

**FPPA**

Spring 2008

# On-Target

## Convention Focuses on Marketing Sustainable Value

**F**PPA's 11th Annual Convention in San Antonio, Texas had the best attendance in years.

As an industry we are especially concerned about how best to communicate our value to our customers and how we can continue to provide value in the future. This theme ran throughout the convention.

Highlights of this year's convention included a keynote presentation by Dr. Nate Booth, author of "The Diamond Touch", who provided an energetic look at how to get what you want by giving others what they uniquely desire. His presentation provided a great kick-start to the



convention. Christopher Raney from Bobst Group North America presented an insightful overview on the State of the North American Packaging Industry. Attendees were also shown a detailed appraisal on the Economics of Taking Platemaking In-house by Robert

Smithson. This session also included a review by Dave Norton of a spreadsheet which has been developed by FPPA showing the breakdown of these costs.

This year's Supplier Presentations were provided by five member companies. Mark Mazur from DuPont Imaging Technologies discussed G7 in the Corrugated Market. Dan Fry from MacDermid Printing

Solutions gave a presentation on Sustainability of Liquids with Inkjet Technology. For Flint Group Printing Plates, David Chinnis spoke on Plate Processing System Optimization for Efficiency and Profitability. Mark Hermesdorf introduced D-POD,

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## FPPA Announces 2008 Award Winners

**F**PPA's annual award winners were also announced at the convention at the Omni La Mansion Del Rio Hotel in San Antonio. The recipients of the 2008 Technological Innovator of the Year awards are NPP Packaging Graphics Specialists; Eastman Kodak and Flexographic Prepress Solutions.

NPP's Vacuum Adhesive Applicator is a machine that will apply adhesive (stickyback) to the back of a flexographic photopolymer printing plate without air entrapment. According to Bill



Bill Ruch of NPP accepts FPPA's Technological Innovator of the Year award.

Ruch, of NPP, "It is difficult to manually apply adhesive without trapping air. If you fail to remove the trapped air you can create a high spot in the printing plate that could cause the graphics to distort and/or lead to premature printing plate wear during the printing process." The equipment has been granted a US Patent. The Patent describes the use of a vacuum to eliminate the air at the nip between the adhesive and the back of the printing plate prior to lamination. By removing the air before the

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## FPPA Board

### President

Neil Saunders  
Container Graphics Corporation

### President-Elect

Peter Cappas  
United Engravers

### Secretary

Mark Barnard  
Trinity Graphic USA

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NuPro Technologies

Elmer Graff  
Flexographic Prepress Solutions

Greg Hauber  
C.S.W., Inc.

Ron Moles  
Focus Imaging Group

Tom Pohlman  
Dynamic Dies

### Immediate Past President

Dave Norton  
NPP Packaging Graphics  
Specialists

### Legal Counsel

Neil Kuenn  
Keeley, Kuenn & Reid



## PRESIDENT'S MESSAGE



## Looking Forward to the Year Ahead

Neil Saunders, FPPA President

I'd like to start by thanking all FPPA members for their support and let you know that I look forward to serving as your president this year. I also want to thank Dave Norton for bringing me along last year and I am very glad that he is around for advice when needed.

I have got to say that the annual meeting in San Antonio was one of our association's best. Attendance was the highest in our 11-year history and the post meeting survey results were full of high marks.

The focus of the meeting, "Marketing Sustainable Value for the Future", was very timely. As an industry we are especially concerned about how best to communicate our value to our customers and how we can continue to provide value in the future. These are the core issues that face all of our members.

Dr. Nate Booth energetically kicked off our meeting with real life examples of "Creating and Communicating Value". He brought into focus the basic concept that value comes from clearly understanding what your customer wants and tailoring your products and services to meet and exceed them. As simple as this seems, he demonstrated for us how easy it is to drift away from the fundamentals and how those companies that consistently get this right have the "diamond touch" in their customers' eyes.

