

**2003 PLGA Board Members (Jan. 2003-Jan. 2004)**

**Randy Butler**  
President  
Printpack, Inc.

**Murray White**  
1st Vice-President  
NorthStar Print Group

**Dan Nolan**  
2nd Vice-President  
Smurfit-Stone

**Charles Conover**  
Secretary/Treasurer  
Hurlertron, Inc.

**Bill Klein**  
Executive Director  
Business Factors, Inc.

**Directors**

**Norman Dow**  
Multi-Color Corp.

**Dick Chesnut**  
Chesnut Engineering

**Ron Beyer**  
Beyer Ink Technology

**Dan Leeds**  
Technical Graphics

**Bill Taylor**  
Max Daetwyler Corp.

**Mike Gaffney**  
Sonoco Products

**Richard McDonald**  
Bobst Group

**Pat Kaelin**  
Nordenia USA

**Ed Kozlowski**  
WRICO Packaging

**John Cote**  
Shorewood Packaging

**Ron Syrkos**  
Lawson Mardon

## SIXTH ANNUAL SPRING CONFERENCE – “TECHNICAL AND OPERATIONAL GAINS HELP MEET CUSTOMER EXPECTATIONS” IS AGAIN A SELLOUT

Clearwater Beach, FL – A record setting 116 delegates attended the Spring Conference on February 26-28, 2003 and participated in a number of highly informative presentations.

Starting off with “AUCTION BIDDING, THE GOOD, THE BAD, AND POSSIBLY THE UGLY”; often a controversial topic that is the center of attention in today’s packaging market, with a presentation by **Steve Haransky, A.T. Kearney Procurement Solutions**,

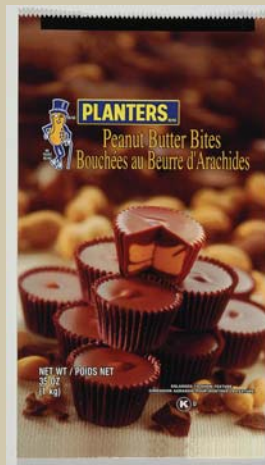
describing how Internet negotiations streamline the procurement process. This was countered by several presentations by printer converters, such as **Smyth Companies Terry Westerhaug’s** presentation, about how Internet Auctions can be a mind-altering event, while watching prices decline.

Subsequent presentations dealt with a thought-provoking discussion among three panelists from **Philip Morris, Campbell Soup and Procter and Gamble** regarding the real influences that play upon decisions to use a particular print process. **Steve Glick**, a 35-year veteran with P & G, emphasized that the “**real business opportunity between Seller and Buyer is to exceed your customers’ expectations in meeting their needs**”.

During the afternoon session, a 5-member **PLGA** team presented a comprehensive study of Gravure Vs Flexo economics. Aside from the difference in quality, the cost differences for a range of sizes were amazingly small in the same situation between the processes.

continued on page 3

## 33 COMPANIES RECEIVE AWARDS FOR EXCELLENCE IN PRINT QUALITY



**BEST OF SHOW & BAG CATEGORY WINNER: SONOCO**  
*Winnipeg, Manitoba, Canada*  
**Judges’ Comment:** Six color printed on BOPP, laminated to paper. Outstanding ink coverage with great density. Striking graphics are further highlighted by impeccable register.

**Norman Dow congratulates Mike Gaffney of Sonoco**

The Third Annual Print Quality Awards were presented at this year’s Conference. Held on Wednesday evening, concurrent with a reception, **PLGA** Member Companies received their **Awards for Outstanding Achievement in Print Quality**. This year’s **Best of Show Award** was taken by **SONOCO** for their entry titled “**Planters Peanut Butter Bites**”. This year’s Awards program featured 71 entries, up 45% from the previous year. For Award Winners, please refer to page 2 for a complete listing of the winners.



## From The President:

*Greetings to all members.* This year the world around us has been one full of trials and tribulations, but yet we stay the course. The PLGA has had a wonderful year; we have grown our membership, our conference attendance, and our awards program all by double digits. The PLGA has grown exponentially since its humble beginnings 6 years ago.

