

SOUTHWEST Graphics

SEPTEMBER/OCTOBER 2005

A Runbeck Graphics, Inc. Publication

finish it

Profile:
Bob Anderson
of Prisma
Graphic

**Foil
Graphics
Wins Gold
Leaf!**

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or
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Blog**



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Our Mission Statement



It is the goal of *Southwest Graphics* magazine to Inform and Inspire its readers, to help them embrace the technological and personal changes required to keep our businesses and industry strong.

Tips for Print Buyers

Bindery Approvals: Finish Strong

What electrolytes are to a marathon runner, so bindery approvals are to your next printed project. This often-overlooked leg of the process will go much smoother with a little planning and discipline. **9**

Feature

Knowledge ... Add Water, Cement and Stir

Come along with ACME's bindery manager and discover the other company asset that may be overlooked. It will require managing. **11**

Company Profile

Fulfillment from Both Sides

Two weeks before the big move into his new 62,000-square-foot facility on Broadway Road in Phoenix, the usually "under-the-radar" President Robert Anderson of Prisma Graphic sat down to talk about DokShop.com, his transition from salesperson to print company owner, the printing industry and his future. **14**

Special

2004 Gold Leaf Award Best of Show

The FSEA gives us an inside look at a cherished Phoenix institution's "Moondance" and how the people and companies involved took all the right steps to create this winner. **19**

Trends in Sales and Marketing

Can Blogging Help You Market Your Product Online?

Bob Bly gives us some words of caution. **21**

Special

Business E-mail Basics

Come on. You know you've deleted an e-mail because it just sounded, well ... rude. Miss NetManners gives us some much-needed coaching on business gentility and putting a professional cyber-foot forward to clients. **23**

CONTRIBUTORS

Ken Macro ("Knowledge ... Add Water, Cement and Stir") is an assistant professor in the Graphic Communication Department at California Polytechnic State University. He specializes in print production management, marketing and sales, bindery and finishing services, and is the faculty advisor for University Graphic Systems (UGS), a student-run printing enterprise on the campus of Cal Poly. His academic interests are in the areas of knowledge and learning management and lean manufacturing principles. He has 20 years of management and marketing experience in university in-plant printing, mailing and distribution facilities, directories publishing, healthcare marketing and radio broadcasting. Macro has also owned and operated several businesses including a copying and printing company. Ken holds a Bachelor of Arts from Pennsylvania State University and a Master of Arts from the University of Akron. He is currently pursuing doctoral studies in Education from Walden University. Macro resides in Atascadero, California with his wife and three sons. You can e-mail him at kmacro@calpoly.edu.

Bob Bly ("Can Blogging Help You Market Your Product Online?") is an independent copywriter and consultant with more than 20 years of experience in business-to-business, high-tech, industrial and direct marketing. Bob has written copy for over 100 clients including Network Solutions, ITT Fluid Technology, Medical Economics, Intuit, Business & Legal Reports and Brooklyn Union Gas. Awards include a Gold Echo from the Direct Marketing Association, an IMMY from the Information Industry Association, two Southstar Awards, an American Corporate Identity Award of Excellence and the Standard of Excellence award from the Web Marketing Association. He is the author of more than 50 books including *The Complete Idiot's Guide To Direct Marketing* (Alpha Books) and *The Copywriter's Handbook* (Henry Holt & Co.). His articles have appeared in numerous publications such as *DM News*, *Writer's Digest*, *Amtrak Express*, *Cosmopolitan*, *Inside Direct Mail* and *Bits & Pieces for Salespeople*. Prior to becoming an independent copywriter and consultant, Bob was advertising manager for Koch Engineering, a manufacturer of process equipment. He has also worked as a marketing communications writer for Westinghouse Defense. Bob Bly holds a B.S. in Chemical Engineering from the University of Rochester and has been trained as a Certified Novell Administrator (CNA). He is a member of the American Institute of Chemical Engineers and the Business Marketing Association. He has appeared as a guest on dozens of TV and radio shows including MoneyTalk 1350, The Advertising Show, Bernard Meltzer, Bill Bresnan, CNBC, Winning in Business, The Small Business Advocate and CBS Hard Copy. His Web site is www.bly.com.