The day and one-half program then provided us with information and tools to arm ourselves in our mission to provide and promote our value. We were fortunate to have presentations by executives from Bobst Group, DuPont, EskoArtwork, Flint Group, Kodak and MacDermid on the state of the industry and what we can do to meet the needs of the marketplace. On the technical side we were updated on new and developing technologies that can increase the value

and sustainability of our products and provide new solutions for the future.

Platemaker members Rob Smithson and Dave Norton provided us with techniques and tools that can assist members in communicating their value when faced with customers considering going in-house. An Excel spreadsheet/form was distributed that can be used to project operating costs for in-house operations. This, as well as copies of all the presentations, can be downloaded from the FPPA web site.

Looking ahead, we are in the planning stages for our Management Workshop in Chicago this October and the next annual meeting in Tucson next March. Already on the program for the Management Workshop will be a tour of United Engraving's facility in Schaumburg. This will be a great opportunity to see a fellow member's operation.

We have three active committees this year: the Program Committee (for the annual meeting), the Management Workshop Committee and the newly reformed Technology Committee. I encourage you to get involved on a committee if you haven't already. This is a great way to help our association meet the needs of its members.

We are also planning to make some improvements to the association web site, especially in the member only section. Preliminary goals are to improve the utility and accessibility of information published on the site. A special task force will be created to lead this work.

Please do not hesitate to call me to discuss volunteering for committees, the web site task force or any ideas you may have on how to continue to move our organization forward. I can be reached at 919-481-4200 or [neil.saunders@containergraphics.com](mailto:neil.saunders@containergraphics.com).

Looking forward to the year ahead!

# FPPA Elects New Board of Directors

The Flexographic Pre-Press Platemakers Association (FPPA) proudly introduces its newly elected president and board of directors for 2008.

Neil Saunders, Container Graphics Corporation, of Cary, North Carolina will be leading FPPA as president. Saunders' term as president comes on the heels of a successful convention in San Antonio, Texas.

Supporting Saunders is a strong cabinet of officers including Immediate Past President, Dave Norton, NPP Packaging Graphics Specialists; President-Elect, Peter Cappas, United Engravers; Treasurer, Tim Moore, Southern Graphic Systems; and Secretary, Mark Barnard, Trinity Graphic USA. Greg Hauber, CSW, Inc.; Ron Moles, Focus Imaging Group; Tom Pohlman, Dynamic Dies; Elmer Graff, Flexographic Prepress Solutions; and David Bradford, NuPro Technologies are also serving on the 2008 Board.



Standing L-R: Tom Pohlman, Elmer Graff, Tim Moore, Ron Moles, Mark Barnard. Seated L-R: David Bradford, Dave Norton, Neil Saunders, Greg Hauber, Peter Cappas

During his acceptance speech, Saunders encouraged members to get involved in the Association by volunteering on its committees. Saunders highlighted the strong programs that

FPPA has planned for the coming year, including its Fall Management Workshop, to be held October 13-15, 2008 in Chicago. ◆

## FPPA's Top Golfers



Peter Cappas, Dan Fry, Steve Barry, and Darin Lyon comprised the winning foursome at FPPA's golf tournament during the recent San Antonio, Texas convention. Congratulations!

## Mark Your Calendars

**FPPA Management Workshop**  
October 13-15, 2008  
Renaissance Chicago O'Hare  
Suites Hotel  
Chicago, Illinois

Room rate: \$189 single or double  
occupancy  
For Reservations Call: (800) 228-  
9290 or (773) 380-9600

The 2008 Management Workshop  
will include a tour of United  
Engraver's facility on Monday,  
October 13th. Look for more in-  
formation this summer!

**FPPA 12th Annual Convention**  
March 1-3, 2009  
Loews Ventana Canyon Resort  
Tucson, Arizona

## Noteworthy Industries: Reaching New Heights with Agfa's :Dotrix Modular

**N**oteworthy Industries, founded by Thomas B. Constantino in 1954, is a family owned manufacturer of custom printed advertising and promotional products. Since its founding in Amsterdam, New York, Noteworthy has stayed on top of all technological developments in custom printing in order to provide its clients with the most advanced and highest quality products that the industry has to offer.

