

FPPA

Fall 2007

On-Target

San Antonio to Host FPPA's 11th Annual Convention

FPPA's 11th Annual Convention will be held February 24-26, 2008 at the Omni la Mansion del Rio Hotel in San Antonio Texas.

Themed "Marketing Sustainable Value for the Future," the convention will deliver both the top-notch education and quality networking opportunities you have come to expect from FPPA.

The convention is open to anyone from management, senior management, sales or operations. Platemakers, converters/affiliates, suppliers and affiliate supplier members are welcome to attend.

Dr. Nate Booth is the convention's keynote speaker. He will tell members

how to create and communicate value (see article below). Sessions also include:

- State of the North American Packaging Industry
- G7 in the Corrugated Market
- Sustainability of Liquids with Inkjet Technology
- Plate Processing System Optimization for Efficiency and Profitability
- Economics of Taking Platemaking In-House
- Industry Executive Panel
- Alternative Direct-to-Plate Imaging Technology
- Cold Solvent Reclamation Technology

- Integrated Service Supplier Panel

The convention will also feature table-top displays and networking events including a welcome reception, a president's banquet and a golf tournament following the business sessions. There is a tour of San Antonio for spouses and guests.

The Omni la Mansion del Rio Hotel is directly on San Antonio's famous Riverwalk. FPPA has secured a \$209 single/double rate. To receive the discount rate, call 210-518-1000 and reference FPPA. Make your reservations early since the cut-off date is January 23.

Registration information is in the mail. You can also find complete conference details, including registration, online at www.fppa.net. Register today and we'll see you in February.

The Diamond Touch

How to Get What You Want By Giving Others What They Uniquely Desire

We're all familiar with The Golden Rule, "Treat others the way you would like to be treated." The Golden Rule is a powerful principle, but it has one shortcoming. Everyone wants to be treated differently. If you're a service provider, people want to be served differently. If you're a salesperson, people want to be influenced differently. If you're a leader, people want to be led differently.

This variety of desires is what makes relationships interesting and challenging. It's also the reason you can't take the cookie cutter approach to your business and personal relationships in today's diverse and ever-changing world. The good news is this variety of

desires creates tremendous opportunities for those companies and people who understand and practice The Diamond Touch. The Diamond Rule is, "Treat others in the unique way they want to be treated." Those who have The Diamond Touch quickly and precisely discover the unique desires of the people in their key relationships. Then, whenever appropriate, these people give others what they want in the way they want it, to create close relationships that prosper and last.

There are three understandings vital to acquiring The Diamond Touch:

Understanding #1 – When it comes right down to it, people want emotions in

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FPPA Board

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PRESIDENT'S MESSAGE



Membership Growth Is Top Priority

Dave Norton, FPPA President

Fall has arrived and the year is fast drawing to an end. It was not that long ago that we met in Scottsdale and began a new year for the FPPA; it has been a pleasure to work with a board that is very committed to the everyday functions and future of the FPPA. The Program Committees have worked hard to put together interesting and stimulating programs. We had a successful Fall Management Workshop in Chicago and, for those who missed it, most of the speakers' Powerpoint presentations are available on the FPPA Members website.

During our Fall Management Workshop in Chicago, we received an update from FTA's Technical Director, Dr. John Anderson, on their new *TEST* program (Technical Education Services Team), an educational program to be delivered online and through certified instructors; and version 4.0 of their *FIRST* program, prior to its release. FTA has approached us about working together in a liaison capacity on these two programs. We're excited about the progress that we will be able to make on these efforts by working together.

I am pleased to report that we are making progress on the tool that we have been developing to help calculate the costs (both direct and indirect) associated with bringing prepress and platemaking services in-house. We think it is important for converters who are considering this to look at all facets of this process before they make this decision. We will be rolling this product out at the Annual Convention, as part of a related presentation being given by Robert Smithson, of Trinity Graphic

USA. Attendees at the Convention will receive a complimentary copy of the CD as part of their registration. The tool will be available to others following the Convention, for a fee.

The Annual Convention will be held February 24-26 in San Antonio, Texas. Among topics being offered at the meeting are:

- Creating and Communicating Value
- Integrated Services
- Sustainability of Liquids with Inkjet Technology
- Plate Processing System Optimization for Efficiency and Profitability
- Economics of Taking Platemaking In-House

Watch your email and mail boxes in the coming weeks as we send out additional information about the Annual Convention.

