

THE KEYS  
TO  
*Gravure's  
Success*

2012 PLGA Global  
Operational Conference

February 29 - March 1, 2012  
Miami Marriott Biscayne Bay  
Miami, Florida

**PLGA Global**   
Promoting the Power of Gravure Around the World  
GRAVUREXCHANGE

## Featured Speaker:

### Bettylyn Krafft

#### PHOENIX CHALLENGE FOUNDATION

Bettylyn Krafft is the Executive Director of the Phoenix Challenge Foundation with the responsibility for coordinating the Phoenix Challenge Flexographic High School Skills Competition and the Phoenix Challenge College Competition which are both held annually in the spring. She is also responsible for coordinating the efforts of expanding Flexo in education programs and for all fundraising for these programs. She also serves on the advisory boards of the Accrediting Council for Collegiate Graphic Communications, Applied Technology Center, Rock Hill SC, Career in Education Center, Anderson, SC, and Appalachian State University, Boone NC.

Ms. Krafft is the Vice Chairperson of the Planning Board of Mineral Springs, NC. She serves as a very active member of the Capital Campaign Committee of Socrates Academy, Matthews, NC. Prior to founding the Phoenix Challenge Foundation in 2002 as a 501(c) (3), she worked as

Technical Product Specialist at Supertech Systems, Inc. in Charlotte, NC and also worked for Harper Corporation of America. She is the president and owner of Krafft Printing Systems, Inc. a consulting firm for the flexographic industry.



She has a B.A. from Emory and Henry College, in Emory VA. She is married to Jeff Krafft and is the mother to Jordan Krafft. When not working she enjoys camping, reading, cross stitching and stamp collecting. She believes that every child has the ability to learn given the right learning atmosphere and speaks to many students every year encouraging them to learn all the printing processes and to dream to be whatever they may want to be.

### Tuesday February 28, 2012

12:00 PM – 5:00 PM

PLGA Global Board Meeting

### Wednesday February 29, 2012

9:00AM – 1:00 PM

Registration

1:00 PM

Conference Opening Remarks

**Jim Lepp** PLGA Executive Director.

Introduction of PLGA President, **Annette Crampton**, MillerCoors

1:10 – 1:15 PM

Opening welcome

PLGA president, **Annette Crampton**, MillerCoors

1:15 – 4:30 PM

**SESSION 1: Facing Today's and Tomorrow's Workforce Issues on the Factory Floor.** Co-Chaired by **Hubert Metzger**, President, Chema Technology Inc. and **Mark Glendenning**, President, Inland Label

Speakers:

**Hubert Metzger**, President, Chema Technology Inc. - *An Overview of the Current Workforce, Understanding the Need for Change and Management's Role in Supporting Training.*

**James Siever**, Secretary General, European Rotogravure Association -

*A description and comparison of the workforce situation in Europe - putting the focus back into apprenticeships.*

**David Schipper**, Pre-press Pressroom Manager, Sonoco Flexible Packaging -

*A Large Company's View and Approach to Workforce and Training Issues*

**Mark Glendenning**, President, Inland Label - *A Small Company's View and Approach to Workforce and Training Issues*

**Phil Pimlott**; *The Role of the Technical Trade Association* (PLGA) *in providing resources to help solve the gravure printing industry's workforce training issues.*

**Bettylyn Krafft**, Executive Director, Phoenix Challenge Foundation - *The Phoenix Challenge Foundation is an organization of industry professionals who are dedicated to encouraging today's youth in exploring the exciting career opportunities available to them through graphic arts and the Flexographic printing industry. This program is linking the high school to the factory floor. Bettylyn will present how this has successfully been done at 26 different high schools. This is truly a Graphic Arts program, not a Flexo program.*

4:30 – 4:45 PM

Introduction of **Table Top Exhibitors**

**Jim Lepp**, PLGA Executive Director, with an explanation of the upcoming "Casino Night" activities

5:15 – 10:30

**Table Top Exhibits and Reception** followed by Casino Night sponsored by Flint Group

8:30 - 11:00 AM

## SESSION 2: *Emerging Technology*

Chairman: **Randy Butler**, Manager Printpack Corporate Graphics, Printpack, Inc.

Co-Chairman: **Chuck Reece**, Sales/Technical, Southern Graphic Systems.

