

# The Owosso Journal

Where We Live on the Etch!

Volume 20 • Issue 139 • 1<sup>st</sup> Quarter 2007

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

## ONLINE ORDERING *Is Here!*

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**We've tweaked and tested it...** now we're ready for you to take our On-Line Ordering for a spin. We tried to make the process as simple as possible, while giving us all of the information needed to process your order. As with everything we do, we are always looking for your comments and suggestions for improvement.

Here are the 6 simple steps to your OWOSSO On-Line Ordering experience:

- 1** Visit our website  
[www.owossographic.com](http://www.owossographic.com)
- 2** Click on PLACING AN ORDER at the left of the page.
- 3** Click on On-Line Ordering System Customer Registration. Follow the steps to register and you'll immediately be able to send your first order right from our website.
- 4** Order forms are filled out on-line with your file attached to the form.
- 5** Click on SUBMIT and you're done...  
**NO MORE FAXING!**
- 6** After your initial registration and order you can click on CLIENT LOG-IN at the top of the page to sign in and submit orders.

>>> We've even included a "Wizard" on a few die applications for the novice die user. <<<

# Creative Solutions Become Reality

at the IADD/FSEA 2007 Odyssey

See **OWOSSO** at Booth #206

The International Association of Diecutting and Diemaking (IADD) and the Foil Stamping and Embossing Association (FSEA) present *Imagine...A Place Where Creative Solutions Become Reality* - the theme for the next IADD/FSEA Odyssey to be held May 2-4, 2007, at the Midwest Airlines Center in Milwaukee, WI. From classroom sessions to on-press workshops conducted on the Odyssey's TechShop™ floor, the powerful line-up of technical sessions is geared to address some of the most up-to-date issues faced in today's production environments. Already, over 20 sessions are slated to take place during the 3-day event, presenting new technologies and concrete solutions in diecutting, diemaking, foil stamping, embossing, and other graphic finishing techniques.

Programming for the upcoming 2007 Odyssey is broken down into four main categories: folding carton, corrugated, print finishing, and specialty diecutting, with a number of sessions scheduled in each category. Highlights from the on-press and die shop technical

sessions include a variety of topics such as blanking, nicking, and rubbering; stamping and diecutting plastics; working with foil on tight registration jobs; laser cutting problems/solutions; troubleshooting static electricity; multi-up foil stamping job efficiencies and more. Highlights from classroom sessions include topics such as bundle breaker rule and removable nicking options; traditional rotary rubbering vs. water jet; working with hard to foil stamp surfaces; makeready techniques and their effect on set-up and diecutting; total tool maintenance and much more.

"These sessions are only a glimpse at the exciting program line-up the IADD and FSEA have developed for Odyssey attendees," stated 2007 IADD/FSEA Odyssey Chairman Joe Adkison, ADKO Inc. "From creative solutions to results with bottom-line impact, attendees won't want to miss this targeted, industry-specific educational opportunity." For further details and most recent updates on 2007 Odyssey programming or on exhibiting at the Odyssey's trade exposition, visit [www.iadd.org](http://www.iadd.org) or contact the IADD directly at (800) 828-IADD, (815) 455-7519 or the FSEA at (785) 271-5816. Imagine the possibilities!

See **OWOSSO** at  
Booth #206

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## Toys for Tots

**This year at our 8th Annual Baseball Outing** we collected toys prior to boarding the busses for the TOYS FOR TOTS campaign and received over 100 toys and \$75 cash to purchase more toys. A representative from the Owosso Fire Department paid us a visit in December to collect the toys.



Stacy Davis, Joey Hickmott, Lori Mills, Dottie Roy, Brandie Albring, Captain Chris Hawn, Jackie Pospisil, Mike Law, Ben Redmond, Sean Anderson

**OWOSSO**  
GRAPHIC ARTS, INC.  
PHOTOENGRAVERS  
Since 1949

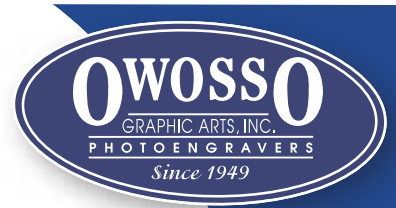
# The Supply Side in a NEW Location!

The Supply Side in May 2007 will be even easier for you to access. The Show will be on the same floor as the National Stationery Show at the Jacob Javits Center in New York City in Hall 3E.

