

May/June 2005

# INSIDE FINISHING

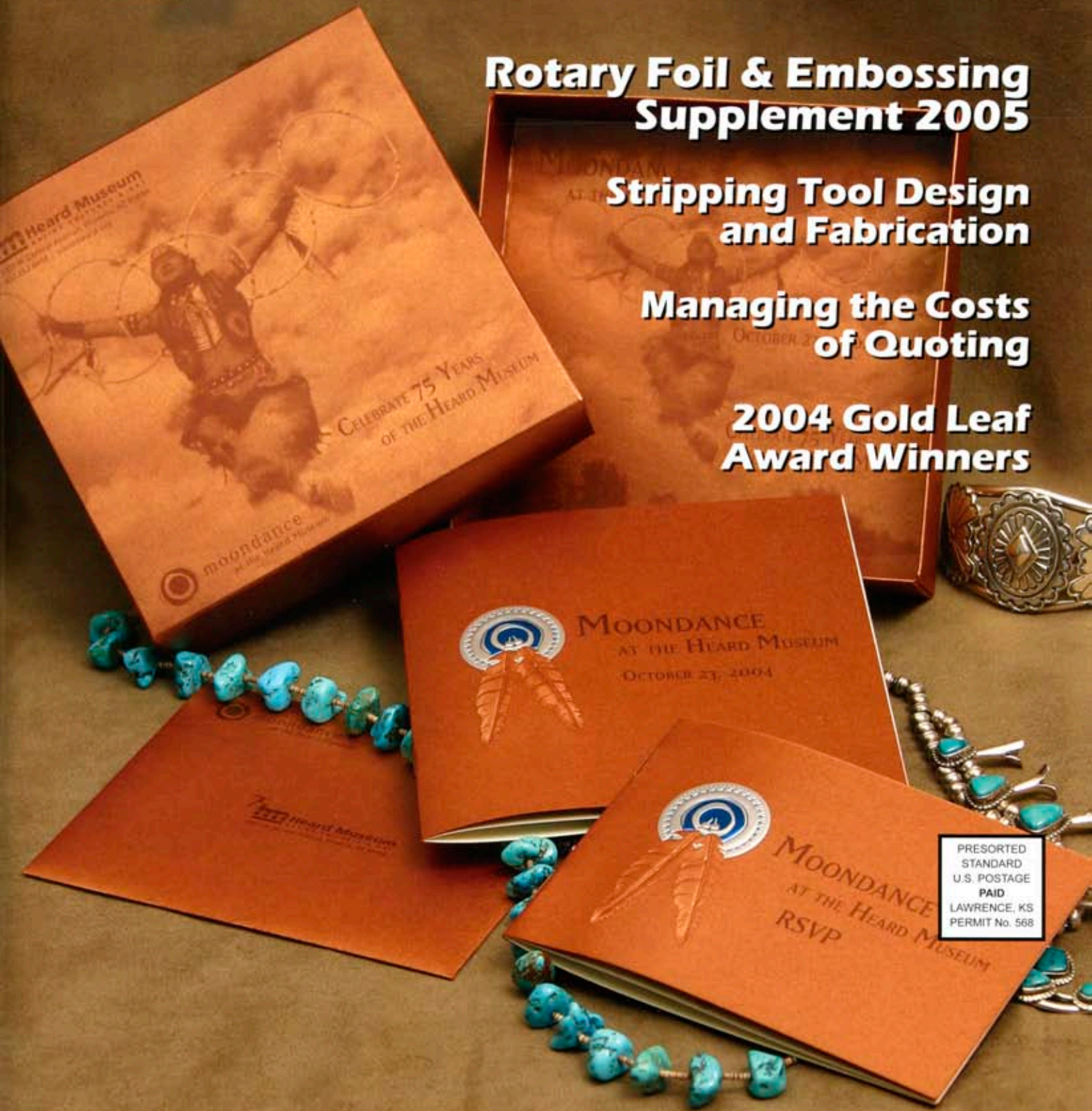
Communication for the Graphic Finishing Industry

## Rotary Foil & Embossing Supplement 2005

Stripping Tool Design and Fabrication

Managing the Costs of Quoting

2004 Gold Leaf Award Winners



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# INSIDE FINISHING

Communication for the Graphic Finishing Industry

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2004 Gold Leaf Award Winners  
New Jersey Workshop/Reception Scheduled  
PRINT 05 FSEA Reception



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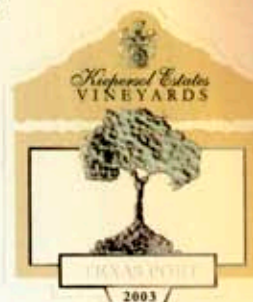
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# 2004 Gold Leaf Awards Best of Show



The Heard Museum "Moondance" invitation produced by Foil Graphics Co., Phoenix, Ariz., won the prestigious award of 'Best of Show' for the 2004 FSEA Gold Leaf Awards Competition (and a Gold Leaf Award in the category of 'Best Foil Stamped/Embossed Announcement/Invitation').