I had the opportunity recently to speak to a member of the GAA and was asked how do we attract the members we have. I thought about it and replied, we are an organization that stays focused on bringing value to our members, We have put in place by-laws that state we must maintain 51 percent, converters, as well as members at all times, which keeps us from becoming a supplier controlled association. Don't get me wrong we want suppliers and we need them, but we are about serving the Packaging and Label Gravure Industry. It is all of our members, converters and suppliers, that make us resilient. Our members are the ones that keep us going in the right direction, and keep us fresh, full of ideas and on the leading edge of technology. Our members are willing to participate and take on challenges that most are shying away from, because it may be too controversial. And like most associations, we need a Board of Directors. Directors from the industry, people who have a vested interest in moving in the right direction. We have assembled one of the most compressive boards that I have ever had the privilege to work with. We know that we need to listen to our members and give them what they are asking for. We are giving back to our Industry by way of a scholarship funds, we are growing our membership by double digits, and most of all as your President I will stay committed to bringing fresh ideas, valued information and the latest technology to the forefront. This years' Technical Conference will promise to be one of the most comprehensive of its kind. Please make plans to join us. See you in San Antonio.

Best regards,  
Randy Butler

## AWARD WINNERS

Company	Location	Category	Product
Alcan Lawson Mardon	Peachtree City, GA	Top Coated Carton	Kent Super Lights
American Packaging	Columbus, WI	Stamps	Long Leaf/Pine Forest
Avery Dennison DecTech	Framingham, MA	Functional Printing	Vitro Crisa Candle
Avery Dennison Security	Clinton, SC	Prime PS Laminate Label	Duracell Ultra Tester
Avery Dennison Security	Clinton, SC	Process Innovation	Duracell Ultra Tester
Catty Corporation	Huntley, IL	Foil/Paper Flexible Package	Klondike
Di-Na-Cal	Cincinnati	Heat Transfer Label	Lysol Sanitary Wipes
Diversapack	Marengo, IL	Film/Film Flexible Package, Line	Clinique
Diversapack	Marengo, IL	Non-PS Reverse Printed Label	Aquafina
Gilbreth	Croydon, PA	Sleeves, Reverse Printed	Berry Young Juice
Fort Dearborn	Brunswick, GA	Sleeves, Above 13% Shrink	Ragu Rich Meaty Sauce
Nordenia USA	Jackson, MO	Pouches	Advance Brand Steak Fingers
Nordenia USA	Jackson, MO	Specialty Converting	Friskies Flexbox
Nordenia USA	Jackson, MO	Materials Innovation	Nordenia Flexbox
NorthStar Print Group	Watertown, WI	Non-PS Top Coated Paper Label	Leinenkugel's Amber Light
NorthStar Print Group	Watertown, WI	Non-PS Surface Printed Label	Coors Original
NorthStar Print Group	Watertown, WI	In-mold Paper Label	Mr. Clean
NorthStar Print Group	Watertown, WI	In-mold Film Label	Syntec Synthetic Motor Oil
NorthStar Print Group	Watertown, WI	Paper Coupons, Premiums & Booklets	Mobil Drive Clean
Package Service	Kansas City, MO	Cut & Stack Glue-applied Label	Ken's Steak House
Package Service	Kansas City, MO	Prime PS Film Label	Fabuloso Fresca
Printpack	Greensburg, IN	Film/Film Flexible Package, Process	Perugina Biscotti
Printpack	Greensburg, IN	Foil/Film Flexible Package	Berlotti Meals
Scientific Games Int'l.	Alpharetta, GA	Security Printing	Coming Up Roses
SleeveCo	Dawsonville, GA	Specialty Effects	Pennzoil Quaker State
SleeveCo	Dawsonville, GA	Printer Technical Achievement	Black Magic Wheel Cleaner
Smurfit-Stone	Muncie, IN	Laminated Carton	Tide
Smurfit-Stone	Santa Clara, CA	Special Structure Carton	Adidas
Smurfit Stone	Santa Clara, CA	Use of Non-solvent Ink	Adidas
Sonoco*	Winnipeg, MB	Bags	Planters Peanut Butter Bites
Sonoco	Winnipeg, MB	Film Coupons, Premiums & Booklets	Celebrating Lottery
WRICO Packaging Div.	Chicago	Paper/Film Flexible Package	Wrigley Spearmint