The Supply Side is an annual targeted business-to-business exposition that provides the opportunity for you to find new resources and meet directly with suppliers. For more information visit: [www.thesupplyside.com](http://www.thesupplyside.com).

Show Hours:            Tuesday, May 22            1:00pm – 7:30pm  
                                 Wednesday, May 23            9:00am – 3:00pm

We'll be at Booth #603—stop by and see us if you're attending the show!



## The Mark of a Professional



Since 1903, Promotional Products Association International (PPAI) has been a source of collective strength over individualism, and a foundation for education and the exchange of ideas. What began with a small group of like-minded entrepreneurs more than 100 years ago has expanded to more than 7,000 companies in North America and around the world—and word of PPAI, the industry's only nonprofit trade association, continues to spread.

Today PPAI supports the growth and professionalism of promotional consultants and suppliers, along with companies, like OWOSSO, who serve these businesses. Through its 65-member staff in Irving, Texas, PPAI offers a wide variety of educational workshops at all levels of expertise in a variety of locations, a certification program, e-mail and print publications, affinity programs, insurance, business and shipping services, a comprehensive website, leadership opportunities, an online bookstore, extensive research, the Universal Promotional Identification Code (UPIC) database and more, plus, of course, The PPAI Expo—the industry's premier event held each January in Las Vegas.

In addition, PPAI's strategic plan outlines ongoing programs that reach, educate and motivate buyers in an effort to grow sales of promotional products (reported at more than \$18 billion in 2005) through distributors. It's a multi-pronged approach to reinforce to buyers, media and prospective members the important role that promotional products play in today's integrated marketing programs.

To learn more about the products, services and benefits available to you through PPAI, visit the website at [www.ppai.org](http://www.ppai.org) or call I AM PPAI (888-426-7724).

### PPAI's Vision, Mission and Purpose Statements:

(adopted in August 2005)

- \* **PPAI's Vision** is to be the preeminent membership organization leading the evolving promotional products industry in growth, innovation and success.
- \* **PPAI's Mission** is to lead the industry by expanding the market, providing indispensable products and services, and enhancing our members' professionalism and success.
- \* **PPAI's Purpose** is to facilitate the increased use and perceived value of promotional products and services to achieve buyers' objectives.
- \* **PPAI's Motto** is: We Serve Our Members Best By Serving Our Industry First

**Associate of the Month  
September 2006**

**Kathleen Mahoney**  
**Years with OWOSSO: 13**

*“Kathy is customer oriented, she cares about our customers and their needs,” said Craig Ellenberg, vice president of production. “Kathy is knowledgeable in several areas and is always willing to help out where needed. Besides working in production, Kathy also works with the team to publish *The Owosso Journal*.”*



**Associate of the Month  
October 2006**

**Donald Spitler**  
**Years with OWOSSO: 42**

*“Don’s knowledge of the production process and the building is a great asset to OWOSSO. His expertise and dedication helped the construction of the new addition run smoothly,” said Craig Ellenberg, Vice President of Production. Ellenberg added, “Don is also instrumental in making sure that OWOSSO is environmentally compliant.”*



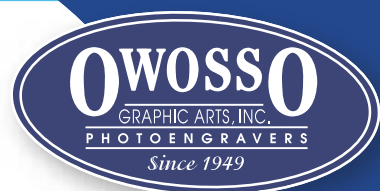
**Associate of the Month  
November 2006**

**Darrel Frederick**  
**Years with OWOSSO: 11**

*“Darrel Frederick is very instrumental in Owosso Graphic Arts maintaining our A+ standard in environmental compliance,” said Craig Ellenberg, Vice President of Production. Ellenberg added, “Darrel is also very meticulous when it comes to the daily upkeep of our wastewater treatment facility and our production area in general.”*



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Since 1949



## New Associate

### Welcome, Janeen Moskal!

Janeen has lived in the Village of Holly all of her life (which is around 29 years or so...). She and her husband, Chris, have three "grown" kids who all live on their own now and two scruffy dogs that refuse to move out. Her summer days are spent Bass fishing and camping, and winters are spent wishing it was summer!



Janeen also enjoys spending time volunteering with the local "Adopt a Pet" agency by designing their publications and helping with events.