Long known for its production of printed paper bags, pamphlets and foamed plastic packaging materials, Noteworthy began the year 2008 with one of its most exciting advancements to date: full-color digital printing on plastic bags.

Achievable through a versatile industrial inkjet printer from Agfa called :Dotrix Modular, the digital printing Noteworthy can now achieve on plastic bags is fine-art quality, which the company makes available on all bag styles and sizes. Their customers couldn't be happier. But then again, Noteworthy has been known for satisfying customers for several generations.

"We are committed to our



Noteworthy President Carol Constantino

community, our employees, our suppliers, and our network of distributors. That's the way it's always been," said Carol Constantino, president of Noteworthy. "That's the way it was when my husband Tom founded it, and that's the way it is today. We can make the promises we do because of the commitment to us made by companies like Agfa."

Noteworthy's first product was called the Travel Tissue Pak, a convenient tissue dispenser that slipped over a car's sun visor. It featured custom advertising messages that remained in view of the driver and passengers. After that, the company came out with a litterbag, also geared for cars, which became its foundation for lasting success. The product matched Tom Constantino's concern for the environment by providing an easy way for motorists to dispose of trash. These bags also carried advertising messages and were launched with the slogan, "Don't be a litterbug. Use a litterbag."

More specialty advertising followed, including notepads, coloring books and book jackets. Plastic bags were added in 1965. In 1970 the company acquired paper printing and converting equipment to make it completely self-sufficient.

Tom Constantino passed away in 1989. His wife Carol carried on the

company's dedication to the community and to customers, its commitment to suppliers and distributors, and its proactive concern for the environment. Her leadership also paved the way for expansion, as Noteworthy acquired several other firms involved with such lines as presentation folders and binders, awards and trophies, and other products.

Noteworthy's adoption of Agfa's :Dotrix Modular enables the company to print on flexible media with more vibrancy and durability, with clearer and higher quality words and images, than ever before. Although originally designed for printing on paper, the :Dotrix Modular was adapted for plastic bag digital printing when Noteworthy inquired about the possibility. Noteworthy and Agfa worked very closely on the project—ultimately making Noteworthy the first specialty printer in the U.S. to do so.

Prepress managers at the company say the :Dotrix Modular provides them with quicker set-up, user-friendly operation, multiple customer applications, and no waste—which is another plus.

"We purchased Agfa's :Dotrix Modular so that we could provide our clients with even higher levels of quality and service than what they have grown accustomed to," Carol Constantino said. "Now, every plastic bag we print for customers can be framed as a work of art. This will catapult us into the future while taking care of our needs today. With virtually no limitations on graphics, this print engine can certainly revolutionize the advertising industry."

Which in many ways is what Noteworthy has been doing for more than half a century.

Agfa is an associate member of FPPA. ♦



Agfa's :Dotrix Modular System

# The Diamond Touch

## How to Get What You Want by Giving Others What They Uniquely Desire

To construct effective sales strategies, it's vital that you know the demographics and psychographics of the people you're dealing with. Demographics measure the statistical data of a population group; especially the data showing average age, income and education. Psychographics measure the attitudes, values, lifestyles and opinions of the population group – usually for marketing and sales purposes.

Different groups value benefits differently. Here are four groups of people and the benefits each group desires. The information is based on the *Values and Lifestyle Survey* done by the Stanford Research Institute.

1. **Belongers** – These people like to be identified with and belong to a larger group. They could be mid-westerners who drive Fords and Chevys because they are proud Americans whose cars are American made; or they could be part of an inner-city, close-knit, ethnic group. Enduring relationships are highly valued by Belongers. Ideally, they want you to be part of their group. If you are, they tend to do business with you and listen to your recommendations. If you're not, it may take some time to gain their trust. Belongers can be any age. Belongers don't want anything too fancy. They just want something that works well and is reasonably priced.

When you market to Belongers, make it obvious that you're a trusted member of the industry. Gain their trust and don't pressure them to accept your solutions.