*This session will energize the Gravure audience and leave them wanting more. This in-depth session will discuss new technologies that will allow the engraver and printer to eliminate past steps in the engraving process and much more. You won't want to miss this one!*

Speakers:

**Robby McReynolds**, Technical Services Manager, Graphic Packaging International

**Edward Broadhurst**, Director of Manufacturing, Trident Americas

**Colin Price**, Senior Product Manager, Siegwerk

**Chiawei Wu**, Rotogravure Manager, Packaging Corporation of America

**Garret Long**, Commercial Technologist, Southern Graphic Systems

**Robert Kikkert**, Altria Group

I. **Fingerprinting** – *what does it mean and how important is it for the printer? Is it necessary? What are the basics of a good fingerprint? What is the principle role of the printer, ink company and the engraver? Can this technology eliminate the need for composite proofing?*

II. **Assurance of consistent quality from an engraving standpoint.** *How can new technology help? Can proofing help? What quality records are necessary to send to the printer? Engraving specifications: how are they chosen and what tolerances are acceptable? What is known about the diamond stylus? Base dimensions: tolerances, radius, thickness of steel, whether to step or not to step.*

- A. *Can vignettes be printed as line cylinders?*
- B. *Value of tone scales – we all have them so what do they mean?*
- C. *Cylinder surface finish.*
- D. *Are there new materials on the horizon that will replace copper and chrome?*
- E. *Overall value of an engravers proof from the prospective of an End user, a Printer, an Engraver, and an Ink Company*

11:00 AM – 12:30 PM

## SESSION 3: *Implementing Process Improvement in Your Operations*

Chaired by **Susan Kuchta**, Vice President North American Packaging & Narrow Web, The Flint Group.

Speakers:

**Scott Fisher**, Chief Innovation and Operations Officer, WS Packaging; **Process Improvement Program Implementation: The Good, The Bad and The Ugly.** *Scott will address the group with his insight from a senior management perspective. He will highlight some of the opportunities and potential pitfalls to an organization.*

**Jeff Wilkinson**, Plant Manager, CCL; **Case Study: Our Lean Journey**

**Dave Dickerson**, Director Lean Six Sigma and Purchasing, Spear Labels; **A Case Study**

## QUESTION AND ANSWER SESSION

12:30 – 1:30 PM

## *Lifetime Achievement Award Luncheon*

Speaker **Randy Butler**, Printpack, Inc.

1:30 – 4:30 PM

## SESSION 4: *The Package Printing Process - Then, Now, and the Future*

Co-Chaired by **Edward Broadhurst**, Director of Manufacturing, Trident Americas and **Tony Donato**, Product Development Engineer, Harper Corporation  
*This session will give an overview of three competing printing processes: Gravure, Flexography and Offset.*

Speakers:

**Dick Chesnut**, President, Chesnut Engineering - *Gravure Press Development*

**Ralph Daetwyler**, President, Max Daetwyler Corp. - *Cylinder Manufacturing*

**Jon Parkes**, Graphics Manager, American Packaging – *Flexographic Pre-press*

**Alex James**, Technical Graphics Manager, Harper Corporation - *Offset and Flexographic Pre-press*

**Sam Ingram**, Chair and Professor, Department of Graphic Communications, Clemson University - *Offset printing*

**Stefan Reize**, Bolz GmbH – *New Methods for Manufacturing Cylinders*

**Ian Hole**, VP Market Development, Esko Graphics – *Graphics and Pre-press Advancements*

1) **Historical overview** – *A view of where offset, flexo and gravure technologies were in 1990. Each presentation team will discuss the basics of what was typical for that print process at the time; Press speed, capabilities, tool making, turnaround times, and typical applications will be covered. The panel will review the pros and cons of gravure versus the other processes at that time. Included will be a review of how Pre-press graphics were typically done.*

2) **Current day** – *Speakers will review the technology of today, defining today's State of the art processes. The panel will discuss press capabilities, quality achievable, tool making advances, current applications and Pre-press graphics.*

3:00 – 3:15 - Break

3) **The Future** – *Where can we expect advances to be made? What is being developed to take each print process to the next step? Gravure's direct (to copper) laser, Flexography's Hi-resolution plate making, the Future capabilities of digital printing, and the progress of hybrid presses. Our panel of industry experts will review the pros and cons of gravure versus the other processes.*

4) **An Open Q&A session with our panel of experts.** *Do you agree with the conclusions of our panel? Do you disagree? This is the time to openly discuss those topics you have had on your mind for a long time with the experts in the field*