As I mentioned in the last newsletter, we are making membership growth a top priority for the coming year. We feel that there are additional tradeshops in the industry who could benefit from the programs and services that the Association offers. For the coming year, we're discounting dues by 50% for new members who join – as a way to encourage their participation. Please accept this challenge by inviting a peer, customer or supplier to apply for FPPA membership.

Please contact me with any comments or suggestions you have at 317-522-2010 or dnorton@npp-graphics.com. Thank you for your support.

FPPA Announces 2008 Technical Innovator Award

The Flexographic Pre-Press Platemakers Association is pleased to announce the Technological Innovator of the Year Award Program for 2008. This year's award will be presented at the 11th Annual Conference to be held February 24-26, 2008 in San Antonio, Texas. This award will recognize the application of innovative technology, which contributes to the advancement of the pre-press industry.

An Excellent Opportunity for National Recognition!

FPPA's Technological Innovator of the Year Award is designed to recognize any technological achievement within an administrative or production area of the pre-press process. All entrants will be officially recognized at our annual meeting, with each entry proudly on display for viewing by our membership.

Innovative Technology

Innovation will be defined as the introduction of something new, a method or a product. Your innovation may represent new, previously unknown technology or it may be an innovation using existing technology in a new and innovative way. We will recognize innovative achievements in the application, marketing, and development of new or existing technology.

Winning entries are not necessarily the entries requiring major capital investment, and we encourage everyone to submit an entry. It could be an innovation that you have recognized and implemented to enhance your profitability, improve productivity, operating efficiency, product quality, etc.

Eligibility and Entry Fee

This award is open to the full membership of the FPPA and an entry fee of \$50 will be required for each entry submitted. Joint entries are welcome,

when two or more members are involved in an innovative technology. All entries must be specific to the flexographic pre-press industry. If you have any questions related to the eligibility of a specific technology, contact FPPA at (443) 640-1045.

Awards

The winner of this competition will receive the Innovator of the Year Award. A formal award presentation will take place at the Annual Convention.

Deadline for Entry

All entries must be received by **December 31, 2007**. Entries must be sent with completed entry form and entry fee. Entries should be sent directly to FPPA Headquarters in Bel Air, Maryland.

Entry Instructions

Complete the adjacent entry form and return it, along with all documentation that you may wish to submit in support of your entry. The

entry must be received by the FPPA prior to the deadline. The following hints are provided to insure that your entry is submitted properly.

- 1) Entries will be judged solely upon the information that is provided with each entry.
- 2) Please use additional worksheets as necessary to provide the information that is required by the entrance form.
- 3) Please provide the name of a key contact individual to answer any related questions.
- 4) All entries will be considered disclosure of technology.

Send your signed completed entry form along with supporting documentation to FPPA, 2105 Laurel Bush Road, Suite 200, Bel Air, MD 21015. If you have any questions contact FPPA headquarters, at (443) 640-1045, Fax (443) 640-1031. A copy of the entry form is enclosed with this newsletter. ◆

FPPA Seeks Hosts for Fall Workshop

FPPA recently held its Fall Management Workshop in Chicago. There were approximately 35 participants at the 1 ½ day event, which included a Board of Directors meeting and a reception and dinner following the workshop.

Following the program, the Board of Directors discussed the prospect of including member facility tours in conjunction with next year's Management Workshop, which is typically held in September or October. Conceivably, the workshop will be held at a downtown hotel but will

include a pre- or post- tour of a member tradeshop's facility.

If you are interested in bringing FPPA to your city, and would be willing to host a tour of your facility, please contact Diane Vaughnley at FPPA at diane@ksgroup.org or (443) 640-1045 by December 31, 2007. FPPA's Board of Directors will consider requests and announce a site for the Fall workshop at the Annual Convention in February. We would welcome joint-proposals by members co-located in the same city. As part of your proposal, please feel free to share recommendations for hotels located in close proximity to your facilities.

Fall Management Workshop a Success

Laura Wright, CSW, Inc.

FPPA held its Management Workshop September 11-12 in Chicago. Ten platemaker members, seven supplier members and one affiliate member gathered for a full day's analysis and discussion of key issues affecting the prepress industry. Topics ranged from succession planning and when and how to sell your business, to global issues like the unethical business practices of some Chinese companies. Our thanks go to the suppliers who sponsored this event — Artwork Systems, Dupont Imaging Technologies, MacDermid Printing Solutions, and The Pitman Company.