2. **Emulators** – These people desperately desire to look good and be successful in business. They wear fashionable clothes and go to trendy

bars and restaurants. Emulators would love to own a brand-new BMW 7 Series car. But all they can afford right now is a 3 Series on an affordable lease plan. Emulators don't have a lot of money yet, but they will spend or borrow it to purchase products and services making them look successful. Emulators are attracted to marketing with photos of young, sexy and successful people. Emphasize how your products and services will help them be successful by looking good in the eyes of their superiors.

3. **Achievers** – Emulators aspire to be Achievers. Achievers are successful, have a lot of money and own Lexus, Mercedes, BMW or Cadillac automobiles. They want to spend their money on products and services that are unique and the best.

Achievers are attracted to marketing that shows up-scale with the best products. They are less price sensitive than the other groups. Show them how your products and services are the best and unique.

4. **Socially Conscious** – These people tend to be highly educated. They

want to make planet earth a better place to live so they are green oriented. They use public transportation or drive Volvos or Honda/Toyota hybrids. They want to make the intelligent decision when it comes to products and services.

Socially Conscious people are attracted to marketing that is intelligent. No hype. No free offers. Stress the intelligent benefits of your products and services. The Socially Conscious want to be educated.

When it comes to sales, don't take the Spray & Pray Approach. Discover the unique values of your clients. Then give it to them with your products and services. When that happens, you both are winners. ♦

Dr. Nate Booth is the author of *The Diamond Touch: How to Get What You Want by Giving Others What They Uniquely Desire* and *Tiger Traits: 9 Success Secrets You Can Discover from Tiger Woods to Be a Business Champion*. Visit [www.natebooth.com](http://www.natebooth.com) or call 800-917-0008 for more information. Dr. Booth presented the keynote session at FPPA's 11th Annual Convention.

## FPPA Convention (continued from page 1)

Flexographic Prepress Solutions Alternative Direct to Plate Imaging Technology. Finally, Cold Solvent Reclamation was the topic of David Bradford of NuPro Technologies, Inc.'s presentation.

There were also two panel discussions on current trends in the industry. We were pleased to have the following people participate in these dialogues: Bob Zoelle from DuPont

Imaging Technologies; Dan Rosen from Flint Group Printing Plates; Michael Siegmund from MacDermid Printing Solutions; Vic Stalam from Eastman Kodak Company; and Simon James from EskoArtwork.

A summary of sessions can be found on the FPPA website's conference archives page (<http://www.fppa.net/events/2008recap.cfm>)

## FPPA Awards

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lamination, we can guarantee no air entrapment, no air bubbles. Vacuum Adhesive Applicators can be manufactured in any desired width. All of the applicators have a manual operation and they are able to accommodate any width roll of adhesive up to 54 inches wide by 72 yards. The applicator is able to apply the adhesive to a one piece printing plate or to several loose printing plates in the same pass and is able to apply the adhesive to varying thicknesses of printing plates in the same pass. The cycle time to apply adhesive to a 52 by

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**On Target** is published for the Flexographic Pre-Press Platemakers Association.

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80 inch plate is less than 2 minutes. The applicator is available with or without the 5 foot by 8 foot table.

Eastman Kodak was recognized for its KODAK FLEXCEL NX Digital Flexographic System, a revolutionary new method to image flexo printing plates for higher levels of consistency and capabilities. The system utilizes the offset KODAK SQUAREspot Imaging Technology on a Thermal Imaging Layer (TIL), which is then laminated to the KODAK FLEXCEL NX Plate, ready for exposure without oxygen or vacuum present to produce superior dot structure and consistency, full tonal range, with no bump curve, raising flexo plate quality and print productivity.

Flexographic Prepress Solutions was recognized for its D-Pod (Digital Plate on Demand). The D-Pod family of imagers is designed to image directly to the surface of a photopolymer plate. The D-Pod is designed to replace the need for film negatives and provide a complete digital workflow.

The aim of the Technological Innovator of the Year award is to recognize achievement within any production or administrative area of the pre-press process. The word Innovation is defined as the introduction of something new, whether a method or a product. The concept of innovation includes enhancement of profitability, improved productivity, operating efficiency and product quality. Eligibility for this award is open to the full membership of FPPA.



