

# The Owosso Journal

Where We Live on the Etch!

Volume 23 • Issue 150 • 4<sup>th</sup> Quarter 2010

A publication for the customers and friends of Owosso Graphic Arts, Inc.

## BRASS Dies

*Hand Sculpted and CNC Milled*

Engraving in brass gives you the ability to create multi-level, or sculptured realistic images that are limited only by the imagination. Brass dies are also used when mixtures of depths and edges, or crisp bevels are needed.

The process begins in the design stage. Terms like raised round, raised roof and deboss flat are

used to describe the desired look you want to achieve. The choice of stock will also have a



great impact on how the foil, embossing or combination foil/embossing will look. Paper weight, thickness, color and finish all affect the outcome of the finished product.

With CNC technology we've blended 'high tech' with 'old school' enabling us to produce quality brass dies at a competitive price and quicker delivery.

We are your 'one stop

shop' for brass, copper and magnesium dies — call us today to discuss your needs!

Brass Foil Stamping Dies

Brass Embossing Dies  
single or multi-level

Brass Combination Dies  
single or multi-level

Brass Debossing Dies  
single or multi-level

# BRASS



## HelpLinks

The FSEA successfully launched an online resource to its membership called HelpLinks. Over the past four years, this resource has provided a means through which members have been able to ask questions of the FSEA online community. Members looking for production tips for challenging projects or for feedback on machinery or supplies have found helpful advice from industry peers. HelpLinks has remained a great place to post industry-related questions and conduct OGA industry research. The following Q&A on foil stamping/embossing over film laminates was extracted from a recent HelpLinks exchange:

### Foil Stamping/Embossing over Film Laminates

**Q** We received a job from a client that had already been laminated. We then foil stamped a book title and register embossed the image in a second pass. The foil adhered well, the emboss looked good, and we shipped the finished project to our client. A week later, we received a call telling us that the foil could be scraped off - it didn't fall off, but a good scrape could get it off. We would love to try to reset it at this point. We've already tried to over laminate. What else can we try?

The following are a few of the tips provided by FSEA members via HelpLinks:

1

We have encountered the same problem on regular paper stock. The foil adhesion is great after the flat foil stamping, but after subsequently embossing, the foil will rub off. The stretching of the underlying substrate destabilizes the foil. We have found that the only way around this is to use combination dies. When the foil and embossing is done at the same time, the foil is applied to an already stretched substrate. Having said that, I know it is not always practical to use combination dies because of design or budget considerations, but when practical, it does seem to alleviate the problem.

2

Foil rub is an issue and the customer needs to know that this can happen. We have had good luck with MX from Infinity and PP from NAKAI. However, if the foil is put onto books that are then put into cartons and allowed to jostle around on trucks, there will be some rub. Sometimes the lamination is the thing that will not allow the foil to get a good adhesion. The customer probably will not want to ship the job to you for foil, then to a laminator for laminating, and then back to you for embossing - the job earns 'frequent flyer miles' this way - but it's the only way to ensure 'no-rub.' To save the job, maybe you can UV coat the project or varnish etch with a gloss varnish.

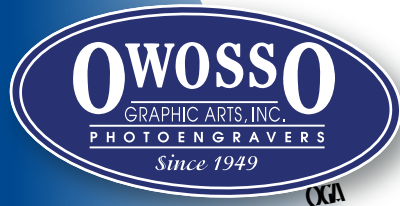
3-4

You might try using heat during the embossing process to help form the laminate to the emboss and set the foil again.

We sell many presentation folders of all shapes and sizes. When a customer wants a job laminated and also foiled, embossed, etc., we always put the foil down first and then laminate over it so the foil is under the laminate. It is the only way I have found to make it fool-proof.

If you are an FSEA member and are not currently signed up for the HelpLinks program, contact the FSEA headquarters at 785.271.5816. If you'd like to learn more about joining the Foil & Specialty Effects Association and its programs, visit [www.fsea.com](http://www.fsea.com).

Connect with OWOSSO!



## Got It? FLAUNT IT!

If you would like to be featured in an upcoming issue of The OWOSSO Journal, send us one of your jobs that used an OWOSSO die with some production notes. Heck, we might even buy a trophy for the best customer piece submitted!

