

The Owosso Journal

Where We Live on the Etch!

Volume 20 • Issue 141 • 3rd Quarter 2007

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



It's What We Do Best!

The product applications for OWOSSO dies are limitless, the uses are countless, the possibilities are endless and the value is priceless!
If you see something that interests you, call OWOSSO today!

• Magnesium •



Choosing magnesium, when appropriate, can speed up turnaround without sacrificing quality and yield cost savings for your customer. We can help you with any custom die application.

- Aluminum Embossing
- Concrete Stamps
- Debossing
- Embossing
- Foil Stamping
- Fabric Embossing
- Heat Sealing
- Letterpress Printing
- Membrane Switch Overlay Embossing
- Molds (Jewelry/Chocolate)
- Pantograph Masters
- Rubber Stamp Masters
- Soap Stamps
- Thermal Kiss Cutting
- Plaques

Metal thickness available: 16 gauge (.064"), Eighty Thousandths (.080"), 11 point (.153"), 1/4" (.250"), and 3/8" (.375").

• OTHER PRODUCTS •

- Aluminum bases to use unmounted dies
- Fiberglass Counter Dies
- Heat Tape
- Magnetic Backing on dies
- Magnesium Counter Dies
- Teflon Coating

• Brass •

Order brass if your die requires any 'Raised Round' effect, multiple levels or a die that foil stamps and embosses in one pass (Combination Die).



Hand Sculptured and CNC Milled for any of the following:

- Debossing-Single or Multi-Level
- Embossing -Single or Multi-Level
- Foil/Embossing (Combination) Single or Multi-Level
- Foil Stamping

• Copper •

Copper is usually preferable for longer runs or when more durability is desired. Typically copper dies are also chosen over magnesium for printing on heavily textured or recycled papers. Copper is an excellent heat conductor and retains heat longer than magnesium. This means that the heat expansion factor is less on copper dies than magnesium when the dies are heated on press.

COPPER DIES for any of the following:

- Debossing
- Embossing
- Foil Stamping
- Intaglio (Engraving)
- Letterpress printing
- Plaques

Metal thickness available: 16 gauge (.064") and 1/4" (.250").



We will be in Orlando for the SGIA '07 convention October 24-27 at the Orange County Convention Center. OWOSSO will be at Booth #1766!

For more information on The Specialty Printing & Imaging Technology Show visit www.sgia.org.



Customer Comments

*Good Afternoon Kathy,
I wanted to take a moment and let you know that the customer service I received from Brandie and Joe was exceptional. I work for a small business. We focus on customer service and it sets us apart, because it seems like quality customer service has taken a back seat. Brandie and Joe were extremely helpful and knowledgeable. Because of this I will choose to use OWOSSO over other vendors.*

*Best Regards,
Michelle Woods*

We hosted a neighborhood blood drive for the American Red Cross back in July. Over half of our Associates donated blood which resulted in 18 productive units of blood with the potential to save 54 lives. We also had 10 first time donors! Our blood drive was such a success that we've decided to host one every six months.

Did you know...
...Every two seconds someone in the U.S. needs blood
...One blood donor can save as many as three lives with a single donation

Win an OWOSSO Sweatshirt!

The first 5 correct answers win! How many times does the word DIE(s) appear in this issue of The OWOSSO Journal?

**Only size LARGE sweatshirt is available.*

How Many Times the Word
Die(s)
appears in this Issue:

Name: _____

Company: _____

Phone: _____

Fax this 'official' entry form to
989-723-5399 Attn: Kathy Wilson.

One entry per company.

Did you know?
Recycling one ton of newsprint saves 15 trees?
Read, and then recycle.

Associate of the Month

OWOSSO celebrates the dedication and accomplishments of our associates each month by honoring one of them. Here are the winners!



April 2007-Stacy Davis
Years with OWOSSO: 7

"Stacy is our billing guru. She has the ability to keep thousands of billing codes in her head," said Kathy Wilson, Vice President of Customer Service. Wilson adds, "Attention to detail is a critical part of Stacy's job and we appreciate her thoroughness."

