphic arts are state-of-the-art environmentally friendly technologies that represent a strong alternative to the existing solvent based resins, making it amongst the fastest growing technology in this market.



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## Digital Color Wide Format Printing Fastest Growing In Industry



The Graphic Arts Marketing Information Service (GAMIS), a special interest group of the Printing Industries of America, Inc. (PIA), recently completed a study entitled "A Study and Analysis of Digital Color Wide Format Printing." The research was conducted for GAMIS by PrintCom Consulting Group, Waxhaw, NC.

According to Bill Lamparter, president of PrintCom and lead researcher on the study team, "This market is just a little over 10 years old, but is the most diverse and fastest growing segment of the graphic arts industry." The study reports that at the end of 2001 the value of products produced on wide format equipment in the U.S. and Canada was estimated between \$8.8 billion and \$10 billion in retail sales value.

After growing between 50% and 200% for the first ten years, with the economic slowdown and the terrorist activities, this market is now on a growth hiatus. However, it is expected to return to a growth sector by the end of 2003. Projections conclude that digital color wide format printing will enjoy an annual growth rate of 7.5% through 2006.

Primary markets/applications for digital color wide format printing are signs, banners and posters including point-of-purchase signage, vehicle graphics, billboards, and art reproduction. Sign specialists or quick

printers/copy shops do much of this type of work. In the commercial printing environment the principle application is proofing. Most commercial printers have not recognized the equipment's capabilities to produce sellable end products. In many instances they are producing advertising materials, sell sheets or trade show literature, but the related signs or point-of-purchase displays are printed elsewhere - a missed opportunity for the printer.

PrintCom estimates that the installed base for graphic arts applications is 45,200 units. They estimate there are an additional 150,000 units installed in 'hidden markets' (non-graphic arts) producing engineering, architecture, construction, mapping, and technical documents.

The study concludes that the digital color wide format printing business is big and growing and opportunities abound for printers as well as manufacturers. The technology is relatively new and in a continuous state of improvement from inks, coatings, and substrates to things like color management implementation.

The study was recently distributed to all members of GAMIS. If you would like membership information contact Jackie Bland, GAMIS Executive Director at (703) 519-8179. Membership information is also available at [www.gamis.org](http://www.gamis.org).

Seventy-four printing companies from North and South Carolina received 562 awards in the 2002 PICA Awards program. The PICA Awards is the most prestigious symbol of printing excellence in the Carolinas. Only printing companies who are members of PICA, a 70-year-old trade association for the graphic communications industry in North and South Carolina, may participate in the competition.

The Printing Industry of the Carolinas, Inc. named Salem Printing Company as the winner of the Best of Show award, in the 2002 PICA Awards program sponsored by xpedx.

Located in Winston-Salem, NC, Salem Printing also received the Mac Papers "Best Printing (25-50 employees)" award and the "Best Presentation Kit" award, sponsored by MAN Roland. In addition, they were inducted into the PICA Franklin Society for having the second most Best of Category awards. They received 17 Best of Category awards, three Special Judges awards and three Awards of Excellence.

Blue Ridge Printing Company received the FujiFilm/innovation award for "Best Printing (51 or more employees)" award and the "Best Finishing" award, sponsored by Coyne Textile Services. The Asheville, NC printing company also received four Best of Category awards, two Special Judges awards and two Awards of Excellence.

Riverwood Hall, LLC, Lexington, NC, received the coveted Printers Service - PRISCO award for "Best Printing (10 to 25 employees)" and four Best of Category awards, three Special Judges and one Award of Excellence.

Walker Printing Company, Charlotte, NC, received the Agfa award for "Best Printing (up to nine employees)" award, seven Best of Category awards, four Special Judges awards and two Awards of Excellence.

Classic Graphics, Inc. received the coveted Komori America award for "Best Brochure," the "Best Annual Report" award, sponsored by Heidelberg; the Lewis E. Kale Memorial Award for "Best Process Color Printing," presented by Kale/Index; and the "Best Printers Self-Advertising award, sponsored by Unisource. For the second consecutive year, Classic Graphics was presented the PICA Gutenberg Society award, which is given to the company which receives the most "Best of Category" awards. Located in Charlotte and Morrisville, NC, Classic Graphics received 19 Best of Category awards, 24 Special Judges awards, and 32 Awards of Excellence.

Subtle Impressions, Inc., Charlotte, NC, received the "Best Flexographic Printing" award, sponsored by Pitman, as well as five Best of Category awards, one Special Judges Award and one Award of Excellence.

Hutchison-Allgood Printing Company received the NAPCO award for "Best 1, 2, or 3 Color Printing" and the Kodak Polychrome award for "Best Catalog." Located in Winston-Salem,

## Best Printers In Carolinas



NC, they received six Best of Category awards, 11 Special Judges awards, and four Awards of Excellence.

Biltmore Press received the coveted "Best Creative Use of Paper" award, sponsored by Athens Paper Company. The Asheville, NC printing company also received one Best of Category award and two Special Judges awards.

Crowson-Stone Printing Company, Columbia, SC, received the coveted Xerox award for "Best Newsletter" as well as four Best of Category awards, five Special Judges awards and 11 Awards of Excellence.

