

GRAVURE  
ASSOCIATION  
OF THE  
AMERICAS



**Basic and Advanced Seminars**  
*Solving the Print Puzzle*



**April 8-12, 2019**  
**Interprint, Inc.**  
**Pittsfield, MA**

# GAAmericas

## Basic Gravure Seminar April 8-10, 2019

Since its inception in 1979, the Basic Gravure Seminar has provided pertinent information about the gravure process to thousands. The program focuses on today's issues by providing increased laboratory and press-side experience. Whether you are a printer, supplier, or print buyer, new or old in the industry, here is your best opportunity to learn more about gravure—the only seminar specific to the gravure process.

Gravure is a robust process that has been subject to more than its share of “folklore” solutions. The new challenges of the process and customer demands make it essential to formalize this approach. The Basic course is designed to separate the “myth and legends” from the theory and best practices. Primarily designed to teach a solid foundation to those new to the process, the seminar also fills knowledge gaps of experienced practitioners who have not yet had an opportunity to be formally trained in the practice of gravure.

### Who Should Attend?

Pressroom supervisors, press operators, print buyers, designers, ink suppliers, paper suppliers, engravers, and management...anybody with a stake in improving the consistency of graphic quality from concept through press.

### Course Topics

- **Printing Concepts:** Color Theory; Separations and Prepress; Comparison of Printing Processes; Uniqueness of Gravure; and Safety
- **Process Control:** Environment Issues; Fingerprinting; Identification Use of Standards Relevant to Printing; Reference Workflows; Quality Assurance; and Troubleshooting
- **Equipment:** Presses-Overview and Recent Advancement; Dryers-Traditional and Recent Advancements; and Converting
- **Print Unit Components:**
  - Ink** Ink Compositions-water, solvent, radiation curable; Ink Proofing; Color Standards; and Color Measurement
  - Image Carrier** Cylinders; Engraving/Ink Release; and Cylinder Proofing
  - Ink Transfer** Ink Stations; Doctor Blades; and Impression Roller
  - Substrates** Film, Paper, Foil, Complex Laminates; and Surface Treatments-ESA, Corona, Chemical

The Basic Seminar can be taken by itself or in conjunction with the Advanced Pressroom Seminar. It combines “hands on” learning with online, self paced training. Participants will attend the seminar at Interprint, Inc. all day Monday through Tuesday and Wednesday morning. Courses will be supplemented with online training information. Participants have the opportunity to register for Advanced Pressroom Training which continues Wednesday afternoon, all day Thursday and Friday morning.

## Advanced Pressroom Seminar April 10-12, 2019

The GAAmericas Advanced Pressroom Seminar takes the gravure process to the next level in gravure pressroom training. Utilizing the framework built during the GAAmericas Basic Gravure Seminar, this course will provide in-depth discussion and hands-on training in areas pertinent to today's gravure pressroom.

Focusing on the gravure press fingerprinting process, you will learn to identify and isolate variables that feed the press including substrate, ink, press, pre-press and cylinder parameters. Determining how to develop optimum press settings resulting in predictable print results will be taught. At the conclusion of the course, you will have the knowledge to successfully complete the long process of fingerprinting a gravure press.

### Who Should Attend?

Pressroom managers, press operators, quality managers, prepress managers, cylinder manufacturers, ink manufacturers, sales managers and end-users involved in print production.

### Course Topics

- Advance color theory, proofing and color management
- What is fingerprinting and how can it improve your process
- Finding the optimum running parameters
- Implementing the fingerprinting procedure
- Test cylinder design and print evaluation
- Involving your inks, solvents & substrates suppliers
- Press-side practical applications
- Press-side color matching and evaluation
- GAAmericas online operator certification program

The Advanced Pressroom Seminar can be taken by itself or in conjunction with the Basic Gravure Seminar. It combines "hands on" learning with online, self paced training. Participants will attend the seminar at Interprint, Inc. Wednesday afternoon, all day Thursday and Friday morning. Courses will be supplemented with online training information.