Dr. John Anderson, FTA Technical Director, began with an **overview of First-Version 4.0** which was to be released in November 2007. Over the course of the past 10 years since the 1st edition of First was released, this documentation of specifications and guidelines for the flexo industry has continued to evolve and develop into a tool that provides a common voice and method of communication for all involved with flexo printing.

APPI Update

We experienced relatively low energy prices in July, August, and September. Prices may have bottomed for 2007, as prices are likely to continue to trend up for the balance of 2007. Consider locking-in future electricity costs now. Implementing fixed-price, fixed-term contracts will provide budget certainty and eliminate the risk that increasing prices will increase costs. Consider contracts with end dates through 2010.

Take full advantage of your membership benefits with APPI Savings Solutions at appienergy.com.

Improvements introduced in November make it a truly global document. All sections have been updated, industry changes have been addressed and the new edition provides many tools, charts, and tables as well as text needed to facilitate implementation. Version 4.0 will be supplied digitally and will be updated on a quarterly basis.

Mitch Klingher of M.S. Ackerman & Co. discussed the trials and tribulations of **succession planning**, in selling or carrying on the business. He gave recommendations for shifting wealth and control and dealing with tax laws which are sure to save our members thousands of dollars. Later in the day, he also presented **“Ten Steps toward Profitability”** which included a reminder of the importance of passion and vision as well as provided some tools for protection against a customer's failure to pay.

Ian Hole of Esko Graphics discussed **global issues and market trends**. He cited several interesting statistics including the fact that there are less than 25 flexo presses in China compared to India with over 40 large flexo converters. Labor costs in both countries are rising at a rate of 10-20% per year. By selectively adopting and adapting different methods and principles of government to propel themselves forward, China is becoming the factory of the world. Meanwhile, India is developing a large workforce of well trained, creative and inexpensive technicians. It was suggested graphics will increasingly be outsourced to India where they can be completed at night and electronically be sent back to the U.S. by the following morning. He asserts that we must look at these developing regions and their growing consumer markets as an opportunity rather than a threat. There will also be a greater need for the flexo expertise that prepress companies, suppliers and converters in the U.S. can provide.

Michael LaLonde of Midwest Graphics discussed the **Effects of Off-Shore and Cross Border Manufacturing on Corrugated Carton Demand**. Mike focused on the effects of NAFTA. He said 75%-80% of the corrugated used in Mexico is produced in the U.S. due to the poor quality of product produced in Mexico. The threat is that Mexican converters might improve processes and service and produce their own packaging. The opportunity for U.S. trade shops is to provide tooling to U.S. box shops which ship to Mexico. Some U.S. trade shops have locations in Mexico and Mike believes that this trend will continue.

The last formal presentation of the day was given by Mark Barnard of Trinity Graphics. Mark discussed and lead discussion on the **in-house platemaking trend**. After discussing the reasons behind this trend which converters assert are cost savings, time savings, process control and the ability to offer their customers one-stop-shopping, the reasons against this strategy were discussed. It was generally agreed that converters were not factoring in the cost of waste, technology upgrades, skilled operators and service contracts when cost justifying the move to bring platemaking into their operations. Education about these ongoing costs and facilities management arrangements were suggested as ways that platemakers can combat this trend.

Presentations were followed by further open discussion of the topics on the agenda. Participants received opinions and advice during this time. Many discussions continued on a less formal basis over dinner that night. The networking and information sharing that takes place among members on a variety of topics is one of the greatest benefits of participating in this program. The pertinence of the presentations during the day spurred some emotional discussions in the evening. ♦

Flexographic Prepress Solutions

Flexographic Prepress Solutions has been in business now for 4 years and has developed a product line of equipment for direct to sheet photopolymer imaging. The D-Pod (Digital Plate On Demand), is capable of imaging a digital mask directly to the surface of a photopolymer plate no matter what plate type, size, or thickness. There are 4 models designed specifically for the sheet photopolymer markets. The first is the D-Pod 17 capable of up to 17" x 24", which is targeted towards the small volume tag and label markets with up to a .067 plate thickness. The second model is the D-Pod 24 that is capable of up to 24" x 30" and is targeted for mid-volume narrow web printers up to .107 plate thickness. The D-Pod 44 is capable of up to 44' x 60", and is targeted towards the wide web and bag market and is also capable of up to .107 plate thickness. These 3 models are all capable of imaging on various substrates besides photopolymer such as offset plates, clear poly for silk screen or film negatives for liquid photopolymer, all on the same unit. The fourth model is the D-Pod 64 capable of material sizes up to 64" x 88", and is designed for the Tradeshop and corrugated markets. This unit is capable of imaging on sheet photopolymer, clear poly for liquid platemaking, and also direct to corrugated board for press proofing or short run samples. Besides these four models, there is also a D-Pod poly system designed for poly only film negatives and is available in three sizes, 24", 44", or 64" inch. This D-Pod poly only system will replace a conventional Imagesetter with a chemical free process, a small foot print, and has a cost effective consumable.