Janeen said, "I was excited to make a change in my life and go to work for OWOSSO because I saw from the first time I stepped through the doors that all of the staff are caring, friendly people who take pride in their jobs."

## Wants & Sales

The next issue of The Owosso Journal will be published in 2<sup>nd</sup> Quarter 2007.

To run your classified ad, simply submit your copy by **March 15<sup>th</sup> of 2007.**

### FOR SALE:

KINGSLEY HOT STAMPING MACHINE, MODEL 50. Complete with pencil holder, napkin guide, book match guide, universal type holder, 5 fonts of type, 1 line adapter, ribbon holder, OWOSSO stamping die holders, 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. A complete instruction book and more! \$599.00 INCLUDES SHIPPING & handling. Call 716.549.6333 or e-mail speedyprint@juno.com for more information.

### Send us YOUR Classified!

Email: engraver@owossographic.com

Mail: 151 N Delaney Rd. Owosso, MI 48867

Fax: 989.723.5399



## Taming Those Troublesome Fonts

Fonts continue to be one of our most pesky problems. Fortunately developers have made it much easier to collect the fonts that you need to send with files.

### Pagemaker

Pagemaker, nearly extinct, was one of the pioneers of font collection. To collect the fonts as well as all the placed images in your Pagemaker file, just go to “Plug-ins” under “Utilities” in the menu bar. Go down to “Save for Service Provider”. Click on the “Package” button. Pagemaker will ask you to save your file first. When asked where you would like to save your package, pick somewhere easy to find. Click on the “Copy Fonts” button, and also click the button to “Update Links”. Click the “Save” button and tah-dah, you are done. If you look in the new folder, you should have your Pagemaker file, a fonts folder and all the placed images. If you see a file in there named System, drag it to the trash. It will be a huge file that is not needed. Don’t worry about throwing away anything you will need later—everything in that folder is a copy of what you already have.

### Quark

In Quark it is “Collect for Output under “File”. Check all the boxes on the bottom of the window except the one for Report Only. You will want to include the printer and screen fonts. “Stuff” the folder and it should be ready to send. If you are using an earlier version of Quark, you will not be able to collect the fonts but if you do a collect on the file, you will get a report that lists all the fonts used in the file. You could use that for a guide to collect them yourself. Just don’t forget to collect everything that has the name of the font so nothing is missing when it gets to us.

### InDesign

InDesign, gaining much popularity, has a pretty easy set-up as well. As far as the fonts go, you can either send them along or you can convert them to outlines just like in vector programs such as Illustrator, Freehand and Corel Draw. If you choose not to convert them to outlines and want to send a package of fonts just go to “Package” under “File” in the menu bar. You will get a form to fill out. Just click “Continue” as there is no use for it. After picking where you will want to save your package, click the top three buttons to collect the fonts, collect the placed images and update the images. Hit “Save” and it’s a done deal.

### Illustrator, Freehand, CorelDraw

Vector programs are even easier. Illustrator, Freehand and CorelDraw allow you to convert your type to a graphic that can never default. In Illustrator you select the type with your black pointer tool or you can do a select all and select “Convert to Outlines” under the “Font” menu. If you are a Freehand user, you will be looking for “Convert to Paths” under the “Font” menu. In CorelDraw it is called “Convert to Curves” under “Arrange”. If you have any scanned images or images created in another program placed in these, you can imbed them in the links palette and you should have everything you need just in that one file without any packages.

### Notes

Any packages created with Pagemaker, Quark or Indesign should be “Stuffed” or “Zipped” before e-mailing.

PDFs are the most popular method of file sending these days and can be done with all of the above programs. Just remember to save for “press quality” if given the option and DO NOT subset your fonts.



*Chris Holden*



*Joe Holden*



*Kathleen Mahoney*



*Lisa Davis*



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 the next time you need brass, copper & magnesium photoengraved dies. Thanks!—1<sup>st</sup> Qtr 2007

Design: Carrie Farr  
Lots of help from: Kathy Wilson, Gaydene Oliver & 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 55 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**

VP of Production: Craig Ellenberg

Tech Support Manager: Joe Holden

Imaging Tech Support: Kathleen Mahoney, Andy Huff, Janeen Moskal & Cary Britten

VP of Customer Service: Kathy Wilson

Customer Service Specialists: Tina Davis, Lori Mills, Gaydene Oliver, Brandie Albring & Jackie Pospisil

Customer Service Billing: Stacy Davis

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*How are we doing?*

Send us an E-mail, 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!