The Heard Museum is a world-famous institution celebrating Native American art and cultures. Native American consultants play a vital role in the ever-evolving museum. The Heard Museum's mission to educate the public about Native art and cultures is achieved through voices and perceptions from the Native communities. The Heard Museum opened with little fanfare in June 1929. Today, over 250,000 visitors a year come from across the globe to visit the Museum's 130,000 square feet of galleries, classrooms and performance spaces. They come to learn about the area's native cultures and Arizona's 21 tribes. The Moondance invitation attempts to continue this sensitivity to the region's Native Americans.

## The Design Process

The imagery used on the piece has special significance to the local tribes. The image of World Champion Hoop Dancer Derrick Suwaima Davis, *Hopi/Choctaw*, was photographed by Craig Smith and captures the ethereal essence and exquisite beauty of both the dance and the Native American culture. Moondance is an annual fundraising event held at the Heard Museum to raise funds in support of the Museum's many exhibits, artwork, and national treasures. In special recognition of the Museum's 75<sup>th</sup> anniversary, Ray Vote Design was approached with the challenge of designing

an invitation (and complete event package) that would depict the elegance, the grandeur, and pride not only of the annual event, but also of Native American culture and art.

The Moondance logo with its circular movement was incorporated within the foil stamped and embossed "conch" that was adorned with embossed feathers. According to Deanna Fusco, one of the designers on the project, "One of the reasons that we chose the photograph of the hoop dancer for this invitation was because of the powerful, circular imagery it portrayed – a perfect compliment to the Moondance logo."

Copper was chosen as the primary color for the piece because it is unique to the Southwest, especially Arizona, as copper mining was one of the earliest and largest industries in the state. To achieve the rich look desired for the invitation, 107# Shine copper stock, a specialized cover stock produced by Reich Paper, was imported from Italy. The complete invitation package consisted of the invitation, the RSVP card and matching envelope (also produced of a lighter weight version of the specialized stock) and the self-mailing box. "We decided to utilize a box to house the invitation set because we felt it would command the type of attention and impact we wanted to portray," stated Fusco.

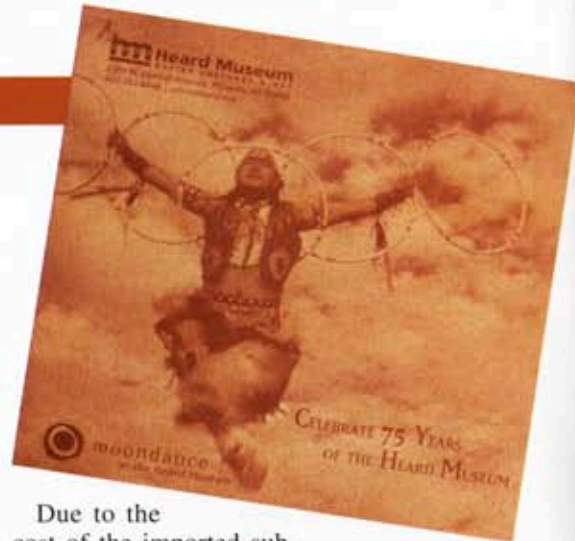
## The Production Process

The first step in the multifaceted production process was the printing performed by Capitol Litho of Phoenix, Ariz. Capitol Litho utilized its Heidelberg 102 CD press to apply two hits of metallic ink (PMS 8563) prepared by Mix and Match Ink Company. "Because we were trying to achieve a sepia tone metallic look, we chose a

*continued on page 6*

copper metallic ink to print on the metallic stock," explained Fusco. "Two hits had to be used in order for the image to show up."

After the litho process, Foil Graphics Co. reduced the 28x40" parent sheets to a 1-up sheet size for the seven components of the project. This project's design did not require tight registration of the foil and emboss processes to the printed image. Consequently, Foil Graphics was able to use one master set of dies, manufactured by Metal Magic of Phoenix, Ariz. The job required two individual flat stamp dies (silver and blue metallic) and a brass multilevel sculptured die that had to tightly register to the foiled images. Both of the designers, Ray Vote and Deanna Fusco, along with personnel from Foil Graphics, consulted with Metal Magic staff to determine the best ways to achieve the desired outcome.



Due to the cost of the imported substrate, Foil Graphics pre-tested the foils and the embossed image to determine how this paper would respond to those processes. "We did not want to wait for the specially ordered stock to arrive and then find out that the foil would not adhere properly," explained Guy Pepoy, president of Foil Graphics. "No problems or concerns arose from the tests – the paper, foils and embossing processes were very compatible."