FPS's key markets are tag and label flexo, corrugated flexo both sheet and liquid, multi-wall bag flexo both sheet and liquid, conventional offset, ADA and metal signage. With installations in each of these market segments, their products have proven to be an alternative to a laser as a digital solution. FPS is more

than just about imaging technology though. With over 100 years of combined experience in the flexographic markets and digital prepress, they have the knowledge of designing a complete workflow for a client's specific needs and tailor the equipment, workflow and training accordingly.

In 2007, FPS made its first fully installed production unit of the D-Pod 64 in a corrugated Tradeshop located in Atlanta, GA. After 2 years of extensive engineering, a complete digital workflow and D-Pod 64 imager is running both direct to sheet plate as well as direct to corrugated board proofing. In addition, a D-Pod 44 poly system is handling all of the poly negative for their liquid line. Additional installations are scheduled still this year for the same applications. The company has also installed a D-Pod 24 system in a technical high school to further enhance and promote the

educational system. This partnership will educate students and better prepare them for the workforce. They have also joined specific associations such as the FPPA in order to have a better understanding of the specific needs for their market.

In 2008, FPS will continue to expand its customer base within the various print markets with D-Pod models specific for their market needs. Distribution channels are being established here in the US as well as to take the product line into overseas markets.

Flexographic Prepress Solutions looks forward to presenting, demonstrating and educating the FPPA. Their desire in joining the FPPA is to help educate the members on our technology for their industry and to learn their needs as well.

If you have any additional questions, feel free to contact Mark Hermesdorf, President, directly at 678-431-7077. 

NuPro Technologies, Inc.

As a specialty chemical company, NuPro Technologies, Inc. has focused on research and development of niche technologies for the printing industry for over 11 years. NuPro offers an array of chemistries ranging from cleaners, processing and developing chemistries, carbon black coatings, to industrial grade lubricants. NuPro's latest product development and a step out of its consumables business is the development of its award winning cold solvent reclamation technology – the Cold Reclamation System.

NuPro Technologies offers products for the flexographic, lithographic, and gravure industries, but primarily caters to the flexographic prepress chemistry market in North America. As a result of its CRS technology, NuPro is also directing much of its efforts towards the promotion of its reclamation equipment

In 2007 NuPro installed the first commercial CRS unit in the market. Also, they have found that interest is increasing for the research and development services offered.

The company's goal for 2008 is to grow its CRS customer base through the development of CRS equipment for additional processing solvent applications.

As they are seeing a growth in the research and development sector of the business, NuPro expects to expand the diversity and complexity of R&D projects that undertaken for other companies.

They feel that FPPA membership would greatly facilitate communication between NuPro Technologies and flexographic pre-press suppliers and consumers, with regard to the products and services offered by NuPro that support growth and innovation in the flexographic industry.

DHS Issues Final Fule on Response to “No-Match” Letters

Neil Kuenn, Keeley, Kuenn & Reid, FPPA Legal Counsel

On August 10, 2007, the Department of Homeland Security (“DHS”) published its *final rule* describing the legal obligations of an employer—under current immigration laws—when the employer receives a “no-match” letter from the Social Security Administration (“SSA”) or a “notice of suspect documents from U.S. Immigration and Customs Enforcement (“ICE”). By following the specified procedures, the employer can avoid a DHS finding that the company has violated the federal immigration laws by continuing to employ an unauthorized alien with constructive knowledge of that employee’s illegal status.

Background

DHS published its proposed rule in June, 2006. After reviewing the comments filed by various sources including numerous national business and trade associations, the Department has issued its final rule. It will become effective in September, 2007. A “no-match letter” is either a letter to the employer from SSA stating that the combination of name and social security account number submitted for an employee on the W-2 earnings reports does not match the agency records, or a letter from DHS notifying

the employer that the immigration-status or employment-authorization documentation presented (on I-9 Forms) or referenced by the employee is not consistent with DHS records.

There can be several causes for a no-match, including clerical errors, name changes, or submission of information for an alien who is not authorized to work in the U.S. and is using a false SSN or someone else’s SSN. Receipt of a no-match letter may be the only indicator to an employer that one of its employees may be an unauthorized alien.

