



GAA Basic Gravure Seminar

Putting All the Pieces Together

March 5-9, 2012

Western Michigan
University

GRAVURE BASICS

GAA
GRAVURE ASSOCIATION OF AMERICA

REGISTER ONLINE AT
WWW.GAA.ORG



GAA Basic Gravure

Since its inception in 1979, the Basic Gravure Seminar has provided pertinent information about the gravure process to thousands. The program focuses on today's issues by providing increased laboratory and press-side experience.

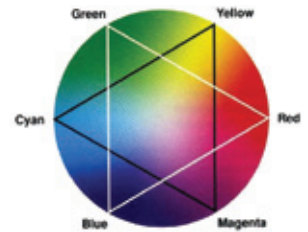


Who Should Attend?

Pressroom supervisors, press operators, print buyers, designers, ink suppliers, paper suppliers, engravers, and management... anybody with a stake in improving the consistency of graphic quality from concept through press.

Why Should I Attend?

Gravure is a robust process that has been subject to more than its share of "folklore" solutions. The new challenges of the process



and customer demands make it essential to formalize this approach. The Basic course is designed to separate the "myth and legends" from the theory and best practices. Primarily designed to teach a solid foundation to those new to the process, the seminar also fills knowledge gaps of experienced practitioners who have not yet had an opportunity to be formally trained in the practice of gravure.

On-Site Consulting Services

Need a more in-depth assessment...consider our **On-Site Consulting Services** brought directly to your pressroom. We provide consulting tailored to fit your specific need:

- Best Practice Assessment
- Training
- Problem-Solving
- Process Improvement
- Process Development
- Waste Reduction
- Safety/Loss Prevention in Flammable Environments
- Operator Certification

By combining the right technologies, equipment, training and standards, **GAA's On-Site Consulting Services** can help you lay a foundation for long-lasting and profitable results. Contact Bill Martin at (201) 981-5901 to discuss the possibilities.



Printing Concepts

- Color Theory
- Separations and Prepress
- Comparison of Printing Processes
- Uniqueness of Gravure
- Safety

Process Control

- Environmental Issues
- Fingerprinting
- Identification Use of Standards Relevant to Printing
- Reference Workflows
- Quality Assurance
- Troubleshooting

Equipment

- Presses - Overview and Recent Advancements
- Dryers - Traditional and Recent Advancements
- Converting

Questions: Contact Bill Martin at the Gravure Association of America, Inc.

Seminar

Whether you are a printer, supplier, or print buyer, new or old in the industry, here is your best opportunity to learn more about gravure — the only seminar specific to the gravure process.



Who are the Instructors?

James Davis Harris, Technical Manager for the Gravure Association of America, Inc. (GAA)

Mr. Harris has over twenty five years experience in a fast-paced service and manufacturing environment. He attended the University of Richmond's School of Business with emphasis on Management Skills for Front Line Management, Southwest Missouri State for project management, and the Sandler Sales Institute, completing their Foundation Course. JD began his Gravure career in 1985 with J.W Fergusson and Son's Inc. For ten years he worked as a machine operator, as a team leader, as a CPI trainer, and as a Gravure Supervisor. Since 1995, JD has been a plant manager, manufacturing manager, technical sales executive, manager for printing, lamination, and slitting; and a regional sales manager before returning to J.W Fergusson & Son's as the National Accounts Manager until they closed in 2006. For the past five years JD has been employed and/or consulted with four major label printing companies. His current employer is Total Packaging Solutions, located in Miamisburg Ohio.

Gerd Koehler, Technical Consultant Gravure Association of America, Inc. (GAA)

Gerd Koehler is the Principal of Gravure Tech, a company that represents Horstmann Automation GmbH, Helios Service Ahaus GmbH and H.C Moog GmbH in the US and Canada. Gravure Tech offers consulting services specializing in comprehensive workflow solutions with emphasis on Cylinder and Process Technology. Gerd started his career in the Gravure Publication Market at the Maul Company in Nuernberg Germany in cylinder preparatory technology. After working in the UK in gravure packaging printing in the mid 1960's, he joined GRI in 1968, working on Color Proofing and Etching Research.