The foils used for this project were Crown Roll Leaf's 510 blue and 440 silver. These foils were simultaneously applied to the substrate utilizing two Kluge EHD foil stamping presses. The embossing was done in the third process with a third Kluge press. "There was a high level of detail and tight registration involved in both the foil passes and the emboss pass. This is the reason that three presses were used at the same time to produce this invitation," explained Pepoy. "If any issues arose during the stamping and/or embossing processes, they would be immediately identified and corrected (without wasting the costly substrate)."

The simplex-style box (a top and a bottom) were diecut on a Heidelberg cylinder press. The diecutting dies were manufactured by AM Die Co. of Phoenix, Ariz. These two items were then folded and glued by Foil Graphics on a Universal folder gluer. The tops and bottoms were final folded and an insert was hand-glued into the insides of the tops and bottoms. This extra step gave the items a more finished and polished look. The invitation and the RSVP were both designed to be four-page pieces, printed in two colors, plus a cover. The interior pages also were printed and hand-stitched with matching copper staples by Capitol Litho.

Ray Vote Graphics and Foil Graphics Co. have, for a number of years, collaborated on a series of special projects. This particular project was one of many that involved close coordination and planning between the two companies and the various vendors that provided the crucial support to the project. In the end, the invitation package was a great success in portraying the importance and magnitude of the Moondance fundraising event with elegance, grandeur, and beauty. ■

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**Best Foil Stamped/Embossed Stationary Ensemble**

**Gold** - *L'Ete Du Vin* submitted by McGraphics

Machinery: Kluge  
Die Maker: Metal Magic  
Foil Manufacturer: Crown Roll Leaf  
Designer: Brad Whitfield, Whitfield Art Agency  
Production Details: 3 passes of foil, 1 pass emboss

**Silver** - *Brightmarks Stationary* submitted by Brightmarks

**Bronze** - *Black Swan* submitted by Bert-Co



**Best Foil Stamped/Embossed Announcement/ Invitation**

**Gold** - *Heard Museum Moondance* submitted by Foil Graphics Co.

Machinery: Kluge  
Die Maker: Metal Magic and AM Die Co.  
Foil Manufacturer: Crown Roll Leaf  
Designer: Ray Vote, Ray Vote Design  
Production Details: 2 hits mix & match metallic ink, foil stamped, embossed. Tight registration, die cut simplex box, auto glued boxes, hand assembled boxes & inserts.

**Silver** - *Holiday Open House* submitted by Carlson Craft

**Bronze** - *Jive Talk* submitted by Brightmarks



**Best Foil Stamped/Embossed Folding Carton**

**Gold** - *.hack//Sign* submitted by Bert-Co

Machinery: Man Roland 900, 51" SBL foil stamper  
Die Maker: A&G Engraving  
Foil Manufacturer: Crown Roll Leaf  
Production Details: Octagonal sleeve printed 4C process plus spot wax free water base glue flaps, foil stamped. Insert printed 4C & overall water base coating. Cine-Pak® printed 4C process plus spot water base on two sides.

**Silver** - *Everquest II* submitted by Bert-Co

**Bronze** - *Grow Lanser* submitted by Apex Die



**Best Use of Holographic Foil**

**Gold** - *Tahtikaksikko* submitted by Starcke Oye

Machinery: Kluge  
Die Maker: Universal Engraving, Inc.  
Foil Manufacturer: Crown Roll Leaf and API Foils  
Production Details: Special holographic pattern, sculpted emboss

**Silver** - *Novastar* submitted by Brightmarks



**Best Use of Ink Over Foil**

**Gold** - *Halo 2* submitted by Graphic Impressions Inc.

Machinery: Brousse  
Die Maker: Universal Engraving, Inc.  
Foil Manufacturer: Crown Roll Leaf  
Production Details: Flat stamp large holographic solids with reverse knockouts, overprint ink, embossed.

**Silver** - *Looking For Directions* submitted by Process Graphic Services

**Bronze** - *I Wish I May, I Wish I Might* submitted by MCD



**Best Foil Stamped/Embossed Miscellaneous Item**

**Gold** - *Gratitude* submitted by DeCrevel

Machinery: Handfed Thomson  
Die Maker: DeCrevel  
Foil Manufacturer: ITW Foilmark  
Designer: James David Chase  
Production Details: Iron our gold signature area with copper stamping die. Foil stamp tiny words in signature area. Emboss figure & deboss artists information. Emboss signature area. Four passes were used.

**Silver** - *Betsy Annes* submitted by Graphic Imaginations

**Bronze** - *Pro Deo Et Patria* submitted by Carlson Craft