The Immigration and Nationality Act (INA) makes it unlawful for an employer to continue to employ an alien in the U.S. *knowing* the alien is (or has become) an unauthorized alien with respect to such employment. “Knowing” includes constructive knowledge, which is basically knowledge reasonably inferred from known facts, one of which under the proposed rule is the employer’s receipt of a no-match letter from SSA or DHS.

Safe-Harbor Procedure for Employers

The rule creates a safe harbor from use of the no match letter as part of an allegation of constructive knowledge if the employer takes certain steps to

resolve the discrepancy. The rule only applies where the employer receives a no match letter from SSA or DHS. It does not apply where an employer acquires information from other sources that results in constructive knowledge that an employee is not authorized to work in the U.S. or where the employer has actual knowledge of that fact. The procedures must be applied uniformly with respect to all affected employees. It is recommended that an employer document in writing the procedures were followed.

Step 1

The employer takes reasonable steps within 30 calendar days of receipt of the no-match letter to attempt to resolve the discrepancy.

1. Checking the employer’s records promptly after receiving the notice, to determine whether the discrepancy results from a typographical, transcribing, or similar clerical error, and if so, correcting the error(s), informing the SSA of the correct information (in accordance with the letter’s instructions, if any; otherwise in any reasonable way), verifying with the SSA that the employee’s name and social security account number, as corrected, match in SSA records, and making a record of the manner, date, and time of such verification; and
2. If no such error is found, promptly requesting the employee to confirm that the name and social security account number in the employer’s records are correct—and, if they are correct according to the employee, requesting the employee to resolve the discrepancy with the SSA, such as by visiting an SSA office, bringing original documents or certified copies required by SSA, which might include documents that

Timing of Actions Under Final Rule	
Action	Final Rule
Employer receives letter from SSA or DHS indicating mismatch of employees name and social security number.	Day 0
Employer checks own records, makes any necessary corrections of errors, and verifies corrections with SSA or DHS.	0-30 Days
If necessary, employer notifies employee and asks employee to assist in correction.	0-90 Days
If necessary, employer corrects own records and verifies correction with SSA or DHS.	0-90 Days
If necessary, employer performs special I-9 procedure.	90-93 Days

prove age, identity, and citizenship or alien status, and other documents that may be relevant, such as those that prove a name change, or if the employee states that the employer's records are in error, taking the actions to correct, inform, verify, and making a record of such action.

Step 2

In the event that, within 90 calendar days of receiving the notice, the employer does not verify with the SSA that the employee's name matches in the SSA's records a number assigned to that name and that the number is valid for work or is valid for work with DHS authorization (and, with respect to the latter, verify the authorization with DHS), the employer takes reasonable steps, within an additional 3 days, to verify the employee's employment authorization and identity. The suggested procedure is for the employer to complete a new Form I-9 for the employee, using the same procedures as if the employee were newly hired, except:

1. Sections 1 and 2 of Form I-9 must be completed within 93 days of receipt of the no-match letter;
2. No document containing the social security account number or alien number that is the subject of a no-match letter, and no receipt for an application for a replacement of such document, may be used to establish employment authorization or identity or both;
3. No document without a photograph may be used to establish identity or both identity and employment authorization; and
4. The employer retains the employee's new Form I-9 for three years, or one year after employment is terminated, whichever is later.

If The Discrepancy Can't Be Resolved

If the discrepancy referred to in the no-match letter is not resolved, and if the

employee's identity and work authorization cannot be verified using the reasonable verification procedure described in the final rule, then the employer must choose between taking action to terminate the employee or risking that DHS may find that the employer had constructive knowledge that the employee was an unauthorized alien and therefore, by continuing to employ the alien, the employer is in violation of the INA.

Will an Employer Be Liable for Discrimination Charges?

Many commentators to the proposed rule expressed concerns that employers could be subject to charges of unlawful discrimination if an employee is terminated because it cannot be determined if he or she is authorized to work in the U.S. Where the discrepancy cannot be resolved within the 93 day period the employer cannot continue to employ the individual. However, in order to avoid a charge of discrimination under the

Immigration and Nationality Act the employer must apply the same procedures to all employees referenced in a no match letter. Therefore, as in any employee termination decision, the employer may still have potential liability exposure under other discrimination laws so consultation with professional advisors is recommended.