**Proud winners of 3rd Annual Print Quality Awards**

## UPCOMING PLGA EVENTS

### Hold The Date!

- **SECOND BIENNIAL TECHNICAL CONFERENCE, "TECHNOLOGY THAT REDUCES COST" IS SCHEDULED FOR OCTOBER 16-17, 2003 IN SAN ANTONIO, TEXAS.**

This conference will feature five panels with three to five speakers in each, as well as a separate session on **what's new from "equipment and material suppliers"**. In total, 19 individual panels will cover a broad range of topics, from **"Surface Tension Secrets"**, **"Laser Versus Conventional Engraving"**, to **"Diagnosis and Troubleshooting Doctor Blade Problems"**.

This meeting is a must for all technical and operating people who want to stay current with lead-edge technology in a fast changing industry. If you want more information on this exciting Conference, please contact PLGA Headquarters.

- **2004 SPRING CONFERENCE, FEBRUARY 26-27, 2004**

Adams Mark Resort, Jacksonville, FL.

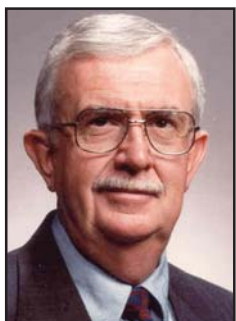
## CONFERENCE continued from page 1

Always an interesting topic is the latest technology in Lightweight Gravure Cylinders. **Phil Pimlott** of **Keating Gravure** presented their version of a lightweight shaftless base. **Harry McKay** of **Stork Rotaform** showed the advantages of a Nickel Sleeve Image Carrier.

As customary at **PLGA** Conferences, following the first days' session, there were brief presentations put on by suppliers regarding their latest technology, followed by a Table-Top display and reception.

## DICK CHESNUT RECEIVES LEADERSHIP AWARD

The **First Annual Leadership Award** was presented to **Dick Chesnut** at the Spring Conference for *"Outstanding Contributions to the Founding and Growth of the Packaging and Gravure Label Association"*.



Chesnut and a group of approximately 30 companies met in late 1997 and at a meeting in March 1998 started the formation of the Association.

Dick has been a Director of the Association and has been active in many activities.

## RANDY BUTLER, PRESIDENT

Randy has been in the Printing Industry for over 30 years. He is a graduate of J. Sargent Reynolds College in Richmond, VA. He has held many managerial positions throughout his career in Gravure, Litho, and Flexo. He is currently the Division Graphics Manager for **Printpack, Inc.** He is married and has a 13-year-old son.



## MURRAY WHITE, FIRST VP

Murray is a graduate Industrial Engineer with a Master's in Commerce. He has 37 years of experience in the Packaging and Label industry.

His experience within the Industry includes Printing Plant Industrial Engineer, Converting Supervisor, Plant Manager, Business Manager, Product Director and Division VP and General Manager. Today he is Sr. VP Manufacturing for the **NorthStar Print Group** where he has been instrumental in gaining Northstar's 5th consecutive Partners in Excellence Award from Miller Brewing.



In 2000 Murray was selected as one of the ten most influential people of the decade by *Labels and Labeling Magazine*.

## PROUD OF OUR PAST, CONFIDENT IN OUR FUTURE

In the fall of 1997 a group of veterans in the gravure printing industry decided to form a new industry association. This association would be exclusively dedicated to the segment of gravure printers involved with packaging and labels.

From that initial group of twenty-three individuals the **PLGA** has rapidly grown into a major industry force, dedicated to educating its members on technology and business trends and innovations as well as serving as a catalyst for interaction between the equipment and material suppliers and the packaging and label printers.