Thanks to **Jim Littlewolf of Bostic, NC** for submitting samples of what he uses OWOSSO dies for.

Jim sent in a pen and ink drawing for OWOSSO to make dies, using the postcard pictured. He then crafted a sterling silver charm and leather refrigerator magnet using the dies. Jim said, "What I like to try and accomplish is, always using your services, provide 'our' customer with a sterling silver piece or one in leather. It doesn't have to be a charm or refrigerator magnet, I make all kinds of items in both silver and leather."

If you'd like to talk with Jim about a project you might have that could utilize his service, give him a call at 828-248-2188.



### A Different Breed

Unleash the designer in you with a copy of A Different Breed —The designer's guide to foil stamping & embossing. Send us a sample of your work that used an OWOSSO die(s) along with some production notes, and we'll send you a free booklet!

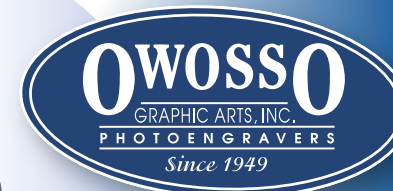


### Sponsored by the International

Association of Diecutting and Diemaking (IADD) and the Foil & Specialty Effects Association (FSEA), the Odyssey is the converting industry's premier event targeted specifically to diemaking/diecutting, foil stamping/embossing and specialty effects processes. This includes the folding carton, print finishing and bind-

ing, and corrugated industries. According to Odyssey Planning Co-Chair Eric Anderson, "You can't win if you don't get in the game. New strategies and clever plays are the result of clear vision — which attendees can get through any of the eight increasingly popular Techshop™ sessions (a unique set of workshops where technical challenges are tackled on-press in a production-like environment), in one of 12 different classroom sessions, or in the Exhibition Hall." Attendees will have numerous opportunities over the three-day venue to explore practical solutions to everyday challenges and gather valuable information on industry trends. OGA

For the most recent information on the 2011 IADD FSEA Odyssey, including exhibitor information and floor plans, visit the new Odyssey website at [www.OdysseyExpo.org](http://www.OdysseyExpo.org), email [info@OdysseyExpo.org](mailto:info@OdysseyExpo.org) or contact the IADD directly at 1-800-828-IADD (local 1-815-455-7519) or the FSEA at 1-785-271-5816.



## INDUSTRY EVENTS

### PPAI EXPO

January 10-14, 2011  
Mandalay Bay Convention Center  
Las Vegas, NV  
[www.theppaiexpo.com](http://www.theppaiexpo.com)

### IADD • FSEA Odyssey

May 4-6, 2011  
Nashville Convention Center  
Nashville, TN, USA  
OWOSSO's Booth - #516

## Guest Article

### Letterpress History

One Person's Perspective

by Tim Albert, Koa Press

I became involved in the letterpress operations in the early 70's. At that time, letterpress was still going strong as a 'letterpress' printing type of application. I used a jargon or speech that is almost non-existent today. I used terms like: linotype, hot type, intertype, handset type, Ludlow, Elrod, lead pigs, remelting, dross, lockup, furniture, chase, leads and slugs, Rouse job stick, dingbats, steel dies, wood mounted cuts, California job case, and many more terms. I even had a supply of different colors of ink custom made for letterpress work.

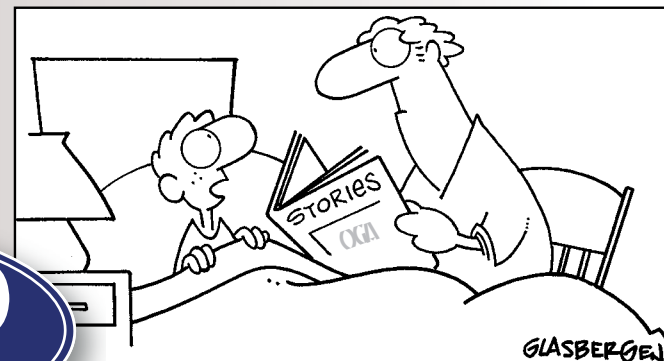
Around 10 years or so later this would all change. It seems at one point manufacturers of letterpress equipment stopped making any machines. As technology advanced in the graphic industry, the letterpress printing was phasing out. Fortunately, a new type of operation was found that worked perfectly for the letterpresses. Foiling and embossing were becoming more mainstream. All of a sudden I was using completely new terms. I used words such as magnesium, copper, brass, single level, flat stamp, multi-level, combination dies, bevel, shoulders, sculptured, counter dies, etch depth, and many other terms.

