



Flexography Basics for Quality Corrugated Printing

September 23-25, 2009

Clemson University Corrugated Lab
Clemson, South Carolina, USA

This seminar provides an in-depth overview of the major elements required to produce quality direct print on corrugated with a focus on the challenges associated with flexographic printing on corrugated substrates and linerboard.

Delivered with a solid mix of lectures and hands-on breakouts, this course includes several press trials and numerous sessions on how to produce clean solids and line work as well as halftones and spot colors. Many typical troubleshooting issues will be addressed from dot gain and die cutting to proper graphic design for corrugated to ensure best results.

To Register for this course, go to:
www.tappi.org/09clemsoncourses

Co-sponsored by Clemson University/PrintCon and TAPPI



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What will you learn?

You'll gain a fundamental understanding of the key concepts needed to achieve quality direct flexographic printing on corrugated substrates and liner board. You'll learn how to implement improvements in plant and provide the tools for non-technical staff to understand corrugated printing and better communicate with technical professionals including printing plant staff, suppliers and customers. The course covers a wide variety of production topics applicable to most plants striving for good clean print and basic fundamentals to improve overall quality.

Why attend?

Designed to deliver the fundamentals of quality flexographic printing directly on corrugated substrates, this course will provide each attendee with a thorough understanding of controlling the combinations of press and pre-press possibilities to best suit their needs, and how to use the tools and methods that any plant can implement to analyze and improve their print quality.

Who Should Attend?

Corrugated, pulp, paper, press and production staff, quality assurance and training staff, pre-press and graphic designers, plant management staff, sales and customer service representatives, suppliers and manufacturers. While the course content is directed to production and pre-press management and staff as well as plant management, it is also ideal for those wanting a fundamental understanding of quality printing on corrugated in areas such as quality control, customer service, supply and sales.

What does each day include?

Day 1: Translating Market Demands; Graphics Terminology; Press Components Introduction; Press Components (Detailed); Inks, Substrates and Die Cutting; Ink Metering and Banded Anilox; Plate Package

Day 2: Tone Reproduction; Process Color Printing Introduction; Managing Inks on Press; Pressmanship Basics; Densitometry

Day 3: Graphic Design Considerations; Troubleshooting Printed Products; The Image: Communicating Expectations; Future Trends and Markets for Corrugated

**Breakfast and Lunch
will be provided each
day**

Why should your boss send you?

Because you'll return to work with...

- An understanding of the flexographic press components and their role in printing.
- The knowledge to explain the market forces driving improvements in corrugated printing quality.
- Knowledge of the basic steps to ensure the press is set properly before and during printing.
- The ability to explain the standard graphic communication terminology for direct print for corrugated.
- The ability to identify the differences between a well-designed/printed corrugated product and those that are not.
- The ability to identify the key corrugated troubleshooting issues and explain the required corrective actions.



**For a detailed course outline, go to:
www.tappi.org/09clemsoncourses**

Faculty

■ Dr. J. Page Crouch

Dr. Crouch is Alumni Professor Emeritus of Graphic Communications at Clemson University, where he was instrumental in developing one of the leading programs preparing people for the printing and packaging industries. Page taught flexography, offset, screen, and gravure printing. With his leadership, Clemson has developed a flexo capability second-to-none in an American educational setting. He has guided many students through the development of structural and graphic designs for carton and corrugated projects. He has been active in AICC, GAA, TAPPI, FTA, SGIA, EMA, GATF, PICA and other regional PIA affiliates.

He has hosted many special workshops and roundtables as well as conducting seminars for specific segments of the industry. In addition to teaching in-plant and conducting workshops and seminars, Page consults on issues dealing with printing, printing education and industry training. In addition to his industry wide activities, most recently he has focused on work with the corrugated industry to raise their capability in high-quality graphics and their ability to sell to graphics markets. He frequently conducts in-house programs for suppliers attempting to expand into new technical markets.

Dr. Crouch has authored numerous articles on technical and education/ training topics and is the author of the Flexo Primer, valued by all involved with flexography. He is a frequent speaker at industry events.

Originally from San Diego, he earned bachelors and masters degrees from San Diego State University and his doctorate from the University of Missouri. He continues to work with Clemson while doing consulting through his company, Print Education & Training, LLC.

■ Rory Marsoun and Kern Cox

Rory Marsoun and Kern Cox are instructors at Clemson University's Printing and Converting Research Center (PrintCon). PrintCon is the industry training, testing and research center for the Department at Graphic Communications at Clemson University.

They conduct training courses in all aspects of corrugated post print from brown box printing, to high-end, four color process printing to electronic prepress for corrugated. They also teach best practices for web flexography on all substrates and color management for all printing processes. Additionally, they coordinate product testing for various segments of the industry, conduct custom in-plant training, and student research projects at the PrintCon center.

Rory and Kern's experience in the printing industry spans all printing processes ranging from screen, offset lithography to flexography.