Anchored by an annual winter meeting for general audiences and a biannual fall meeting for technical personnel, the **PLGA** has grown to seventy-seven corporate, publication and university memberships and regularly hosts one hundred-plus attendees at its conferences. Most recently the **PLGA** has decided to co-sponsor an annual scholarship at a major university.

From our relatively modest beginnings just six years ago the **PLGA** is 'proud of our past and confident in our future'.

**Murray White**  
First Vice-President

## A GRAVURE ASSOCIATION FOR LABELS & PACKAGING— DO WE NEED IT?

You bet we do! In the the years preceding 1995, flexographic printing grew in packaging at a tremendous rate, taking a major market-share from gravure and offset. Why? Largely because it had an effective organization that aggressively heralded each technical advance to all corners of the industry. Unfortunately, packaging gravure lacked such a voice to proclaim its advances.

The gravure industry has since turned the corner and is now moving ahead. There is a new energy and people in the industry are realizing that gravure does have advantages in quality and efficiency. They want accurate information about the process. This is what the **Packaging and Label Gravure Association** is all about.

While other conferences sponsor golf outings, Disney World trips, etc., the **PLGA** conducts an information-oriented program. Everyone leaves our conferences having gained something!

If you believe in this commitment, give us your support by joining the **PLGA** and sending in your membership application today!

### MEMBERSHIP APPLICATION PACKAGING AND LABEL GRAVURE ASSOCIATION (PLGA)

NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE/COUNTRY \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

TEL.: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

What does your company do? \_\_\_\_\_

What markets do you serve? \_\_\_\_\_

I am interested in or would like to participate in: \_\_\_\_\_

(Activity - Committee - Subject Area) \_\_\_\_\_

**Mail this form with payment to: PLGA, 2952 Hollandsburg-Arcanum Rd., New Madison, OH 43546 USA.** Or fax this form with credit card information to (937) 996-0329. Membership fee \$800.00 per year.

Payment (check one)  Check enclosed • Bill my  VISA  MC  Amex

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**WWW.PLGA.COM**

## PLGA NAMES THREE SUPPLIERS TECHNICAL ACHIEVEMENT AWARD WINNERS

The **Packaging and Label Gravure Association** presented its **Inaugural Technical Achievement Awards** at its Annual Conference in Clearwater Beach, FL, on February 27, 2003. The three winners included **Stork Rotaform**, for their **Lightweight Gravure Sleeve** which allows engravers to process and ship only the image carrier portion of the rotogravure cylinder instead of the entire cylinder.

**Max Daetwyler Corp.** won an Award for their **Ultra Life Doctor Blade**, which contains a proprietary hard coating that reduces hazing and streaking.

Finally, **Sun Chemical** won an Award for their **DPL 502 Ink**, an ink system which balances health and environmental concerns with converters' need for high performance.

## NEW SCHOLARSHIP AWARD

The **PLGA** has entered into agreement with the Clemson University Annual Scholarship Award Program. At the past **PLGA** Board Meeting it was presented, and unanimously voted on, to allocate \$2,000.00 each year to the newly founded **PLGA Scholarship Foundation**. The staff at Clemson University will select a student from their fall line-up to receive this Scholarship.

The criteria that was set by the **PLGA** Scholarship Committee was that the student needed to pursue their career in the Graphic Arts and Printing Arena, to continue with the standards and by-laws of the **PLGA**, that we continue the growth and participation, by way of education, in the Packaging Industry.

Once the person is chosen by the Foundation, the student will be recognized by the **PLGA** at our Conference in 2004.

## MESSAGE FROM OUTGOING PRESIDENT NORMAN DOW

I'd like to thank the **PLGA** membership for letting me serve as President for the past two years. Despite difficult economic times the organization continues to grow. Gravure is not the sleepy print process it once was. There are a lot of exciting technologies pushing the gravure process into greater competitive advantage. Under President **Randy Butler's**, and a prestigious and talented board's leadership, the **PLGA** will continue to keep our membership on the leading edge, far into the future.

Best regards,  
Norman Dow