

The OWOSSO Journal

Where We Live on the Etch!

Volume 21 • Issue 143 • 1st Quarter 2008

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

Go
BLUE

Go
GREEN

No, we aren't cheering for our two major universities here in Michigan.

OWOSSO is now **GREENer** than ever since our 100% conversion to **BLUE** (aqua top) magnesium.

We are committed to using the most environmentally responsible practices in our manufacturing, disposal and recycling initiatives. Our commitment to the environment goes hand-in-hand with our commitment to quality dies. We've been implementing the change to **BLUE** since the middle of 2007 and continue to tweak our process to maintain our high quality standards.

The change to **BLUE** compliments the variety of practices that we have in place here at OWOSSO to be **GREEN**:

- 🌱 We eliminated paper plates, Styrofoam cups and plastic utensils in our lunchroom and replaced them with washable dinnerware.
- 🌱 We recycle plastic, paper, glass, cardboard & aluminum.
- 🌱 We use energy efficient lighting.
- 🌱 We have a Xeriscape with Michigan native plants instead of a front lawn—no mowing, fertilizer or watering.
- 🌱 We recycle our spent Ferric Chloride.
- 🌱 We process our spent Nitric Acid through our in-house waste-treatment facility.

GO Blue!
GO Green!



Who's the Winner?
Everyone!

Digital Reproduction of Foil

Photoshop Tutorial

There will come a time when you need to show how foil can enhance a design, but you don't want to go through the process of producing a die and then foil stamping the sample or mock-up. However, you can avoid these steps by reproducing a foil effect in Photoshop that may sell your design without the cost and time involved to produce an actual stamped sample:

1. Select the area that will have the foil effect. Create a new layer and title it "Foil."

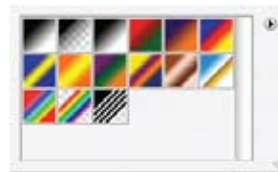
2. Select a gradient from the pre-set gradients list. The *Copper* pre-set is a good one to start out with. Choose either the *Linear* or the *Reflected* gradient effect and set mode to *Difference*.

3. Fill the selection with the gradient. Now fill it again utilizing a different angle. Repeat a few times, starting at different locations and using different angles to fill it. The end result should be an area that has random-looking highlights and shadows. If the highlights/shadows have too much contrast, use the *Gaussian Blur* to smooth out the area (locking the transparency on the layer will help keep the edges of the selection sharp). Use the *Curves* command or the *Levels* command to bring out the mid-tone areas a little more, since this is where the color will show up the most.

4. Use *Hue/Saturation* to adjust the color of the foil effect. Select *Colorize* in the dialog box to get a uniform color. Increase the *Saturation* amount to make the color more intense.



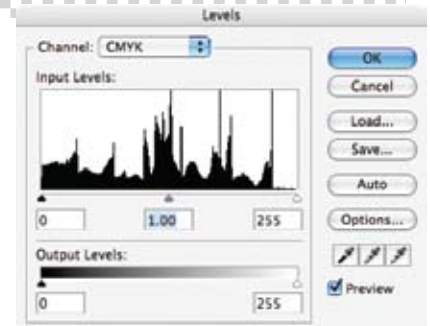
1. Make a selection and create a new layer.



2. Select a gradient.



3. Fill the selection with the gradient set to *Difference* mode and repeat the fill several times, changing the angle and length each time.



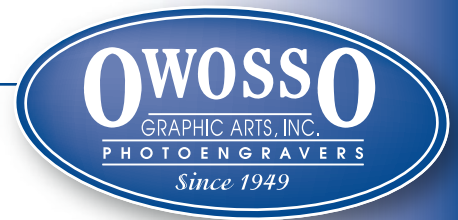
4. Use the *Hue/Saturation* command to adjust the color of the foil until it matches the foil you've chosen from a sample book.



