

The Journal

Where We Live on the Etch!

Volume 21 • Issue 144 • 4th Quarter 2008

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

GETTIN' LOONEY!

Chloe, Annie, Charlotte



It couldn't have been any better at our 10th Annual Baseball Outing! Family, friends, food—and oh yeah, baseball!

This year we trucked up to Midland to watch the Great Lakes Loons take on the South Bend Silver Hawks. We carried out our theme of 'Gettin' Looney' with our custom designed t-shirts (by Janeen Moskal).

Craig Ellenberg



Maddy



The kids had a fun word search to keep them occupied on the bus—the same one that appeared in our 3rd Quarter 2007 issue of The OWOSSO Journal. We entered their form into a drawing—congratulations to Alexis Miller, Brendan Butcher and Jeremy Roy—they each won \$10. All Associates that went to the ballgame were entered into a \$100 gas card drawing and the lucky winner of that was Hannah Lake.

This year we collected cleaning supplies for our local Humane Society. They told us that they receive plenty of dog and cat food donations but could sure use some cleaning supplies. Our extended OWOSSO family has always been generous in the past and they didn't let us down this year.

We hope you enjoy sharing in our fun with the pictures scattered throughout this issue. OWOSSO Associates are listed in **OGA Blue**.

Jeremy



Kathy Wilson & Joe Holden with the Loon



The Holiday Season is Fast Approaching

We wanted to share with you the UPS Service Guarantee throughout the holiday season.

The delivery commitment time for all International Services and Air Services shipments to be delivered within the U.S. and Puerto Rico will be extended by 90 minutes on November 28, on December 18 through December 26, and on December 31.

Refunds or credits will not be issued for UPS Ground and UPS Standard to Canada shipments picked up or scheduled to be delivered on December 1 through December 31; and for Air Services shipments, including UPS 3 Day Select shipments, picked up in the U.S. and Puerto Rico on December 22 through December 24. For further details on the UPS Service Guarantee, visit ups.com for UPS Tariff/Terms and Conditions.

Get Fit



Pictured: Sean, Jake, Kathy, Darrel, Janeen, Mike, Lori, Jackie, Tina, Ed, Dottie and Randy OGA

New Pricing Effective January 1, 2009

We have seen the cost of virtually all of our raw materials increase during the year.

Unfortunately, we must increase our prices effective January 1st. Our new price brochure will be available on our website (www.owossographic.com) in December. If you would like us to mail you a price brochure, please give us a call and we'll be happy to send you one.

Community

Food Pantry

Owosso Graphic Arts sponsored the American Red Cross Mobile Food Pantry at our facility on August 9th.

Associates, families and friends helped distribute food to over 350 families.

In May we invited our Associates to take part in a fitness challenge—as a group to walk the equivalent of the shorelines of Michigan, roughly 3,177 miles. For every ten miles walked each Associate received a ticket that they could enter for prizes, we also had t-shirts for everyone that participated OGA.

Everyone who participated was a winner by getting a kick start to being active for the Summer.



OWOSSO
GRAPHIC ARTS, INC.
PHOTOENGRAVERS
Since 1949

Designing with Foil

Lines smaller than 1 point may not stamp properly and areas that are too thick may cause air entrapment

Increase leading

Allow more space
between characters



In general, larger text sizes work better than smaller. 'Fill in' is a term used to describe bridging between the open areas of a character, or between two characters, which affects the legibility of the text and overall appearance. However, copy sizes that are too large can present problems with 'air entrapment' on heavily coated or OGA laminated stocks that can cause the foil to adhere improperly or not adhere at all. As a general rule, you can utilize smaller type sizes on coated stocks versus softer, more coarse or textured uncoated stocks. The hot stamping die will deboss into the softer, uncoated stock much more easily and can potentially cause 'fill in.'

Finally, because typefaces generally appear bolder when foiled, don't track or kern too tightly. It is a good rule of thumb to set type loosely and with more leading than you might ordinarily consider. With embossing, if the letters are close to each other, create more space (kerning) to allow for the bevel (the edge of an embossed or debossed area made to a specific angle to the paper plane).

This article is courtesy of the Foil Stamping & Embossing Association (FSEA). For more information on FSEA visit www.fsea.com.

Upcoming Shows

IADD-FSEA

Odyssey 2009

May 6-8

Cobb Galleria Centre

Atlanta, GA

OWOSSO's booth number is 330

The Supply Side 2009

May 19-20

Jacob K. Javits Convention Center

New York City, NY

OWOSSO's booth number is 501

OGA

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Wants & Sales

The next issue of The Owosso Journal will be published OGA in 1st Quarter 2009.