# About the Instructor

## **James Davis Harris, Technical Director for Gravure Association of the Americas**

Mr. Harris has over thirty years experience in a fast-paced service and manufacturing environment. He attended the University of Richmond's School of Business with emphasis on Management Skills for Front Line Management, Southwest Missouri State for project management, and the Sandler Sales Institute, completing their Foundation Course.

JD began his Gravure career in 1985 with J.W Fergusson and Son's Inc. For ten years he worked as a Machine Operator, as a Team Leader, as a CPI Trainer, and as a Gravure Supervisor. Since 1995, JD has been a Plant Manager, Manufacturing Manager, Technical Sales Executive, Manager for Printing, Lamination, and Slitting, and a Regional Sales Manager before returning to J.W Fergusson & Son's as the National Accounts Manager until they closed in 2006.

Since 2006, JD has been either employed by or consulted with major label printing companies. JD's consulting work on behalf of the Gravure Association of the Americas has taken place throughout North America and Mexico, addressing every aspect of Gravure Printing.

JD acts as the lead instructor at the Gravure Association of the Americas Basic & Advanced Gravure Seminars, leads on-site training events and is active in updating industry training materials.

Hilton Garden Inn Lenox Pittsfield  
1032 South Street  
Pittsfield, MA 01201  
Phone (413) 448-2222

## Lodging & Travel

**Interprint/GAAmericas** has established a room rate of \$119 plus tax per night . Please make your reservations by calling the hotel directly and asking for the **Interprint rate**. The room block will be available until March 7th and reservations after that date will be based on availability. Please reference booking code INT419.

The seminars take place at Interprint and transportation can be provided from the hotel for those without transportation. The Basic seminar runs from 8:30am to 5:00pm Monday and Tuesday, and Wednesday until noon. The Advanced seminar takes place beginning at 12:00pm Wednesday, all day Thursday and to 11:00am on Friday.

Continental breakfast, lunch and refreshment breaks will be provided during the program. A Graduation dinner is included for both seminars. Dress for the seminar is casual. You will be press-side, so plan to bring some old clothes.

### **Airports**

There are several choices available for air travel. Pittsfield Municipal Airport is less than 15 minutes from the hotel. Larger airports include the Albany (New York) International Airport, located one hour from the hotel, and the Bradley International Airport (Hartford, Conn.), located just over an hour from the airport.

### Questions?

Contact JD Harris at [jdharris@gaa.org](mailto:jdharris@gaa.org). Or, call 804.317.4529

**Online registration available at [www.gaa.org](http://www.gaa.org)**

GAAmericas  
Basic Gravure Seminar  
Advanced Pressroom Seminar  
April 8-12, 2019

Reply to: Pamela Schenk  
Gravure Association of the Americas  
P.O. Box 25617  
Rochester, New York 14625  
201.523.6042 phone 201.523.6048 fax  
pwschenk@gaa.org

## Registration

**Register On-line at [www.gaa.org](http://www.gaa.org)....or fill out the form below.**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

Food Allergies/Special Needs \_\_\_\_\_

### Fees

	<b>Basic</b>	<b>Advanced</b>	<b>Both Seminars</b>
<b>GAAmericas Members</b>	<input type="checkbox"/> \$ 1,995	<input type="checkbox"/> \$ 1,995	<input type="checkbox"/> \$ 3,495
<b>Non Members</b>	<input type="checkbox"/> \$ 2,795	<input type="checkbox"/> \$ 2,795	<input type="checkbox"/> \$ 4,995

### Payment

Check enclosed (payable to Gravure Association of the Americas)

Credit card:       VISA       MasterCard       American Express

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

### GAAmericas Event Cancellation Policy

Substitution from the same company may be made at any time. Cancellations requested in writing and received a full 14 days before the event will receive a full refund. Cancellations received in writing less than 14 days before will be assessed a \$150 fee to cover administrative costs. People who do not show will not receive a refund. GAAmericas assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.