5:30 – 7:30 PM

## *PLGA Print Quality Award Presentation and Reception*

**LOCATION & ACCOMMODATIONS:**

Miami Marriott Biscayne Bay  
1635 N Bay Shore Drive  
Miami, FL 33132  
(305) 374-3900  
Group rate cut off: Mon., February 27, 2012

Located on Biscayne Bay at the eastern end of Downtown, this Miami hotel offers gorgeous waterfront views, just minutes from the Port of Miami. The action-packed location is near fine dining and shopping offered by the Bayside Marketplace, the hip Art Deco District and the nearby Adrienne Arsht Center for Performing Arts. The hotel's luxurious rooms and suites overlook Biscayne Bay and feature laptop, MP3 and video connectivity. In addition, a state-of-the-art fitness center, outdoor pool and whirlpool are available to hotel guests.

Hotel accommodations are not included in the conference fee and are the responsibility of individual attendees. Please make reservations by calling the Miami Marriott Biscayne Bay directly and asking for the Packaging and Label Gravure Association Conference rate of \$212.00 for single/double rooms + state and local taxes. Group rate cut-off: Monday, February 27, 2012

**REGISTRATION FEES & PAYMENT:**

PLGA Members, \$600; Non-Members, \$900. Fee includes 1 continental breakfast, 1 lunch, 2 evening receptions, refreshment breaks, access to conference Table Top Exhibition & Casino Night, conference proceedings, and a copy of the PLGA, Gravure Specifications and Tolerances (GST) Blue Book.

Conference fees must accompany registration. Major credit cards are accepted. Checks must be in U.S. dollars payable to Packaging & Label Gravure Association Global. Please complete form below and send with payment to the address indicated or go online for a registration form. Visit PLGA Global at [www.plga.com](http://www.plga.com)



**TABLE TOP EXHIBITS**

Conference presentations are designed to have minimal commercial content. To accommodate the commercial interest of our supplier members who wish to display literature, demonstrate equipment and meet prospective customers and associates, an exhibit area will be located adjacent to the conference area. A draped table, chairs, and electrical outlet are provided. Members: \$300; nonmembers: \$900.

**CONFERENCE SPECIAL EVENT:  
CASINO NIGHT ~ FEBRUARY 29TH**

We will again combine a special Casino Night, Sponsored by Flint Group, with the Table Top Exhibition. Attendees will earn gambling money by visiting the vendors exhibiting at the Table Top event. When the Casino opens attendees can enjoy the array of typical casino games; Black Jack, Roulette, and Craps. Casino winnings can then be exchanged for raffle tickets to win valuable door prizes after the Casino closes. An open beer/wine bar along with food stations and heavy hors d'oeuvres will be served throughout the evening making this an evening event.

**CANCELLATION POLICY:**

Substitutions of attendees from the same company may be made at any time. Cancellation requests made in writing, and received a full 10 days before the event, will receive a full refund. Cancellation requests received in writing less than 10 days before will be assessed a \$200 fee to cover administrative costs. People who do not show will not receive a refund.

**RECEPTION:**

Cocktails and hors d'oeuvres will be served at the Print Quality Awards reception on March 1st. Everyone is cordially invited to attend, socialize, network, and make plans for dinner and the evening. Spouses are invited to attend and encouraged to meet each other and, if interested, plan activities together.

**DRESS:**

Dress will be business casual throughout the event and meetings.

**PLEASE SEND REGISTRATION FORM & PAYMENT TO:**

**Packaging & Label Gravure Association Global (PLGA Global)**  
18481 Royal Hammock Blvd., Naples, Florida 34114  
Tel: 920-217-6059 • Fax 239-775-1741 • e-mail: [jlepp@leppandassociates.com](mailto:jlepp@leppandassociates.com)

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Personal e-mail: \_\_\_\_\_  
Company Web Site: \_\_\_\_\_  
Badge Name (please print): \_\_\_\_\_

**Registration Fees: Members: U.S. \$600, Non-Members: U.S. \$800**

Method of Payment:

- Check enclosed - Payable to Packaging & Label Gravure Association Global (PLGA Global))
- Credit Card:  VISA  MasterCard  AMEX

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

I am unable to attend, but wish to purchase the conference proceedings for \$300.

**Registration for Table Top Event enclosed.**

**Visit PLGA Global at  
[www.plga.com](http://www.plga.com)**