To run your classified, simply submit your copy by January 15, 2009.

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

Fax: 989.723.5399

Email: engraver@owossographic.com

FOR SALE

Just in time for Christmas card season. You can get back the cost of this hot stamping equipment by imprinting Christmas cards in gold letters. With a signature die from OWOSSO put on the stamping die holder and hot stamp cards with this KINGSLEY HOT STAMPING MACHINE. Complete with Pencil/Pen holder, napkin guide, book match guide, universal type holder, 5 fonts of type, 1 line adaptor, ribbon holder, OWOSSO stamping die holder, 1 line type holder, 3 line type holder, leather stamping block, some foil, cushion boards soft, medium & hard, and unit to replace the cans for foil with rolls up to 300 feet long. Complete instruction book and more. \$499.00 INCLUDES SHIPPING & handling. Call (716) 549-6333 or e-mail speedyprint@juno.com for information.

**Nancy, Beth, Gavyn,
Dawn, Tim, Hannah Lake,
Stan, Rachel**



Mike Law & Jamie



GETTIN' LOONEY!

**Carla, Carter, Brendon,
Bj, Larry, Richard,
Robin, Diane, Jack**



**Mike, Kara,
Dottie Roy, India, Sami,
Karrington, Emilee,
Beth, Jeff, Jim, Mark**



**Joyce &
Darrel Frederick**



**Autumn, Blake, Paula,
Randy Ketzler, Marilyn**



**Maddy, Annie, John,
Vickie, Chloe, Katie**



OGA

**Joe, Tracey, Dave
Bill, Ashlyn, Aubrey,
Brooke Burgess, Carter**



Jake Gadd with the Loon



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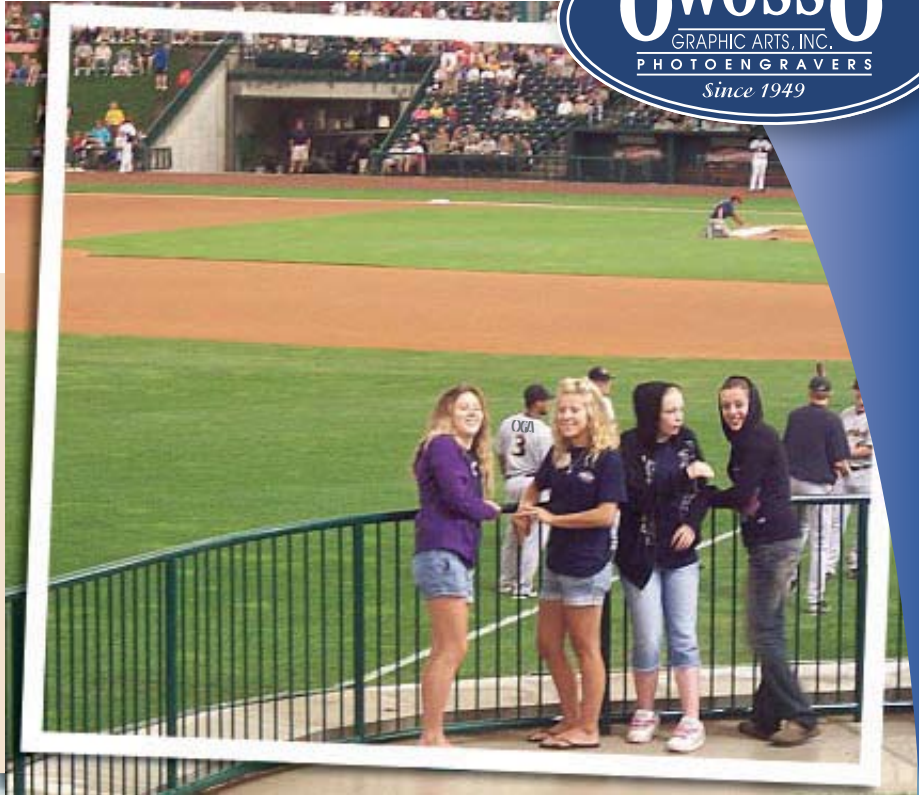
Tyler, Bill, Kate, Anna,
 Brandie Albring OGA



(The End!)