Judith Kallos ("Business E-mail Basics") is an authoritative and good-humored technology muse who has played at TheIStudio.com for over a decade. She has coached and inspired hundreds of clients nationwide with her unique real-world approach that is based on striving to be the best you can be. Dubbed the "Miss Manners for a Digital World" by Earthlink, Judith is passionate about the issues of communicating and using technology with courtesy, knowledge and understanding. This led to the creation of her popular NetManners.com Web site and its companion book *Because Netiquette Matters! Your Comprehensive Reference Guide to E-mail Etiquette and Proper Technology Use*. Contact Judith at www.NetManners.com.

FSEA ("2004 Gold Leaf Award - Best of Show"). Since its inception in 1992, the Foil Stamping & Embossing Association (FSEA) has worked towards industry awareness and growth. With its current membership well above 300 and steadily rising, the organization continues to strengthen the industry as a whole through education, seminars, statistical surveys, reference tools, conventions and technical conferences, trade show exhibition and direct mail. As an association, its goal is that each member realizes direct benefits through his/her involvement with the FSEA. Among the many FSEA membership benefits are: a copy of the FSEA Membership Directory, inclusion in the FSEA Online Directory, access to statistical surveys that can help you make valuable business decisions, FSEA Convention, IADD/FSEA Odyssey, educational tools, complimentary subscription to *Inside Finishing Magazine*, bimonthly e-mail newsletter, discounted entry into FSEA Gold Leaf Award Competition and networking opportunities. You can contact FSEA at www.fsea.com for complete membership details and application form.

2004 Gold Leaf Award • Best of Show

The Heard Museum

“Moondance” invitation produced by Foil Graphics Co., Phoenix, Arizona, won the prestigious Best of Show Award for the 2004 FSEA Gold Leaf Awards Competition (and a Gold Leaf Award in the category of “Best Foil Stamped/Embossed Announcement Invitation”).

Moondance is an annual 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 75th anniversary, Ray Vote Design was approached with the challenge of designing an invitation (and complete event package) that would depict the elegance, grandeur and pride not only of the annual event, but also of Native American culture and art.



According to Deanna Fusco, graphic designer and Ray Vote, creative director on the project, “We would not have had the amazing opportunity to design these pieces if it weren’t for the recommendation of Lisa Shover of K Group.”

To achieve the rich look desired, 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 on 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 first step in the multifaceted production was the printing performed by Capitol Litho of Phoenix, Arizona. Capitol Litho utilized its Heidelberg 102CD 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 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 printing, Foil Graphics Co. cut the 28 X 40 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.

Continued on page 20

2004 Gold Leaf Award • Best of Show

The Heard Museum

Continued from page 19

Consequently, Foil Graphics was able to use one master set of dies, manufactured by Metal Magic, also in Phoenix, Arizona. The job required two individual flat stamp dies (silver and blue metallic) and a brass multilevel sculptured die that had to tightly register the foiled images.

Due to the cost of the foiled substrate, Foil Graphics pretested the foils and the embossed image to determine how this paper would respond to those processes. The foils used for the project were Crown Roll Leaf's 510 blue and 440 silver. These foils were simultaneously applied to the substrate using two Kluge EHD foil-stamping presses. The embossing was done 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 Guy Pepoy, president of Foil Graphics. "If any issues arose during the stamping and/or embossing, they would be immediately identified and corrected (without wasting the costly substrate)." The simplex-style box (a top and bottom) was diecut on a Heidelberg cylinder press. The diecutting dies were manufactured by AM Die Co. of Phoenix, Arizona. 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 inside 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.)))

Like it? Hate it? Disagree? Agree? Have something to say? E-mail your comments on this article to mytake@southwestgraphics.net.