The same equipment that was in the corner collecting dust had been dusted off and given a new life. Manufacturers of letterpress equipment were producing machines for a totally new market. Today, foiling and embossing are a very important value added part of the graphics industry.

In the past several years, the language has once again changed. I now use words like 2D, 3D, holographic, diffraction, unifraction, foil overprint, pearl foil, pastel foil, Pixel-Grafx, foil over foil, and even scratch off foil.

I am anxious to see what the future holds for the old letterpress equipment as it re-invents itself once again.

*If you would like to submit a guest article send an e-mail to engraver@owossographic.com.*



"This story about Jack and the Giant...it's really about you and your boss, isn't it?"

### Associate Milestone Anniversaries

We celebrated milestone anniversaries in September — these Associates represent part of the 415 years of combined experience we bring to the industry!

#### 5 years

Max Ellenberg  
Justin Pardee  
Jackie Pospisil



#### 10 years

Stacy Davis  
Andy Huff



#### 15 years

Darrel Frederick  
Dave Luft



## Associate News

### Fitness Challenge



Pictured: Darrel, Tina, Randy, Jackie, Janeen, Lori, Ed, Jake & Sean

Not Pictured: Tony, Kathy W., Dottie & Jerry

Once again our Associates participated in a Fitness Challenge. Picking up where we left off last year in Los Angeles, CA, we walked east on I40 to Memphis, TN, then headed South on I55 to New Orleans, LA, then East on I-10 to Jacksonville, FL and finally north on I-95 to Washington DC to rest for the winter. Together we walked a total of 2105.45 miles! Each participant received a t-shirt and a healthy lunch! OGA

### Community Involvement

We are proud of our Associates commitment to supporting our community!



#### United Way

Owosso Graphic Arts was asked by our local United Way to be a Pacesetter company for their annual campaign. Our Associates helped set the pace by pledging \$3,939.20 to the United Way — OWOSSO matched these pledges for a total donation of \$7,878.40!

#### American Red Cross

We recently held a Sausage & Biscuit Breakfast and raised \$104 for our local chapter of the American Red Cross' Backpack Project. It only takes \$90 to sponsor one elementary student to receive a backpack with a weekends worth of food for an entire school year!



## Wants & Sales

The next issue of *The Owosso Journal* will be published 1<sup>st</sup> biannual 2011. To run your classified, simply submit your copy by February 15, 2011.

Mail OGA: 151 N Delaney Rd, Owosso, MI 48867

Fax: 989.723.5399

Email: engraver@owossographic.com



### FOR SALE

OGA

Classic Kensol 36T Hot Foil Stamper, 3 ton air-operated Roll Leaf Stamping Press. 6" x 8" head size; 9" self-centering die pallet Contact Linda Marsh, 805-687-0344, amername@msn.com

### FOR SALE

The AIR-2000 is AAmstamp's most popular machine and is ideal for printing on everything from paper, stationary, pencils, napkins, greeting cards, portfolios, leather goods, wood products, Mylar balloons, plastic and more.

- AAmstamp's AIR-2000 automates your printing with a half ton (1,000 lbs.) of printing pressure.
- Larger print area is capable of printing a full 4" x 5" area, even on hard to print materials.
- Full 5" print width: every line can be up to 5".
- 7 1/2" throat depth: will print to the center of a 15" book.
- Digital Heat Controller for +/- 1 degree controls 550w heater.
- Superior foil feed: adjusts from 0 - 7.0" feed per stroke.
- Fast and convenient foil loading.
- Easy disposal of used foil through rear of the machine.
- Up to 3,600+ imprint cycles per hour.
- Foot switch operated.



This machine is slightly used. A new machine and accessories sell for \$4,810.00. You can check that out on aamstamp's website.

