

GAA

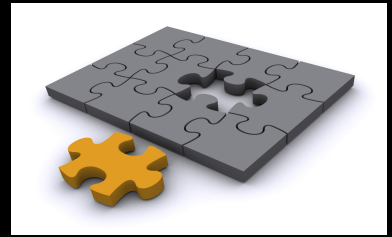
Advanced Pressroom Seminar

...the rest of the puzzle



March 6-9, 2012
Western Michigan University
Kalamazoo, MI

Advanced Pressroom Seminar



The GAA Advanced Pressroom Seminar takes the gravure process to the next level in gravure pressroom training. Utilizing the framework built during the GAA 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
- Sustainability in Graphic Communications: Looking through the Green Lens
- 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
- Keeping score/tracking performance with Six Sigma
- GAA online operator certification program

Staybridge Suites
2001 Seneca Lane
Kalamazoo, MI 49008
Phone (269) 372-8000

Lodging & Travel

GAA/WMU have established a room rate of \$99.95 plus tax per night for a studio suite. Please make your reservations by calling the hotel directly and asking for the GAA/WMU rate. The cut-off date is February 27, 2012. The hotel does have ample parking on the premises. The nearest airport is the Kalamazoo/Battle Creek airport.

The Advanced Gravure Pressroom Seminar is taking place at Western Michigan University (WMU). Parking is available at WMU and parking passes will be distributed the first day. Alternate transportation will be available for those without vehicles. The seminar runs from 8:30am to 5:00pm Tuesday through Thursday and to 11:00am on Friday.

Continental breakfast, lunch and refreshment breaks will be provided during the program. Included in the hotel rate is dinner Tuesday-Thursday. Dress for the seminar is casual. You will be press-side, so plan to bring some old clothes.

About the Instructors

James Davis Harris, Technical Consultant for the Gravure Association of America, Inc. (GAA)

Mr. Harris has over twenty five 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. For the past five years JD has been employed and/or consulted with four major label printing companies. His current employer is Total Packaging Solutions, located in Miamisburg Ohio.

Gerd Koehler, Technical Consultant for the Gravure Association of America, Inc. (GAA)

Gerd Koehler is the Principal of Gravure Tech, a company that represents Horstmann Automation GmbH, Helios Service Ahaus GmbH and H.C Moog GmbH in the US and Canada . Gravure Tech offers consulting services specializing in comprehensive workflow solutions with emphasis on Cylinder and Process Technology. Gerd started his career in the Gravure Publication Market at the Maul Company in Nuernberg Germany in cylinder preparatory technology. After working in the UK in gravure packaging printing in the mid 1960's, he joined GRI in 1968, working on Color Proofing and Etching Research. Returning to Europe where he worked for Ciba Geigy, he introduced Gravure Color Proofing systems to the market. Since that time he has specialized in front-end Systems Technology for the Gravure Market both as a supplier and end-user having worked for Ilford Inc. with photosensitized products, HCM with the introduction of HELIX digital Helio Klischograph line of engravers and Chromacom CEPS and HDP imaging technology as well as the Laserstar for the Max Daetwyler organization both in the US and Europe. Gerd held management positions with leading printing companies in the US including Alco Gravure, Maxwell Communications and Quebecor Printing with responsibility for the introduction of new technologies in digital workflows, data communications and process automation. He is a member of industry organizations GAA, CGATS, GCA, and DDAP, serving as chair and co chair for the development of industry standards TIFF- IT and PDF for the Graphic Arts Industry and various GAA committees for engraving, color correlation and standards.

Assisting Instructor Alexandra Pekarovicova, Ph.D. Western Michigan University

Dr. Alexandra "Sasha" Pekarovicova is a Professor at the Department of Paper Engineering, Chemical Engineering and Imaging, Western Michigan University, Kalamazoo, MI, where she has taught rotogravure process since 1997. She received her M.S. and Ph.D. degrees in Chemical Engineering from Slovak Technical University. Her research interests are mainly in gravure spot color printing, ink and paper interactions, printability analysis, ink chemistry and printed electronics. She received several prestigious grants and awards from UNESCO and NATO. Sasha has over 130 peer-reviewed publications and conference articles, and holds 5 patents.

Questions?

Contact Bill Martin at bmartin@gaa.org. Or, call 201.523.6042

Online registration available at www.gaa.org

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Reply to:

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201.523.6042 phone 201.523.6048 fax
allenkru@gaa.org

Registration

Register On-line at www.gaa.org....or fill out the form below and return to GAA

Name _____ Title _____

Company _____ Email _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Emergency Contact _____ Phone _____

Food Allergies/Special Needs: _____

Fees

Early Bird (before 2/6/12)
Regular

GAA Members

\$ 1,995
 \$ 2,195

Non-Members

N/A
 \$ 2,795

Payment

Check enclosed (payable to Gravure Association of America, Inc.)

Credit card: VISA MasterCard American Express

Account #: _____ Exp. Date: _____

Signature: _____ Amount: _____

GAA Event Cancellation Policy

Event registration cancellations must be received by February 6, 2012 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program, within the next twelve months, or a company substitute will be accepted. No-shows will be billed. On-site registration is available but we recommend you contact the GAA office or check the website for up-to-date cancellation information and space availability prior to travel. GAA assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.