OWOSSO is Earth Friendly  
PRINTED ON RECYCLED PAPER  
WITH SOY INK

This issue's cover was foil stamped with an OWOSSO magnesium die.

Foil provided by Nakai International, #01 Silver

## Holiday Schedule 2007

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.

### Memorial Day

May 28<sup>th</sup>

### Independence Day

July 4<sup>th</sup>

### Labor Day

September 3<sup>rd</sup>

## 2007 SGIA Membrane Switch Symposium

June 19 – 20, 2007

Crowne Plaza Philadelphia/Cherry Hill

### Education, Networking Key at Membrane Switch Symposium

2007 SGIA event comes to Philadelphia area, June 19–20

Fairfax, Virginia

— Membrane switch producers, suppliers and industry experts will come together in the Philadelphia area at the [2007 SGIA Membrane Switch Symposium](#) (June 19–20, Crowne Plaza Philadelphia/Cherry Hill).

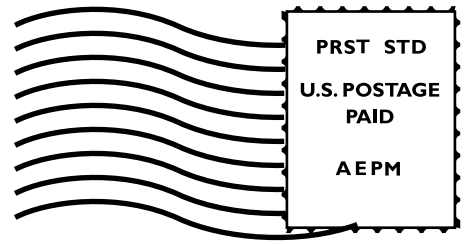
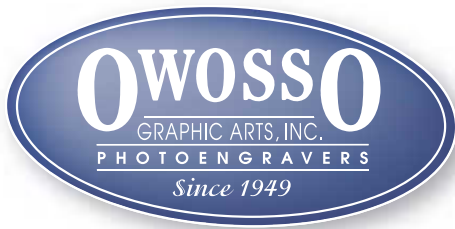
The unique Symposium is built around a day of educational presentations that explore the latest developments in the membrane switch arena. Networking breaks, held among the exhibitors of a trade show catering specifically to membrane switch production needs, allow attendees to meet and/or reconnect with colleagues as they visit MSS trade show.

“The biggest takeaways for me were networking and seeing the new technology in a concentrated environment. It was incredibly efficient from a time perspective,” said Karen Babler, Materials Manager for MetroMark Inc, after the [2006 event](#) in Indianapolis.

Networking events at this year's symposium will include an exclusive tour of the new MacDermid Autotype plant in Middletown, Delaware (June 20), in addition to the lead-in golf tournament and opening reception (both June 19).

Also on tap for the symposium, SGIA's Golden Image competition for this category: Entries will be on display and winners will be announced on site. SGIA will also display winning entries at SGIA '07 (Orlando, Florida; September 24–27).

[Learn more, and sign up to be notified](#) when registration opens, at [SGIA.org](#).



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# The Owosso Journal

1<sup>st</sup> Quarter 2007



In This Issue...

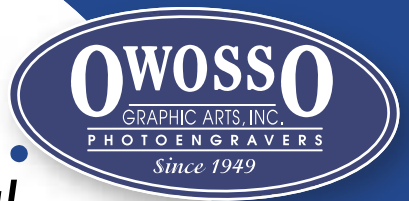
- ▶ **Online Ordering**
- ▶ **The Mark of a Professional**
- ▶ **Holiday Cards**
- ▶ **Bytes & Pieces**

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

**Please Pass It On!**

# Change

*It's a Good Thing!*



FREE\* Die Offer Details:

- > Male/Female Membrane Switch Overlay Embossing - Up to 20 sq in
- > Thermal Kiss-Cutting - Up to 250 sq in
- > OWOSSO Release Coating; and Fiberglass Counter Dies
- > Any other Magnesium or Copper Photoengraving – Foil Stamping, Intaglio, Paper Embossing, Letterpress, Debossing, Rubber Stamp Masters, Fabric Embossing, or Custom Applications - Up to 30 sq in

**Change** can be scary. It's new and different, not what you are used to. Don't let the fear of change keep you from **moving ahead.**

When you make the change to **OWOSSO**, you are not in it alone-our associates have over **397** years combined **experience!** They are here to **help you** along the way with any questions you may have.

Log on to **owossographic.com** and give OWOSSO a try! Your initial die order is **free\*** and we are **confident** you will like the change and be back for more. Let's move forward **together!**

\*Shipping not included

\*Free die offer does not include brass