This comes with Foot Switch, Self Centering Type Holder 5", 2.5" X 5" Open Chase Holder, Aamstamp Gauge Bar, 10 X 12 Ribbon And Stationary Plate, Ribbon Spindle, Cushion Board: Soft, Medium and Hard, Holding Pad Set, 7" Napkin Guide, 18pt Goudy Cur-sive, Type Box, and Tweezers.

As an added bonus, it also comes with a 4 x 5" open chase holder, a 1" foil de-reeler and a 5" centering type holder. Valued at another \$655.00.

\$2,500.00 for all. Please call Maria at 1-800-945-7788 with questions.



# Bytes & Pieces

## 2010 Year-End Holiday Shipping Schedule

UPS & FedEx

UPS	FedEx Express
<b>Wednesday, November 24<sup>th</sup></b>	
* Normal pickup & delivery	Normal pickup & delivery
<b>Thanksgiving, Thursday, November 25<sup>th</sup></b>	
* Closed	Closed
<b>Friday, November 26<sup>th</sup></b>	
* Delivery of Air & International Only * No UPS Ground pickups or deliveries * Pickup for air & international only if prearranged	Open
<b>Friday, December 24<sup>th</sup>, Christmas Eve</b>	
* Normal delivery * No UPS Ground pickup service * Pickup for air & international only if prearranged	Open
<b>Saturday, December 25<sup>th</sup>, Christmas</b>	
Closed	Closed
<b>Friday, December 31<sup>st</sup>, New Year's Eve</b>	
* Delivery of Air & International Only * No UPS Ground pickups or deliveries * Pickup for air & international only if prearranged	Open
<b>Saturday, January 1<sup>st</sup>, 2011, New Year's Day</b>	
* Closed	Closed

Please read the following UPS notes:

**Time-in-transit:** On UPS holidays — Nov. 25, Dec. 25 and Jan. 1 — there is no movement of any packages tendered to UPS. Also, Nov. 26, Dec. 24, and Dec. 31 are considered for the purpose of the UPS Service Guarantee as transit days for 'UPS air and international packages' only.

**Peak-season service guarantees:** Commitment times for air and international shipments delivered within the U.S. will be extended by 90 minutes on the following days: Nov. 26, Dec. 18-24, and Dec. 31. UPS air and international shipments picked up or delivered in the U.S. are guaranteed throughout the holiday season. The guarantee is suspended for UPS Ground and UPS Standard packages picked up or scheduled for delivery between Dec. 13 and Dec. 25. OGA

## The Owosso Journal

The Owosso Journal is published biannually for the fun of it. We hope you enjoy perusing its pages as much as we enjoy putting it together. We only ask that you think of us next time you need brass, copper & magnesium dies!—Thanks! 4<sup>th</sup> Quarter 2010

Design: Carrie Farr  
Lots of help from: Kathy Wilson & Kathleen Mahoney

**What is an OWOSSO?** Well, besides being a neat little town in Mid-Michigan, it's home to America's Largest Brass, Copper and Magnesium Photoengraver. We've specialized for over 60 years in producing the highest quality dies for the printing industry. We offer:

- Free technical support
- Free estimates

Contact Us:  
800-444-5552

Plant Manager: Craig Ellenberg  
Tech Support Manager: Joe Holden  
Imaging Tech Support: Kathleen Mahoney, Andy Huff, Janeen Moskal & Cary Britten  
President: Kathy Wilson  
Customer Service Specialists: Tina Davis, Lori Mills, Brandie Albring & Jackie Pospisil  
Customer Service Billing: Stacy Davis  
Office Manager: Dottie Roy  
Natl Account Director: Doug Pendergast, 989-277-8369  
Natl Acct Dir. Email: dpendergast@owossographic.com

Business Fax: 989-723-5399  
Business Email: engraver@owossographic.com  
On-Line Ordering available at [www.owossographic.com](http://www.owossographic.com)

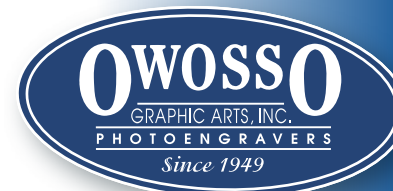
### How are we doing?

