



Corrugated Box Industry

Advanced Graphics Education

Limited Seating. Call 972-239-3315 Ext. 2 To Reserve Your Place.

Schedule of Events

Date: March 17, 2005

Social Hour: 5:30 pm

Dinner Program: 6:00 pm

Dinner: **No Charge!**

Dinner Program

Advanced Graphics

By

Mr. Cordes Porcher

Call to Reserve Your Seat

From the basics to the exceptional—Take your graphics knowledge into a new age.

Changes are well underway in the corrugated industry and have been for the last 12 years. Yet, many facilities are still coming up to speed with the requirements of producing enhanced graphics. While the traditional brown box will always have a place in the market, the images which adorn corrugated containers are becoming quite complex. Consequently, most corrugated printers struggle with how to implement these graphics on their containers. A typical box maker will usually call the suppliers and ask how this can be done. After much discussion, a fingerprint is used to evaluate the box maker's capabilities. This information is then used to create the next enhanced graphics job. At this point, most box making facilities, the process comes to a complete halt. The enhanced graphics job at hand has none of the targets or elements from the

finger print incorporated in the layout. Consequently, the facility is lost when the enhanced graphics job will not print as all have envisioned. When this happens, the journey from box maker to printer has begun.

This presentation will cover some of the foundational elements to include on enhanced graphics jobs and tools to include press side for the successful reproduction of enhanced graphics. This entry level presentation is intended for those associated with the preparation or interpretation of flexographic printed materials. Prepress personnel and those wanting to make the transition from press operator to printer are encouraged to attend.

Cordes Porcher is a technical specialist in High Graphics on corrugated and currently heads up

the Bobst AGE program working closely with customers to develop a true understanding of their needs and expectations. He travels the continent helping the post-print industry improve and understand their printing process. Mr. Porcher brings 15 years of teaching experience to the industry with the last 13 years spent in printing. He is regularly involved in judging print competitions including Tappi, AICC, Package Printing, and FTA. He has also published articles pertaining to the reproduction of images with the flexographic process and has presented many seminars about the same.

Before joining Bobst, Mr. Porcher served Smurfit-Stone as a technical consultant and was also Facility Director for Clemson University's Printing and Converting Research Center where he developed post-print training programs.



Meeting Location

Spring Creek Barbeque
3514 West Airport Freeway
& Belt Line Blvd
Irving, TX 75062
Phone: (972) 313-0987

Program Chairman
Roy Oberg
972-239-3315

Treasurer
Sherri Garland
817-283-8646

**SPRING-CREEK
BARBEQUE**

*Please join us as our guest.
No cost to attend.*