Digital Reproduction of Foil

Photoshop Tutorial

Continued from page 2



Experiment

This tutorial is just to get you started. Try applying a *Bevel/Emboss Layer Style* effect with a high softening amount and a low *Shadow Mode* percentage to give the area a slight embossed effect. Use a very small *Drop Shadow* (set the light source to the lower left or right) to give the effect of the die leaving a slight impression in the paper. For a holographic look, use the *Rainbow* gradient pre-set and change the mode to color as your last gradient fill, and don't *Colorize* during your *Hue/Saturation* adjustments. The most helpful tip though, is to have some foil sample books from foil manufacturers on hand; first, so that you can match your colors to what's available and second, so you can see if the effect you've created on-screen is a close match to the foil you see in real life.

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

OWOSSO

COMMUNITY

At OWOSSO we have a commitment to strong community values.



Heroes Campaign

We recently teamed up with our local chapter of the American Red Cross for their Heroes Campaign—all money raised stays in our community. We held bake sales, omelet breakfasts and 50/50 raffles raising a total of \$1,000.

Our second blood drive for the American Red Cross resulted in: 20 productive units of blood and 8 first time donors!



Camel Races

This is Captain Jack OWOSSO, our camel that we entered in 2nd Annual Camel Races sponsored by the Red Cross in February. He came in a close second in the first race, the second race he was tied for last place! We had fun none the less and the event raised over \$11,000 for our local chapter of the American Red Cross.



Upcoming Industry Events

The Supply Side

May 20-21
Javits Center- Hall 3#
New York, NY
www.thesupplyside.com
OWOSSO will be in booth #501

ASI Show

July 22-24
McCormick Place
Chicago, IL
www.asishow.com

SGIA

October 15-18
Georgia World Congress Center
Atlanta, GA
www.sgia.org

Graph Expo

October 26-29
McCormick Place
Chicago, IL
<http://graphexpo.gasc.org>



Another Retiree!

After 31 plus years, Gaydene Oliver decided to hang up her hat and retire. Our customers will miss her happy, upbeat personality—even if she was calling to collect money! We will miss Gay's infectious smile and humor and wish her the best.

Brad Braley

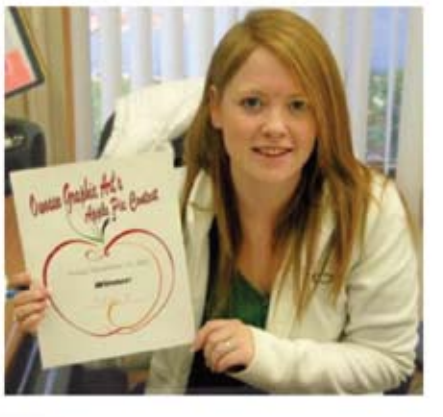
Associate of Month: December 2007
Years with OWOSSO: 1

“Brad has brought back to OWOSSO his talents and experience in the etching department (after a year hiatus) which has been a big help.” said Joe Holden, Technical Support Manager. Holden adds, “Brad learns new tasks quickly and does them very well. His dedication to a good work ethic, outgoing personality and ability to get along with everyone makes Brad an excellent asset to OWOSSO.”

Brooke Burgess

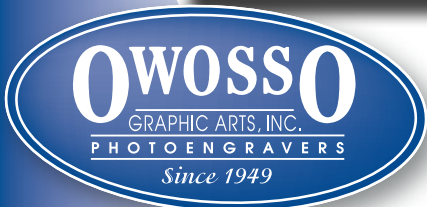
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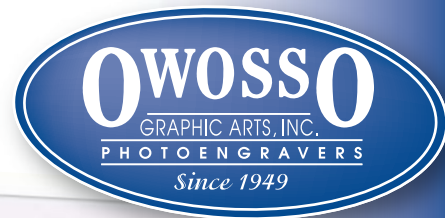
“Brooke has been a great addition to our Shipping Department,” said Craig Ellenberg, Vice President of Production. Ellenberg adds, “She is always willing to help out wherever needed and learn new things. Her attention to detail has been a great asset. Brooke's fun and outgoing personality makes it a pleasure to work with her every day.”



Apple of My Eye

We held an APPLE PIE contest back in October 2007. Bragging rights go to Stacy Davis and her Crunchy Caramel Apple Pie! In addition to bragging rights Stacy also won a \$25 gift certificate to APPLEBEE's.