Send us an Email, fax or letter and let us know what you would like to see in *The OWOSSO Journal*. Your thoughts about OWOSSO are important to us—Tell us! Thanks!



This issue's cover was foil stamped with an OWOSSO magnesium die. Foil provided by Nakai International #10 Gold.

## Holiday Schedule 2010-2011



### Thanksgiving

Thursday, November 25<sup>th</sup> & Friday, November 26<sup>th</sup>

### Christmas Eve

Friday, December 24<sup>th</sup>

### New Years Eve

Friday, December 31<sup>st</sup>

We will be spending some time with our families during these days. Our answering system is always on to take your messages, and we will return your phone call the next business day.

### Owosso...

### A Great Place to Visit...and Call Home!

Like other small communities, our hometown is unique. We thought we'd share some of our area's special events with you, just in case you happen to be passing by. If you are in our neck of the woods, we hope a stop at Owosso Graphic Arts is first on your list!

**The Shiawassee County Convention and Visitors Bureau at 989-723-1199**  
[www.shiawassee.org](http://www.shiawassee.org)

would be happy to answer any questions about the following events, or transportation & accommodations. Please give them a call!

**Farmer's Market OGA**  
Every Saturday, May-October, Downtown Owosso.

**Owosso Amphitheater Summer Concerts**  
300 Block of Water Street. Every Thursday, June-August. All concerts begin at 7:30pm. Lawn seating (bring a blanket or chair).

**Owosso Curwood Festival**  
Annual event on the 1st full weekend in June. Parade, Raft Races and Arts & Craft Show. This festival bears the name of James Oliver Curwood (1878-1927). Famed conservationist and author of 33 novels.

**Fourth of July Family Day Celebration**  
McCurdy Park, Corunna. All day long activities, entertainment, food & fireworks.

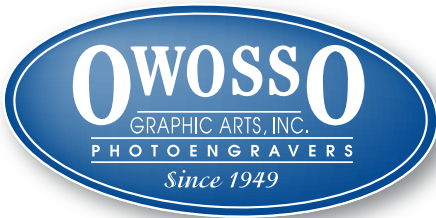
**Shiawassee County Fair**  
2900 E Hibbard Rd, Corunna. Held in August.

**Fall Fly-In**  
Owosso Airport. Held in September. Enjoy a nice breakfast in an airport hanger while watching planes fly-in from all over Michigan, including classic War Birds.

**North Pole Express**  
Thanksgiving weekend through mid-December. Passengers will board at the Steam Railroading Institute's Visitor Center in Owosso. Train excursions to Santa's Village on the "North Pole Express" (diesel)-lots of bell ringing and whistle blowing.



Please see page 7 for OWOSSO's Holiday Schedule!



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PRSR STANDARD  
U.S. POSTAGE

**PAID**

LANSING, MI  
PERMIT NO. 979

# The OWOSSO Journal <sup>4<sup>th</sup></sup> Quarter 2010

## In This Issue...

- ▶ Brass
- ▶ FSEA HelpLinks
- ▶ 415 Years of Experience
- ▶ Letterpress History
- ▶ Holiday Shipping

Do you have a friend or co-worker who would enjoy this newsletter?

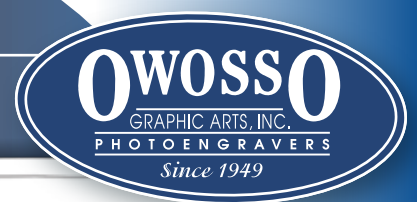
**Please Pass It On!**

## Spot & Win!

**It may be big.  
It may be small.  
The challenge is,  
Can you find them all?**

How many times can you spot this symbol randomly placed throughout the Journal? Tell us and you could win an OWOSSO tee shirt! Remember, the two symbols on the form do not count!

Simply fill out the form or include the same information in an email.



### O G A

## OGA Spot & Win! Contest Entry Form

Answer: \_\_\_\_\_

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Tee Shirt Size (circle one):    M    L    XL

OGA

Fax: (989) 723-5399 -or- Email: engraver@owossographic.com