

Dear Brad

One of the benefits of PIVA membership is the technical expertise provided by Printing Industries of America. Each month, Brad Evans, Printing Industries' senior research technician, discusses common production problems and issues. Evans has twenty-five years of experience in the industry and regularly consults on paper and ink interactions. He is frequently called upon as the contributing paper and ink specialist for industry publications and has served as an expert witness in court on issues related to paper and ink.



Brad Evans, PIA

Dear Brad:

Q: Which form of calcium carbonate filler (ground or precipitated) gives paper its highest brightness value?

A: Precipitated calcium carbonate filler gives paper a high brightness due to the various shaped crystals that are generated.

Q: Why does supercalendered paper have lower brightness levels?

A: Supercalendered paper results in a paper with greater microsmoothness and increased gloss levels, but the friction produced by supercalendering will discolor the coating, resulting in lower brightness levels.

Q: What are positive and negatives of supercalendering?

A: The negative is that the fibers are compacted closely together, resulting in lower opacity (lower internal reflection). The positive is that the porosity and absorbency decreases, resulting in higher ink holdout and better ink mileage.

Q: We are having a very severe problem with static. It causes the paper to double feed and results in difficult delivery. At what humidity does static become a problem?

A: Paper at humidity less than 35% becomes less electrically conductive and can no longer dissipate the electrical charges which are generated during printing. This causes static buildup

Letterpress Returns!

Trendy designers of social stationery have discovered a new process – letterpress. Of course, they don't want the kiss impression that characterized the best letterpress, they want the tactile effect of punching the type into a soft stock, they want it because it's different. This trend has now made the front page of the personal section of the August 25th Wall Street Journal and it's creating business for a number of PIVA members who are dusting off their windmills and Kluges.



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Pressproof - Newsletter for Production Team

PRINTING INDUSTRIES OF VIRGINIA

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Train Your Staff for Mailing Affordable Online Mail Design Certification

With an increasing percentage of printing companies offering mailing services, it is important for members companies to educate their staff about mailing. One source is The United States Postal Service (USPS), which now offers its Mailpiece Design Professional Program in e-learning format through its Business Mail Academy. Successful completion of the seven-hour online course results in a Mail Design Professional (MDP) certification. The fee is a reasonable \$75. The course covers the classes of mail and processing categories, basic addressing, barcode formats, automation letters and automation flats, reply mail, and Address Information System (AIS) products. Get more info and register at: www.usps.com/maildesign-pro/welcome.htm.



Another option is the Mailpiece Design Consultant Certification Program, offered by the Mail Systems Management Association (MSMA). The program workbook is available at MSMA's website (www.msmanational.org). There is a \$35 fee to take the on-line certification test. The material and test covers similar information to the USPS program, as well as mail services, service endorsements, postage methods, and the history of USPS. In either case-whether staff members take the USPS or MSMA program-they will broaden their knowledge and become more valuable advisor to your mailing clients. Learn more about the MSMA program at: www.msmanational.org/pages/certification_mdc.cfm

Developments in Inkjet Improving Quality of Technology

High-speed inkjet is developing rapidly because of the extensive R&D behind these patents, and it can now produce faster, more repeatable images and better quality prints. Improvements are occurring across all areas-design of the heads to generate the droplets, inks, and substrates. In the past six months, several new inkjet print systems have been introduced, along with speed increases on existing systems.

The new Xerox Production Inkjet System uses piezo electric heads to create the printed image, but uses significantly different inks. The resin-based inks are heated prior to printing and sit on the surface of the paper, not absorbed into paper fibers like other inks. HP's new T400 Color Inkjet Web Press highlights the development and requirements for wider webs, now being able to print on a web up to 42-in. wide. Because of the scalable nature of inkjet technologies, you can expect to see even wider print widths in the future.

Keep in mind that print quality from high-speed inkjet devices will vary. A recent study (Stanton, T., and Bohan, M.F.J. "Analysis of High-Speed Inkjet Presses," 63rd TAGA Tech. Conf., Pittsburg, 2011) showed a significant variation in the font definition between different engines, as well as between inkjet and lithography. The results are another reminder to make sure that a particular print engine will satisfy the quality expectations of your customers.

Calendar of Events

Webinar - Why Aren't You Selling More?
September 21 - 12pm

Jim Fannon Memorial Golf Classic
Hunting Hawk Golf Course
September 22 - 1pm

Webinar - Why Print is GOOD for the Environment!
September 29 - 2pm

Webinar - Six Senseless Sins of Salespeople
October 5 - 12pm

Webinar - Augmented Reality: Extending VOP - sponsored by Ricoh
October 27 - 2pm

Women In Print Luncheon - Featuring Barb Fellow
Northern VA
November 16 - 12pm

Color Management Conference
Phoenix, AZ
December 4-6

A Message from the Chairman



Bob Leveque
RR Donnelley, Lynchburg

Assuming the Chair position of the PIVA Board of Directors during the most challenging economic times most of us have experienced in our careers is something I take very seriously. When you couple the sluggish economy with the fact our industry is going

through a technological transformation we begin to understand the magnitude of the challenges we are all facing. We cannot operate "business as usual".

There is an old Chinese proverb, which states "every crisis is an opportunity". This is our opportunity to transform PIVA, our association, into an "asset" each and every one of us values. In each of our businesses we are always looking for a strong "return on investment" (ROI). My job, along with other members of your Board, is to quantify the excellent ROI PIVA provides its membership.

To assist all of us in navigating the technological transformation during these challenging economic times PIVA will be focusing on three primary "benefits" for its members:

- **Education & Training**
- **Group Purchasing Power**
- **Advocacy**

We are focusing on these three areas because we've been listening to what you, our members have said you need help with.