OWOSSO Honor Roll

We implemented an Honor Roll system for all kids of OWOSSO Graphic Arts Associates—grade school through high school. An 'A' report card earns the kids \$50.00, and an 'A/B' report card earns them \$25.00.



Who is This Masked Man?

Here are your clues:

- He works in our Imaging Department
- He normally doesn't wear a sombrero

Wants & Sales

The next issue of The Owosso Journal will be published in 2nd Quarter 2008.

To run your classified, simply submit your copy by May 15, 2008.

Send us **YOUR** classified ad!

Mail: 151 N Delaney Rd, Owosso, MI 48867

Fax: 989.723.5399

Email: engraver@owossographic.com



"I'm offering you a six figure salary. Three figures on the 15th of the month and three figures on the 30th."

Bytes & Pieces

On-Line Ordering

Can It Get Any Easier?

Go to our website at www.owossographic.com.

Under *Announcements* on our home page there's a link for *On-line Ordering*.

Follow the steps to register and you'll immediately be able to use our on-line ordering system.

Added features of on-line ordering:

TEMPLATES — Save a completed order form as a **TEMPLATE**; for those who order the same type of die over and over. Your saved templates are listed just below the Customer Profile Update.

WIZARD — A **WIZARD** is available to take you step by step thru the ordering process for a few die applications.

VIEW ORDERS — There's a **VIEW ORDERS** section which will display the current day's order, or you can enter a date range to see your order history. From this section you can also click on the hyperlink to bring up the order form and print out a copy for your records.

10 Things You Never Knew about Owosso

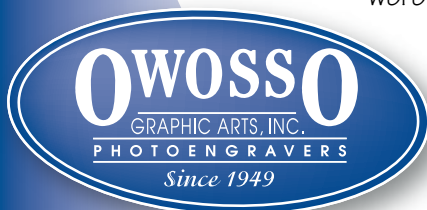
- 1 There is only one city in the world spelled Owosso, and that city is Owosso, Michigan.
- 2 At 11:11 p.m. on 11/11/11 (November 11, 1911), a tornado touched down in Owosso and ripped through the city causing massive destruction.
- 3 Two presidents, William McKinley and Benjamin Harrison, are buried in Owosso Caskets.
- 4 The U.S. premiers for the hit movies, *Not Without My Daughter* and *The Bear*, were held at the Owosso Cinemas in Owosso, Michigan.
- 5 About 80% of Motown's records were stamped into vinyl at the American Record Pressing Company in Owosso, Michigan, until the company burned down in 1972.
- 6 The jet-looking cars used in the movie, *Back to the Future II*, were the LiteStar Pulse (a.k.a. the Owosso Car), which were designed and built in Owosso, Michigan.
- 7 The first GMC Truck was built in Owosso, Michigan.
- 8 The Shiawassee River, which flows through Owosso, is one of the few rivers in the Northern Hemisphere that flows north.
- 9 The first Beatles record to be released in the United States was *Please, Please Me*, which was stamped into vinyl at American Record Pressing Company in Owosso, Michigan.
{drum roll, please}
- 10 Woodard wrought iron outdoor furniture, designed and built in Owosso, has been in use at The White House for decades.
{applause}

Source: Wikipedia.com

The Masked Man?



Yes, you guessed it—
Andy Huff!



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! 1st 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

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, Brandie Albring & Jackie Fospisil

Customer Service Billing: Stacy Davis

Customer Service Acct Rec: Dottie Roy

National Account Director: Doug Pendergast, 989-277-8369

Nat'l Acct Dir. Email: dpendergast@owossographic.com

Business Fax: 989-723-5399

Business Email: engraver@owossographic.com

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!

Member of



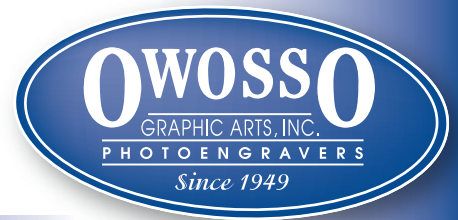
PPAI
The Mark of a Professional



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 #55 Blue & #66 Green.

Holiday Schedule 2008



Memorial Day

May 26th

Fourth of July

July 4th

Labor Day

September 1st

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

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

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 the first week in August.