Returning to Europe where he worked for Ciba Geigy, he introduced Gravure Color Proofing systems to the market. Since that time he has specialized in front-end Systems Technology for the Gravure Market both as a supplier and end-user having worked for Ilford Inc. with photosensitized products, HCM with the introduction of HELL digital Helio Klischograph line of engravers and Chromacom CEPS and HDP imaging technology as well as the Laserstar for the Max Daetwyler organization both in the US and Europe. Gerd held management positions with leading printing companies in the US including Alco Gravure, Maxwell Communications and Quebecor Printing with responsibility for the introduction of new technologies in digital workflows, data communications and process automation. He is a member of industry organizations GAA, CGATS, GCA, and DDAP, serving as chair and co chair for the development of industry standards TIFF- IT and PDF for the Graphic Arts Industry and various GAA committees for engraving, color correlation and standards.

Assisting Instructor Alexandra Pekarovicova, Ph.D. Western Michigan University

Dr. Alexandra "Sasha" Pekarovicova is a Professor at the Department of Paper Engineering, Chemical Engineering and Imaging, Western Michigan University, Kalamazoo, MI, where she has taught rotogravure process since 1997. She received her M.S. and Ph.D. degrees in Chemical Engineering from Slovak Technical University. Her research interests are mainly in gravure spot color printing, ink and paper interactions, printability analysis, ink chemistry and printed electronics. She received several prestigious grants and awards from UNESCO and NATO. Sasha has over 130 peer-reviewed publications and conference articles, and holds 5 patents.

Print Unit Components

Ink

- Ink Compositions - water, solvent, radiation curable
- Ink Proofing
- Color Standards
- Color Measurement

Image Carrier

- Cylinders
- Engraving/Ink Release
- Cylinder Proofing

Ink Transfer

- Ink Stations
- Doctor Blades
- Impression Roller

Substrates

- Film, Paper, Foil, Complex Laminates
- Surface Treatments - ESA, Corona, Chemical

via e-mail at bmartin@gaa.org or call 201.523.6042



Location and Lodging Information

GAA/WMU have established a room rate of \$99.95 plus tax per night for a studio suite. Please make your reservations by calling the hotel directly and asking for the GAA/WMU rate. The hotel does have ample parking on the premises. The nearest airport is the Kalamazoo/Battle Creek airport.

Staybridge Suites Phone: 269.372.8000
2001 Seneca Lane Cut-off date: February 27, 2012
Kalamazoo, MI 49008

The Basic Gravure Seminar is taking place at Western Michigan University (WMU). Parking is available at WMU and parking passes will be distributed the first day. Alternate transportation will be available for those without vehicles. The seminar runs from 8:30 am to 5:00 pm Monday through Thursday and to 11:00 am on Friday.

Continental breakfast, lunch and refreshment breaks will be provided during the program. Included in the hotel rate is dinner Tuesday-Thursday. Dress for the seminar is casual. You will be press-side, so plan to bring some old clothes.

Registrations and Cancellations

Seminar reservations will be confirmed upon receipt of payment and registration form. GAA accepts checks, MasterCard, VISA and American Express. Registration is strictly limited, with enrollment on a first-come, first-served basis. Early registration is recommended. Seminar registration cancellations must be received by February 6, 2012 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program, within the next twelve months, or a company substitute will be accepted. No-shows will be billed. We recommend you contact the GAA office or check out the website for up-to-date cancellation information and space availability prior to travel. GAA assumes no responsibility for travel/transportation costs should it become necessary to cancel or reschedule the event.

Registration Form

Preferred Registration Online www.gaa.org

Please Return to: GAA • P.O. Box 25617, Rochester, NY 14625 • Fax: 201.523.6048

Name: _____

Title: _____

Company: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

Emergency Contact Day: _____ Phone: _____

Emergency Contact Evening: _____ Phone: _____

Special Needs - Please check here if you require special accommodations to fully participate.

Attach a written description of your needs. _____

Food Allergies or Dietary Restrictions: _____

SEMINAR FEE:

Early Bird (February 6, 2012)
Regular

GAA Members

\$1,995
\$2,195

Non-Members

N/A
\$2,795

METHOD OF PAYMENT: (prepayment is required)

Check enclosed (payable to the Gravure Association of America)

Credit Card: VISA MasterCard American Express

Account Number: _____ Expiration Date: _____

Amount: _____ Signature: _____