Conclusion

The final rule was effective on September 14, 2007. Employers are well advised to consult with their professional advisors to develop procedures to comply with the rule. ♦

Neil J. Kuenn is a partner with the law firm of Keeley, Kuenn & Reid, practicing in the areas of corporate law, antitrust and trade association law, employment law and regulatory matters. He is a frequent presenter at association conferences and serves as FPPA's general counsel.

Optimizing the Digital Flexo Plate Seminar

The popular two-day seminar, *Optimizing the Digital Plate Package for Flexography*, returns to Clemson University January 29 & 30. In a series of lectures, demonstrations and hands-on sessions attendees will learn to un-complicate digital plate pre-press and production to achieve optimal results from their digital workflow.

The seminar is for:

- Those wishing to maximize their digital plate making capabilities.
- Companies planning to convert to a digital plate making workflow.
- Training new employees and updating current staff.
- Companies with plate consistency and performance issues.

Topics include:

The Digital Difference

Digital Workflow Software
Digital Imagers
Measuring Devices
Calibration Curves
The "One Bit Tiff"
File Compression
Plate Inspection
Screening Technologies
Two Approaches to Digital Calibration
Evaluating Plates
ROI Benefits of Plate Consistency
Troubleshooting
Role of Tradeshops
Digital Plate Care
Converter's Story

The cost for an individual is \$495. For registration details go to graphics.clemson.edu/itc/sem_plates.htm or contact Duane Woolbright at 864-656-7664 or duanew@clemson.edu.

On-Target

The Diamond Touch

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their lives. People don't want money, they want the success, freedom, or prestige they think the money will give them. (About half the people who win the lottery see their lives fall apart!) People don't want cars. They want the excitement or status it will give them.

Understanding #2 – Values are the emotions people want most. People who value excitement are more apt to buy a Pontiac or a sporty BMW. People who value prestige are more apt to buy a Lexus or Cadillac. Some people want love most in life. Others want freedom most in life. Some people want "Ritz Carlton" service. Others want "Motel 6" service.

Understanding #3 – Sparks have to happen for people to experience their Values. Sparks ignite emotions. For some people to feel trust, you must do A, B, and C. For others to feel trust, you must do D, E, and F. For some people to feel excitement from a car, the car must be able to go from 0 to 60 in 7.8 seconds. For others to feel excitement, the car must look certain way.

People want values. Sparks are how

they want it. To discover what people want and how they want it, you must ask the right kinds of questions. The Values Question is, "What's most important to you in (The Values Area you want to explore)?" As an example, "What's most important to you in a relationship with a vendor?" The Sparks Question is, "What has to happen for you to feel (The Value you discovered above)?" As an example, "What has to happen for you to feel trust in our relationship?"

True emotional and financial

success will come to you when you can consistently give others what they want most in life in the way they want it. There is a reason that the words "living" and "giving" are only one letter apart. When you use The Diamond Touch, you will create a life that is full of impactful giving and joyous living!

Dr. Nate Booth is the author of the book, *The Diamond Touch: How to Get What You Want by Giving Others What They Uniquely Desire*. He will speak at the FPPA convention in February.

CSW, Jamestown Container Receive Award

Jamestown Container Companies' "3D Drive-In Theater" promo took first place in the Association of Independent Corrugated Converters' Self-Promotional packaging design category.

The winning promo piece featured a complex, pop-up car in front of a "movie screen" with 3D imagery – 3D glasses are included with the microwave popcorn giveaway. The joint structural design team also incorporated a tray for

giveaway items and a storage area for extra printed samples – the entire piece can be easily folded to fit inside a large FedEx box. The car's tailfins are rubber band loaded to force the piece to self-assemble when opened, and hold it in the open position on the recipient's desk.

CSW, Inc collaborated with Jamestown's structural design team and provided graphic design, illustration, copywriting, and prepress.

Rogers Releases R/bak[®] U1A

Rogers Corporation announced the commercial release of R/bak[®] U1A, unsupported cushion foam with a single sided acrylic adhesive for corrugated printing applications. U1A combines the convenience of a pre-applied high performance adhesive with the flexibility to bond directly to your choice of either

PVC or PET carrier film. The R/bak[®] U1A series available in four thickness (040", 060", 080" and 100"), all in a 54" width to customize your corrugated plate mount solution.

U1A combines proven open-cell polyurethane cushion foam with single sided acrylic adhesive technology to provide several benefits.

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

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- Esko Flexrip.
- Online film conveyer unit.
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- Glunz & Jensen 54" Processor.

For more information please contact Tim Agee/Operations Manager at 317-522-2012 or tagee@npp-graphics.com
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