May 2007-Justin Pardee
Years with OWOSSO: 2



"Justin is an easy going person with a good personality," said Craig Ellenberg, Vice President of Production. Ellenberg adds, "Justin's artistic ability, reliability, and attention to detail make him an excellent fit with OWOSSO. He's always wanting to learn more and helps out where needed to keep work flowing."

June 2007-Michael Law
Years with OWOSSO: 1



"Mike quickly became our camera specialist," said Craig Ellenberg, Vice President of Production. Ellenberg adds, "Mike takes pride in his work and

cares about our customers and other associates. Mike is always energetic and enthusiastic, you can count on him to put a smile on your face every day."

July 2007-Janeen Moskal
Years with OWOSSO: 1



"Janeen is a quick learner with a sunny disposition and is always willing to take on a challenge," said Joe Holden, Technical Support Manager. Holden adds, "Janeen's role as an Imaging Specialist can be a real trick with navigating through all the programs and file types that our customers send and to make it come out exactly to our customer's expectations." Janeen can be found on weekends relieving stress with her husband Chris bass fishing on local lakes.



Brooke Burgess

New Associate

Brooke is our latest new kid on the block, she started working at OWOSSO back in April. Born and raised in Owosso, Brooke currently resides in neighboring Ovid with her husband, Jason and infant son, Carter.

Brooke works in our shipping department where her sharp eye and attention to detail are a must! An avid sports fan, Brooke especially enjoys college football.

Take Your Kids to Work Day



Hannah McAvoy, Samantha Roy, Sara Curtis, Chloe Wilson & Brad Holden

April 26th marked this year's annual 'Take Your Kids to Work Day.'

The son and daughters of OWOSSO Associates who participated this year were: Hannah McAvoy (Kevin McAvoy), Samantha Roy (Dottie Roy), Sara Curtis (Scott Curtis), Chloe Wilson (Kathy Wilson) & Brad Holden (Joe Holden).

The kids were able to spend the day observing and learning just what it is their parents do all day long.

The kids "ordered" their own dies and followed them all the way thru production. They ended up with a nameplate for their lockers at school.

Dave Luft explains the ins and outs of etching to our young crew and how safety is always in style.



Welcome, Little One



Mom Erica, Big Brother Adam, Dad Sean and Baby Abigail

Welcome to Abigail Christine Agnes Anderson who was born on May 25, 2007. She is the daughter of OWOSSO Associate Sean Anderson and his wife, Erica. Abigail weighed in at 8 lbs 10 oz and was 20 inches long.

Wants & Sales

Send us **YOUR** classified ad!

Mail: 151 N Delaney Rd, Owosso, MI 48867

Fax: 989.723.5399

Email: engraver@owossographic.com

The next issue of *The OWOSSO Journal* will be published in 4th Quarter 2007. To run your classified ad, simply submit your copy by November 1, 2007.

FOR SALE:

Kensol Franklin KF2500, 2.5 ton, 10" x 15" head. Used very little, it is like new. Paid \$12,000 new, will sell for \$5,000. Call Houston @479-236-0580.

FOR SALE:

KENSOL 12T AIR OPERATED STAMPER

In excellent working condition; comes with backbone chase & lengthwise chase. Includes manual & parts book. 4" x 11" heated head with 18" x 18" table. Can be converted to manual Kensol 12.

Only 2 owners, very clean. Manufactured mid-late seventies. Selling for \$2000.00 Contact Karen @ 216.431.1221 or email esper@nls.net

Bytes & Pieces

Get On Board...

Ordering from OWOSSO is as easy as a few clicks of the mouse!

- * Register on our website at www.owossographic.com.
- * Click on **PLACING AN ORDER** at the left of the page
- * Click on **On-Line Ordering System Customer Registration**. Follow the steps to register and you'll immediately be able to use our on-line ordering system.

* Fill out the order form (on-line!!), attach your file, click on **SUBMIT** and you're done. **NO MORE FAXING!!**

- * After your initial registration you can click on **CLIENT LOG-IN** at the top of the page to sign in and submit orders.

