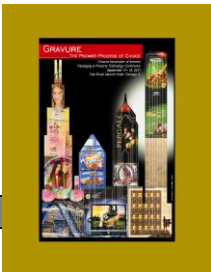


Why Gravure... Choices

Bob Kikkert

Senior Manager, Packaging Services
Altria Client Services Inc.



GAA 2011 Packaging & Products Technology Conference

Agenda

- Knowing Where You Are
- Supply Chain
- Design Review
- Process



GAA 2011 Packaging & Products Technology Conference

Knowing Where You Are

In 2010, Altria's Packaging Services group managed 3,354 graphics projects in support of the three tobacco companies

- 2204 were printed gravure
 - 3661 cylinders were engraved
- Most of the other 1150 projects were non-gravure applications
 - Metal can lids
 - shrink films
- 352 new ink colors
- 0 material rejects due to incorrect copy



GAA 2011 Packaging & Products Technology Conference

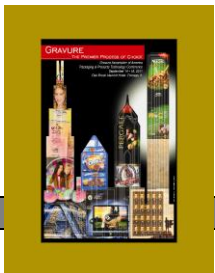
Supply Chain



Working with Direct Materials – Purchasing, a mature supply chain has been established to meet the packaging needs of the three tobacco companies

- Supply security agreements in place for prepress, engraving, paperboard supply, paperboard converting, and paper converting
- Strategic suppliers identified for film and multilayer structure converting, pressure sensitive labels, and metal printing

Result – Speed to Market

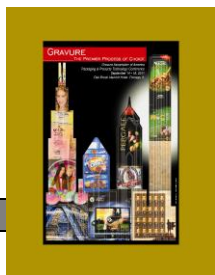


GAA 2011 Packaging & Products Technology Conference

Design Review

Why Gravure – decision to run gravure

- Run volume
 - Sustainable print quality
- Use of metallic inks
- Product authentication (security features) – overt and covert
- Complexity of design
- Complexity of structure – speed to market
- Special treatments – embossing, high gloss varnishes, raised or depressed lettering



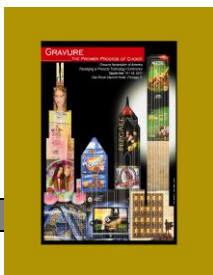
GAA 2011 Packaging & Products Technology Conference



Our Process

How to get to ZERO material rejections

- The process
 - Art files are received from the art agency
 - Graphic Specialist pre-flights files for compliance to regulatory and company required copy
 - Checklist
 - Art turn over meeting is held with printers and prepress / engravers
 - Final art (Good to Print) is generated for approvals
 - Prepress Supplier checks output against original art
 - Checklist at supplier
 - Graphic Specialist checks approval media against original art
 - Checklist with a buddy check
 - Good to Print is circulated for approvals
 - Marketing
 - Marketing Compliance
 - Legal



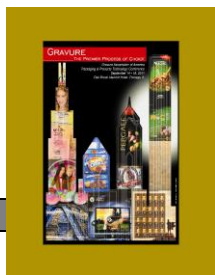
GAA 2011 Packaging & Products Technology Conference

Our Process

How to get to ZERO material rejections (*continued*)

- The process (*continued*)
 - Art is released for engraving
 - Engraver checks barrel proof against “Good to Print”
 - Cylinders are sent to Printer
 - Printer performs a copy check prior to press startup (all die positions)
 - “Hot off the press” samples are sent to Graphic Specialist
 - Graphic Specialist compares press samples (all die positions) against “Good To Print”
 - Checklist

Be true to the process – No shortcuts!



GAA 2011 Packaging & Products Technology Conference



Thank You



GAA 2011 Packaging & Products Technology Conference