John Anderson & Vic Stalam from Kodak



Bob Hannum, Bob Zoelle, and Mark Mazur from DuPont

In addition to the annual Innovator awards, FPPA honored DuPont Imaging Technologies with its Supplier of the Year Award, for the second consecutive year. Platemaker members of FPPA rated its suppliers in the areas of Sales Support; Technical Support; Order Fulfillment & Customer Service; and Product Enhancement Opportunities for this Supplier of the Year Award. ◆

## MacDermid Introduces New Plate Products

MacDermid Printing Solutions introduced two new sheet photopolymer products – Digital MGC and MAX. Digital MGC is a digital plate designed for corrugated board print applications and MAX is an analog plate for use in most package printing applications.

Digital MGC offers all the features of MGC, such as quick wash out and the ability to hold fine detail, plus the excellent resolution and imaging

capability expected from a digital printing plate.

MAX delivers low dot gain in process color printing with smooth ink lay down for bold solids. This 60 durometer plate has excellent drape characteristics, making it well suited for applications involving small diameter cylinders on narrow web presses.

For information, call 800-348-7201 or visit [www.macdermid.com/printing](http://www.macdermid.com/printing).

# What is Happening in the Engery Market

**W**hile 2008 has seen a significant upwards trend in natural gas prices, recently natural gas and electricity prices have began to decline. This drop is expected to continue in the short term making now the ideal time to contact an APPI energy consultant.

## Illinois

New electricity tariff rates will take effect in May and impact commercial customers. In addition, both Ameren and ComEd have filed for increases in transmission and delivery charges (T&D). These price increases will be used for much needed investments in the electricity grid infrastructure to meet growing demand. Ameren has seen an 11% increase in demand since 1997 and ComEd has experienced an 18% increase in demand since 1995.

## Maryland

Maryland quarterly rates for type II customers (medium sized- with peak KW between 61 and 600) change every

three months. Maryland electricity tariff rates have increased three years in a row and are projected to continue to increase. Savings opportunities are available with fixed or index products, as well as the APPI Maryland Aggregation Portfolio (MAP). MAP continually takes advantage of price drops, utilizing a combination of fixed and floating market-based prices. Contact APPI for more information on your options.

## New York and Massachusetts

If you are located in New York or Massachusetts you may be able to decrease electricity costs and remove the threat of future price increases. Now is the time to consider a locked-in fixed electricity price to protect your business from future price increases. Contact APPI for more details.

## Texas

During the end of March, electricity prices have decreased significantly in specific areas of Western Texas. APPI consultants are currently reaching out to

businesses in these areas to assess their savings opportunity. For all businesses in Texas, if your electricity contract is expiring within the next 12 months, now is the time to explore competitive supply options. Protect your business, find current savings, and secure budget-certainty by contacting APPI today.

The APPI Savings Solutions Program is an FPPA member benefit. The program provides energy and utility savings solutions for your business. ◆

## Welcome New Members

FPPA welcomes the following new members who have joined since the last newsletter:

### Chemence Inc.

John Rastetter  
185 Bluegrass Valley Parkway  
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## Vaughnley Named FPPA Executive Director

**T**he FPPA Board of Directors has recently named Diane Vaughnley, CMP as the group's new executive director. Fred Stringfellow, who has served in that role since 1997, will be stepping down following the June 12th Board meeting in Baltimore. Management of FPPA will continue to be provided by Baltimore-based Association Management Company, King Stringfellow Group, Inc.

Vaughnley has worked with FPPA since 2005 as the Director of Meetings and Member Services. She has been intimately involved with all aspects of



Diane Vaughnley,  
CMP

meeting planning and program management for FPPA's programs, including the Annual Convention and the Management Workshop.

Prior to joining King Stringfellow Group in 2005, Vaughnley worked for more than 15 years in the meetings industry with such organizations as Hyatt Hotels and Travel Destinations, where she planned domestic and international meetings. Diane has a Bachelor of Science degree in Business Administration from Shippensburg University, Shippensburg, Pa. She achieved her Certified Meeting Planner (CMP) designation in 2006. ◆

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