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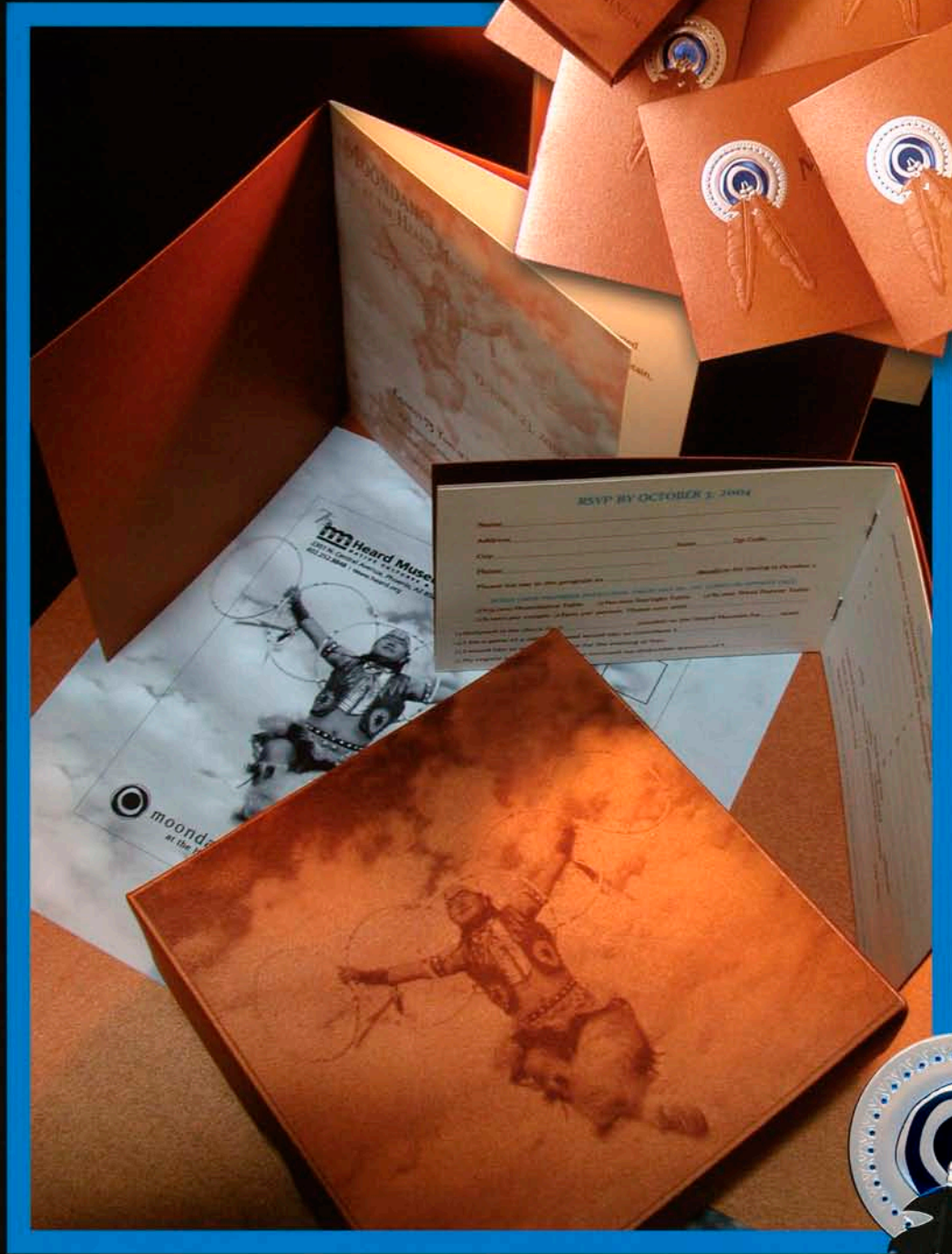
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Oh, another “ity”...FOIL GRAPHICS is the very proud recipient of the Foil Stamping Embossing Association’s 2005 “Best of Show” award.