Karrington, Emilee, India, Sami



Janeen Moskal,
 Brandon & Chris



Sean Anderson, Katie,
 Carrie & Erica



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OGA

OGA

Bytes & Pieces

How to Protect and Store Your Magnesium Dies



[Handwritten signature]



Joe Holden



Andy Huff



Janeen Moshal



Lisa Davis

All magnesium dies to be stored for reuse should be protected against corrosion. The same chemical activity of magnesium so valuable for rapid etching also exposes it to attack under extended moist conditions.

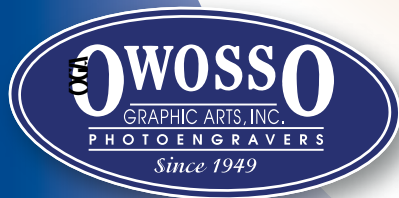
6

The successful storage protection of magnesium dies relates more to proper preparation for storage and the storage conditions, than to the exact protection treatment used. Before storage, the die must be cleaned and dried completely. A used die must be cleaned of all residual ink or other foreign matter with solvents, and dried completely. Ink on the surface, especially in conjunction with entrapped moisture, can cause severe corrosion.

Once the die is clean and dry, it can be coated with a thin application of cooking spray and placed in a new zip-type storage bag with a fresh desiccant **OGA** whose mass is roughly equivalent with the contents of the bag. Close the zip-type bag and seal in a manner that expels as much of the air as possible. Store in a dry location with year-round environmental controls.



"This call may be monitored because some of our customers are really funny when they're angry."



The **OWOSSO** Journal is published quarterly 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 photoengraved dies!—Thanks! 4th Quarter 2008

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 59 years in producing the highest quality dies for the printing industry. We offer:

- Free technical support
- Free estimates
- Free electronic ordering

Contact Us:
800-444-5552

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 On-Line Ordering available at 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 #22 Red foil.

Holiday Schedule

2008-2009



Thanksgiving

November 27th & 28th

Christmas

December 24th, 25th & 26th

New Year's Eve

Close at 3pm EST

New Year's Day

January 1st & 2nd, 2009

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 **OWOSSO** 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** would be happy to answer any questions about the following events, or transportation & accommodations.

Please give them a call!

Farmer's Market

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.

Train Festival 2009—Steam Railroad Institute

July 24-26, 2009, 405 S. Washington St. Locomotives from around the country will be on display at Owosso's Steam Railroading Institute. Visitors can tour the cabs, take photos, watch demonstrations, take short excursions and much more.

Shiawassee County Fair

2900 E Hibbard Rd, Corunna. Held the first week 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. Before departure, the North Pole Express train arrives, pulled by the Pere Marquette No. 1225, with lots of steam, bell ringing and whistle blowing.



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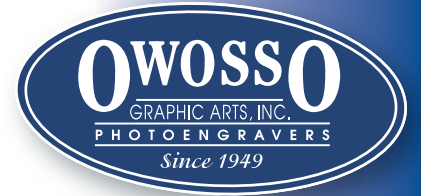
The Owosso Journal ^{4th Quarter 2008} OGA

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

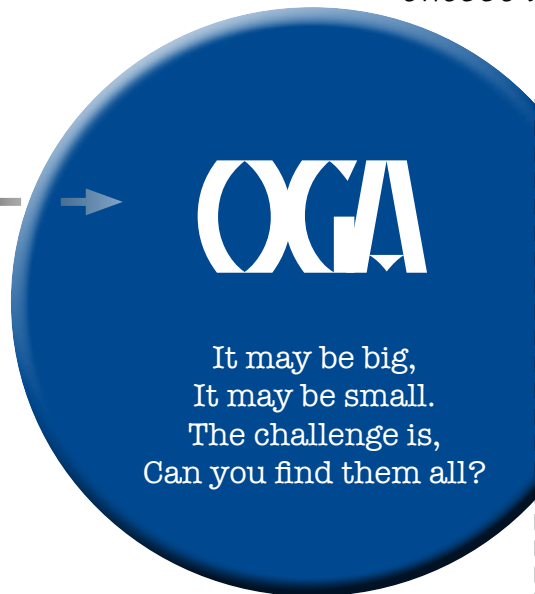
Please OGA Pass It On!

Spot It & Win!

How many times can you spot this symbol randomly placed throughout the *Journal*? Tell us and you could win an OWOSSO tee shirt! (Available in M, L, or XL).



Simply fill out the form or include this information in an email:



OGA Spot & Win!

Contest Entry Form

Answer: _____

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Tee Shirt Size (circle one): M L XL

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