Sheriar Press, Myrtle Beach, SC, received the PICA award for "Most Challenging and Rewarding Entry." In addition to 17 Best of Category awards, 17 Special Judges awards and 15 Awards of Excellence, they were also inducted into the PICA Franklin Society for receiving the second most Best of Category awards.

For a complete listing of the PICA Award winners, or for printing referrals, call PICA at (704) 357-1150.

The Printing Industry of the Carolinas, Inc. (PICA) is a trade association representing the graphic communications industry in North and South Carolina. North Carolina ranks as the 13th largest state print market in the United States with 1,122 total printing establishments and 30,040 employees. South Carolina ranks 31st in the nation with 415 establishments and 9,461 employees. PICA is headquartered in Charlotte, NC.

## Industry Giant Retires

*Continues from page 12*

New York University, and I'm deeply grateful to NYU for their support of an impoverished student."

His love of education has led to his commitment to working with universities. From 1976 to 1985, he was a member of the New Jersey Board of Higher Education, serving as its chairman from 1978 to 1981. He is currently an overseer of NYU's Stern School, where he recently led the development of Stern's Strategic Plan. In addition, Mr. Barr is a member of the Dean's Council at the John F. Kennedy School of Government of Harvard University.

"We all belong to the same community and need to help each other," Mr. Barr said. "As I look forward to the future, continuing with that is an important part of my life. I'm engaged in a dialog to bring to the Kennedy School people from the Middle East who will go back afterward and help run their countries. We need a better understanding of their society and they also need a better understanding of ours."

Mr. Barr emphasized the importance of developing leaders who are

educated in more than business practices. "We're turning out finely honed educated people from our business schools who are prepared to make a contribution, but we should go beyond that, to engender the skills to lead people," Mr. Barr said. "That's much harder to do".

"You have to do something that interests you, something that energizes you, that is psychologically rewarding and gives you broad insights into life," Mr. Barr continued.

"You have to recognize that without the support of people all working together as a team, a relationship is not fully productive. I worked with some great people. For example, Norman Alexander was a great boss; Gordon MacQuaker taught the ink business to me. There were so many people I worked with as peers."

Mr. Barr said that he believes that the future of Sun Chemical is strong. "I believe that the people at Sun have a good platform with which to work from, and the ability to get to the next level," Mr. Barr said. "I'm confident that as the printing industry's needs evolve, Sun Chemical will be right there."



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To apply for this position please call our employment desk Monday to Thursday, 9am-2pm

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The Reno Gazette-Journal, a Gannett newspaper, needs an experienced press operator to work at their Eastern Sierra Publishing plant in Carson City, Nevada. This person will be responsible for assisting in all aspects of printing various products by pre-determined standards and deadlines. Requires minimum of 2 years offset press experience, preferably on a daily newspaper using Goss Community press. Excellent benefit package and an opportunity for advancement. Send resume to: Carolyn Lutts, Recruitment Manager, Reno Gazette-Journal 955 Kuenzli, Reno, NV 89502

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York, PA area Printing Industry in need of 4 rotary we press operators. 40 hrs work week with paid overtime. Position reports directly to production manager via assigned shift supervisor. Pay range: \$15.20-\$17.70 commensurate with skills and experience. Responsibilities will include but not limited to: Complete press makeready and press run duties required to support production of quality printed business forms in any of several different product lines. Ability to maintain high-speed production while adhering to all specification and quality aspects required of the finished product. Position requires operator to have the ability to read and interpret production specifications and documents. Ability to analyze and trouble-shoot mechanical and print issues as necessary. Analytical, mathematical, and problem solving skills a plus. Please forward formal resume in Word format to:

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A company that converts plastic sheet into plastic bags is searching for a second shift Flexographic Printing Press Operator. The shifts are 10 hours, four days per week. The press operator will match inks, change rolls, and operate an off-line six color flexographic printing press that is printing on plastic sheet. In addition to stable, expanding company, the company offers a 401K, good health and dental benefits, and an opportunity to advance into management. Pays \$15 to \$22 per hour depending on experience.

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Employment  
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**Experienced  
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Employment  
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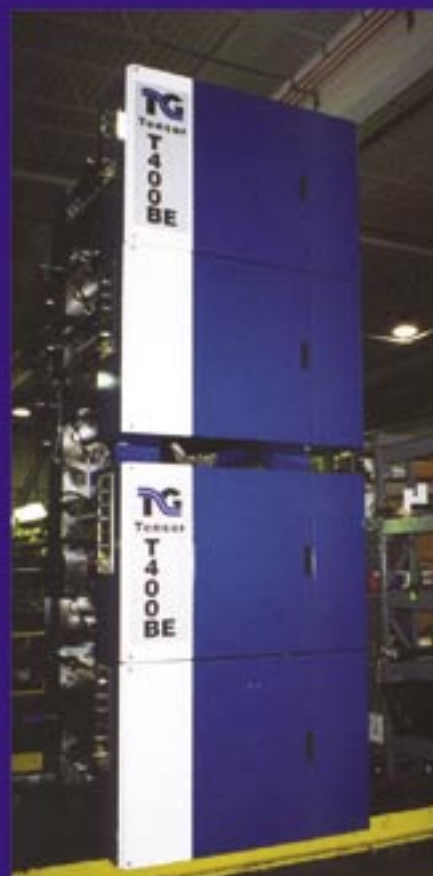
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