North Pole Express

Thanksgiving weekend through mid December. Passengers will board at the Steam Railroading Institute's Visitor Center in Owosso, Michigan. Before departure, the North Pole Express train arrives, pulled by the Pere Marquette No. 1225, with lots of steam, bell ringing and whistle blowing.

Farmer's Market

Every Saturday, May-October, Downtown Owosso.

Cruise to the Castle Car Show

Annual event on the Saturday after Mother's Day, 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).

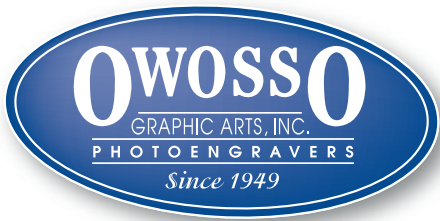
Owosso Curwood Festival

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.

Hometown Holidays

Winter Festival

Day after Thanksgiving through December 24.



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LANSING, MI
PERMIT NO. 485

151 N. Delaney Rd

Owosso, MI 48867

800-444-5552

Fax: (989) 723-5399

Email: engraver@owossographic.com

Web Site: www.owossographic.com

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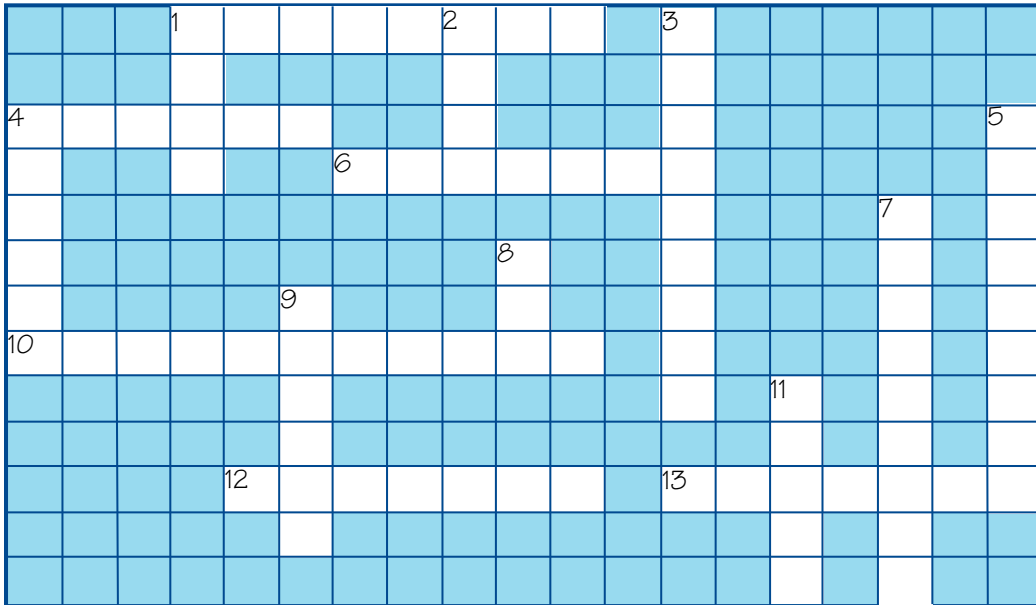
In This Issue...

- Go Green! Go Blue!
- Digital Foil
- Heroes
- Can It Get Any Easier?

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

Please Pass It On!

OWOSSO Crossword—Fax & Win!



Finish the crossword, **fax** it to us at **989.723.5399** and you will be eligible to **win an OWOSSO coolie!** Please include the top of this page with the mail label indicating your contact information.

ACROSS

1. Describes the people at OWOSSO
4. The largest brass, copper & magnesium die maker in the U.S.
6. OWOSSO's time zone
10. What OWOSSO is committed to protecting
12. www.owossographic.com
13. What you receive from OWOSSO

DOWN

1. The speed that you receive your dies
2. What OWOSSO makes
3. A type of metal you can order from OWOSSO
4. One way you can order your dies
5. OWOSSO gives back to the
7. OWOSSO's customer base
8. Also describes the people at OWOSSO
9. A type of metal you can order from OWOSSO
11. A type of metal you can order from OWOSSO