FSEA is an international trade association composed of manufacturing companies, equipment manufacturers and suppliers to this special segment of the world’s printing industry. One of FSEA’s activities is to organize and manage an annual convention and competition. The objective of the international competition is to seek out and recognize exemplary creativity and manufacturing in the areas of foil stamping, embossing, die cutting, folding and gluing.

This year, the Heard Museum’s Moondance Invitation by RAY VOTE GRAPHICS, CAPITOL LITHO and FOIL GRAPHICS was selected as the Gold Medal winner in the Invitation Category. This project was also honored with the prestigious, “Best of Show” award. Typically, this award goes to a large company and project, such as a high tech, super-duper, holographic media kit for a Star Wars type movie. It just goes to show what some little old, itty-bitty companies from Phoenix, Arizona can do to the big boys from New York City.



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Special thanks to RAY VOTE GRAPHICS for concept & design of the Moondance Invitations and this ad, and special thanks also to CAPITOL LITHO PRINTING for printing of the Moondance Invitations and this ad and to METAL MAGIC for embossing & foil dies.

REGIONAL



Willis Hawrylkiw
August 3, 1937 –
July 17, 2005

■ **Willis Hawrylkiw**, a principal of Mix & Match Printing Ink Corporation and Pro-Line Printing Ink Corporation in Phoenix, Arizona, passed away July 17 after a battle with an extended illness. Mr. Hawrylkiw was the recipient of the Z.A. Prust Industry Achievement Award presented this January by the Printing Industries Association, Inc. of Arizona (PIAZ). He was active in the industry all his life and became a respected, loved and invaluable member of the Arizona graphic arts community since his move to the Valley of the Sun in 1972. Willis is survived by his loving wife of 43 years, Brenda; their two children, Leslie and Dan; and two grandchildren, Aaron and Zachary.

"Over the years, Willis supported our local printing community in his many endeavors. His devotion to our craft was far reaching and he will be sorely missed," said Sandi Neuman, president of PIAZ.

Contributions in honor of Mr. Hawrylkiw's life may be made to Hospice of the Valley at <http://www.hospiceofthevalley.org/donate.html>. Cards may be sent to Mix & Match Ink, 3151 N. 34th Drive, Phoenix, Arizona 85017.



Wally Hartle of Prokote Trade Finishers celebrates 50 years in the industry.

■ **Wally Hartle** is celebrating 50 years in the printing trade. Hartle was born in 1936 in Oregon, Illinois and began his printing career in 1955 at Kable Printing Company in Mt. Morris, Illinois. He worked on a rotary letterpress and also spent time in the bindery running old Dexter folders. After spending two years in the United States Armed Forces, along with Elvis Presley, Wally returned to Kable for two more years before moving to Phoenix in 1965.

He went to work in the bindery at LeBeau Printing for five years before heading to First National Bank's in-plant print shop. Hartle spent five years as bindery supervisor at Messenger Graphics on Washington Street and then six years as bindery supervisor for Simms Printing. The print veteran's next and longest job was with Central Bindery, starting with Ed Delph, and then working with Andy Delph, current president. Wally stayed at Central Bindery for approximately 15 years.

In 1992, Hartle joined Precision Steel Rule and Die overseeing bindery operations as well as running the die cutters. In 2002, Prokote Trade Finishers purchased Precision, and Wally came aboard where he remains today as Prokote's production supervisor.

According to Dennis Marking, president of Prokote, "Wally has had a busy career in our

industry. Whether golfing, fishing or just relaxing, you know Wally. He is all wonder and fun. Personally,

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photography, sculpture, digital art, jewelry and much more — displayed for sale in live and silent auction formats. The event historically showcases more than 100 pieces from renowned local and regional talent and draws a communitywide audience of more than 300 local design industry supporters and art enthusiasts. A portion of the proceeds from the 2005 Art Auction

Continued on page 28



Champion 990

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