We designed this to make it easy for **YOU** to order, but also give **US** all of the information we need to produce your die.

Your first go around you might get a 'pop up' or two telling you to fill in certain areas on the form. You might get annoyed and want to throw your computer out the window (just kidding about that last part)! Hang in there, once you get the hang of what we're asking for it's a breeze. **AND**, you can always give us a call and we'll walk you thru it. Keep in mind though, that we're not here at 2:00am!

...With **ON-LINE ORDERING!**

After you're logged in, scroll down to see the handy features we've added:

- * **CUSTOMER PROFILE UPDATE:** Click here to update your address, add ship to addresses, etc.
- * You can **SAVE** a completed order form as a **TEMPLATE** for those of you that order the same type of die over and over. Your saved templates are listed just below the Customer Profile Update.
- * A **WIZARD** is available for a few die applications for the novice die user.
- * A **VIEW ORDERS** section which will display the current day's orders or you can enter a date range to see your order history. You can also click on the hyperlink to bring up that order form and print out a copy for your records.



GA



Joe Holden



Andy Huff



Lisa Davis



Janeen Moshal



Did you know?
Recycling one ton of newsprint saves 601 kilowatts of energy?
Read, and then recycle.

The Owosso Journal

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! —3rd 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 58 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

Customer Service Acc. 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!



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, #40 Copper

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.

Thanksgiving

November 22 & 23

Christmas

December 24 & 25

New Year's

December 31 & January 1



Did you know?

Recycling one ton of newsprint saves 7000 gallons of water?
Read, and then recycle.

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 & 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.

Gruise 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.

Fourth of July Family Day Celebration

McCurdy Park, Corunna. All day long activities, entertainment, food & fireworks.

Shiawassee County Fair

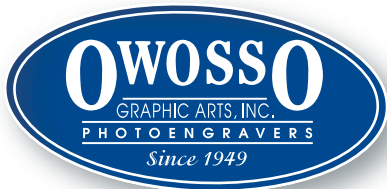
2900 E Hibbard Rd., Corunna. Held the first week in August.

North Pole Express

Thanksgiving weekend through mid December. Passengers will board at the steam Railroad-ing 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.

Hometown Holidays Winter Festival

Day after Thanksgiving through December 24.



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The Owosso Journal

3rd Quarter 2007

In This Issue...

- It's What We Do!
- Blood Drive
- Make a Great Impression
- Get On Board

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

Please Pass It On!

OWOSSO Challenge



Grab a piece of paper and see if you can unscramble the words below:

**hint: They are all OWOSSO-related!*

- | | |
|-----------------------|------------------------------------|
| 1. OOSOWS | 13. RSULTECPUD |
| 2. EMIUNMASG | 14. IDE |
| 3. BSSAR | 15. GAIONLIT |
| 4. OPPCRE | 16. EDEIFER |
| 5. LERSTPTERSE | 17. STCVIMCUESREREO |
| 6. INMOILASPGFT | 18. ENRLNDOIEIORGN |
| 7. BSGEMSNOI | 19. YTULQIA |
| 8. BNGOSDISE | 20. OIITTCPMEVE |
| 9. RTNITSLUASEGICHMTK | 21. NUF |
| 10. PSPSTASAMO | 22. YMIREABLEHMEOEMYBSTINNWAOCSSGR |
| 11. RAREPSEMUMTTBASBR | 23. RNSFEGASOIRIBDSLECEUT |
| 12. ESLNGSIIBMOOF | 24. OMITCUYNM |

Answers: 1. OWOSSO 2. Magnesium 3. Brass 4. Copper 5. Letterpress 6. Foil Stamping 7. Embossing 8. Debossing 9. Thermal Kiss Cutting 10. Soap Stamps 11. Rubber Stamp Master 12. Foil Embossing 13. Sculptured 14. Die 15. Intaglio 16. Free Die 17. Customer Service 18. Online Ordering 19. Quality 20. Competitive 21. Fun 22. Membrane Switch Overlay Embossing 23. Fiberglass Counter Dies 24. Community