We believe focusing intensely on three major benefits is better than a "shotgun" approach, which dilutes our resources.

PIVA's focus on Education and Training is critical as we try to figure out how we should be positioning our businesses not only for today, but for tomorrow. PIVA's focus on Group Purchasing Power will provide you the opportunity to save money on key expenses, such as insurance, energy, shipping, and supplies. I've been shocked to learn how few of our members take advantage of our purchasing power. Have you checked to see how much money you could save? Our Advocacy efforts through Print PAC and PIA are one of our best kept secrets. We need to do a much better job of informing you of how PIVA is taking on regulatory issues that increase our costs. We are also advocating on your behalf on key labor and HR related issues.

Going forward we will be sharing "success stories" of fellow members. While it's natural for our businesses to compete for work on occasion, it makes perfect sense to band together where we can. A stronger and more informed membership will result in a stronger industry, which benefits all of us.

The key to our success is making our members successful. Quite simply PIVA is here for its members. We need to know what challenges you're facing in order to help your business and our industry be successful.

Please contact me at bob.leveque@rrd.com with your questions, comments, or concerns.

Let's work together and seize the "opportunity" to transform our companies during this unique and challenging time for our industry and country.

Bob Leveque
PIVA Chairman

Yours for the Using

Your firm is a member of the world's largest graphic arts association, Printing Industries of America. Its resources are a mouse click away any time that you need them. Take a look at the PIA Listservs & Newsletters on www.printing.org. The listservs are a particularly good opportunity for you to pose questions and get answers from other firms across the county – check them out.

Press Checks are Needed When

Printing some pastels and certain metallic colors can be difficult to accurately render on a proof. If a job has either of those, talk with your client up front and coordinate a review of the colors you need matched. That way, when it comes to press check, then you can be prepared and the press check will run smoothly and efficiently. If you are moving an existing job that was printed by another firm and the new run needs to match the old one, try to get one of the press sheets from the prior run. If you have a press sheet with the "color bar" (that's the strip of colors that runs along the edge of the sheet before being trimmed) still attached, all the better. Also, remember that PMS colors do not render completely accurately on proofs. The safest way is to make draw downs using the ink that will be used on the actual stock on which that job will run.

Welcome New PIVA Board Members



Robin Allen
Dogwood
Graphics
South Hill



Randy Shannon
Muller Martini
Richmond



Julie Mouganis
Hewlett Packard,
Indigo Division
Nokesville

2011-2012 PIVA Board Members

Bob Leveque, PIVA Chairman - RR Donnelley, Lynchburg

Meredith Mayes, 1st Vice Chair - Colorcraft of VA, Sterling

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Kitty Fallows, Associate Director - HP

Tony O'Connor, Associate Director - Coyne Textile Services

Julie Mouganis, Associate Director - HP

Randy Shannon, Associate Director - Muller Martini

Lee Biedrycki, Associate Director - VADA

Pete Whittier, Mailing Services of VA, Charlottesville

Robin Allen, Dogwood Graphics, South Hill

Bad Trips

Rick Hatwig, PIA Manager Environmental, Health, and Safety Affairs, says that you should watch out for that first step: Don't take walking from point "a" to point "b" for granted while on the job. A routine situation can change quickly and dramatically because of slips, trips, and falls at work. Now is a good time to take a safety walk though your plant and check out the condition of walking paths, exit paths, and workspaces for any tripping or fall hazards like debris, loose or broken steps, cords, empty pallets, spilled oil, etc.

Creating a Custom Preflight Profile with Adobe InDesign

In years past, preflighting was only performed by the print service provider. However, advancements in technology allow preflighting to occur at many points in the print production workflow – including during the design stage. Below is the step-by-step procedure explaining how creatives can build a preflight profile-so that they can check their work before submitting a job for print – using Adobe InDesign.

- I. Choose Define Profiles from the Preflight panel menu

or from the Preflight menu at the bottom of the document window.

2. Click the new Preflight Profile icon, and specify a name for the profile.

3. In each category, specify the preflight settings. A check mark in a box indicates that all settings are included. An empty box indicates that no settings are included.

4. **Links.** Determine whether missing links and modified links are displayed as errors.

5. **Color.** Determine which transparency blending space is required and whether items such as CMYK plates, colorspaces and overprinting are allowed.

6. **Text.** The text category displays errors for items such as missing fonts and overset text.

7. **Images and Objects.** Specify requirements for items such as image resolution, transparency, and stroke thickness.

8. **Document.** Specify requirements for page size and orientation, number of pages, blank pages, and bleed and slug setup.

9. Choose save to preserve your changes on one profile before working on another profile. Or click OK to close the dialog box and save all changes.

Keep in mind that all of the options within a profile can be addressed through the assistance of your print provider. It is recommended that you communicate with your printer to ensure optimum color reproduction based on the type of printing equipment used for a specific job.

Dave Dezzuti, Manager, Prepress Production

QR On-Business Cards

Putting a QR code on your business card is a useful addition (as well as a demonstration of their power to clients). The question is where should the QR code take the smartphone. If it goes to the firm's website, the result is usually useless because the website is formatted for a larger screen and is impossible to read or use on the smartphone's screen. One of the best solutions we've seen is letting the QR code take the viewer to a landing page which just shows the business phone, cell phone, and email address of the person on the card with a button next to each. Pressing the button makes the call to the person or opens up an email dialog box. One might also add the capability to download a VCard if another button was pressed. This small set of choices is easy to read on the small screen and the button provides an instant action step.