Course Location

The course will be held at:

Clemson University's
Printing & Converting Research Center
500 B Lebanon Rd,
Pendleton, SC 29670

Phone: +1.864.656.4809

Website: www.clemson.edu/printcon

Hotel Accommodations

Whether staying in Clemson or at Interstate I-85, all hotels are within a six-mile drive of PrintCon. Mention "Graphics Discount or Graphics Rate" at any of these hotels to get a reduced room rate.

Recommended hotels include:

- Hilton Garden Inn, Anderson, SC
(I-85 @ Exit 19): +1.864.646.7500
- Hampton Inn: +1.864.653.7744
- Sleep Inn: +1.864.653.6000
(offer a 15% "Graphics Discount")
- Holiday Inn Express Hotel & Suites
107 Interstate Blvd., Anderson, SC 29621
(I-85 @ Exit 19B/Hwy 76)
Phone: 1.800.Holiday

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Registration

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General Information (Please print or type. Submit a separate form for each attendee)

Please circle: Mr. Ms. Mrs. Dr. Sr. Jr.

First Name _____ MI _____

Last Name _____

TAPPI Member # _____

Preferred Badge Name _____

Title _____

Company Name _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Telephone _____ Fax _____

Email _____

1. WHAT TYPE OF COMPANY DO YOU WORK FOR? (check one)

- Pulp and Paper/Paperboard Manufacturing (1)
- Paperboard Packaging Integrated Converting Plant (4AD)
- Paperboard Packaging Independent Converting Plant (4AO)
- Paperboard Packaging Headquarters (4AH)
- Independent Consultant: Eng., Technical Prod. or Research (2)
- Manufacturer of Machinery, Equip., Chemicals or Supplies (7)
- Woodlands Operation (3)
- Flexible Packaging Converting Plant (4BO)
- Flexible Packaging Headquarters (4BH)
- Dealer or Distributor of Supplies (8)
- University Professor (9A)
- Full Time Student (9B)
- University Library (9C)
- Press (10A)
- Library (10B)
- Association (10C)
- Government (10D)
- Retired (13)
- Nonwovens (14)
- Printing/Graphic Arts (15)
- Allied to the Industry (12)
- Industry Customer (end user) (16)

2. WHAT IS YOUR PRIMARY JOB FUNCTION? (check one)

- Librarian – Corporate (A)
- Technical Research (D)
- Marketing & Sales (G)
- Corporate Management (B)
- Engineering (E)
- Traffic & Shipping (H)
- Production (C)
- Purchasing & Stores (F)
- Other Management & Administrative Personnel (I)
- Other: _____ (J)

3. WHAT IS YOUR PRIMARY INDUSTRY? (check one)

- Pulp Mill Only (P)
- Technical/R&D Facility/Headquarters (H)
- Paper/Paperboard Mill Only (R)
- Independent Operations or Converting Plant (O)
- Integrated Pulp/Paper/Paperboard Mill (D)

4. HOW DID YOU HEAR ABOUT THE SEMINAR?

- Tappi.org website
- Email
- Newsletter
- Colleague/Co-worker
- Other: _____

Do you require special accommodations for handicapped access?

- Yes No

The contact information you provide may be used by TAPPI or it's business associates to notify you of items that may be of interest to you. I understand that under certain laws and regulations, TAPPI must have written permission in order to communicate with me via fax or e-mail. I hereby give TAPPI, TAPPI's business associates, the TAPPI Foundation, and TAPPI's Local Sections written permission to communicate with me via: Fax and/or E-mail

Registration Fees - circle all that apply (all fees are in US Dollars)	
Before 9-18-09	
TAPPI Member	US\$ 1,095
Non-Member	1,645
Group Rate - 3+ Members from same co.- cost per	995
Group Rate - 3+ Non-Mem from same co.- cost per	1,570
Not at TAPPI Member? Join or renew now and save!	
Renew/Join TAPPI - Annual Membership* <small>*Non-US members, please add an additional US\$14 for postage to total amount paid</small>	US\$ 174
Total Due	\$ _____

Method of Payment (All fees must be paid in U.S. Dollars and must accompany reg. forms)

• **Checks:** Enclosed is check # _____ for the full amount of US\$ _____
Please make checks payable to TAPPI in US Dollars and mail to:
TAPPI, P.O. Box 933644, Atlanta, GA 31193-3644, USA

• **Wire Transfer:** US\$ _____ was wired as payment on _____ (date)

• **Please bill my credit card:** Amex Diner's Club Discover MasterCard Visa
Credit Card # _____
Exp _____
Name on Credit Card _____
Signature _____

Cancellation Policy

If you find that you have to cancel, your full registration fee will be refunded if TAPPI's Registration Department receives written notification (fax acceptable at +1.770.446.6947 by September 18, 2009. Please note: There will be a 50% refund for all written cancellations made after September 18, 2009 and before September 23, 2009. Understandably, after this time, no refunds can be issued. Substitutions, however, will be accepted any time without a penalty.

REGISTRATION QUESTIONS?

Call 1.800.332.8686 (US), 1.800.446.9431 (Canada) or +1.770.446.1400 (Worldwide) or email memberconnection@tappi.org