

Looking good



WINTER 2016

PRINTING EXCELLENCE IN THE TRI-STATE REGION RECOGNIZED

CPC Printing and Promotions Receives Highest Honors In the 2016 Graphics Excellence Awards



Pewaukee, WI — The Great Lakes Graphics Association (GLGA) has announced that CPC Printing & Promotions of Onalaska, Wisconsin is a multiple winner in the 2016 Graphics Excellence Awards competition. The judging was concluded by a team of independent judges. The GEA competition is one of the largest printing competitions in the nation.



CPC won 3 Best of Division Awards, 9 Awards of Excellence, and 14 Certificates of Merit

A panel of out-of-state judges with extensive experience in printing and print production was brought in to examine the work. Each entry was judged on its own merit in a category with similar printed pieces. The judging criteria included registration, crossovers, clarity and neatness, sharpness of halftones and line drawings, richness and tonal qualities of color, paper and ink selection, ink coverage, difficulty of printing, effective contrast or softness, finishing, bindery and overall visual impact.



Since 1886, The Great Lakes Graphics Association (GLGA) has been dedicated to advancing the success of the printing and graphics industry. Working together with Printing Industries of America, the world's largest graphic arts trade association, GLGA represents the three state region of Illinois, Indiana, and Wisconsin and provides training, resources, and a voice of advocacy on both a state and national level.

The Graphics Excellence Awards (GEA) competition, owned and managed by The Great Lakes Graphics Association (GLGA), is an annual event that recognizes and rewards printing and finishing companies who combine fine craftsmanship with technology in order to produce outstanding finished products. The award-winning companies are honored each year at the GEA Celebrations, held simultaneously in Milwaukee, WI, and Addison, IL.



Another successful year at the CPC Bratfest!

Beginning in the mid-1970s, the CPC brat party grew into an annual tradition. Each year, it continues to grow into a bigger and better version of the original festivities.

Crescent Printing was originally located on Caledonia Street on the north side of La Crosse and it seemed natural to have our version of an Oktoberfest party the night of the annual Torchlight Parade. Our initial party-goers were the folks working at CPC, and Caledonia Street was an excellent vantage point for watching the parade. Each year the crowd increased as the CPC bunch began inviting local customers, vendors, and family members.

In 1977, CPC moved to its present Onalaska location and despite the fact that we lost our excellent parade route position, we continued the bratfest tradition, inviting more and more customers, friends, and family as the years went by. Roger Bjorge set a high bar for grilling quality brats with his own secret sauce. That part of the tradition has continued with others working the grills, but the great taste is still part of the treat—along with kraut, chips, German potato salad, beans, and some fine homemade cookies by Kay Bjorge.

The annual event takes place the first Friday of Oktoberfest. Join us next year—give it a try. I can guarantee that you'll have a fun time.



18 Years of Safety Excellence at CPC!

May 8th, 2016, marked another extraordinary safety milestone for our CPC employees, particularly in a manufacturing industry. We achieved 18 years without a lost workday due to injury. This success is, in great part, the result of a company-wide dedication to maintaining a safe working culture. Reaching a milestone like this can't be accomplished without the efforts and awareness of every person, every day of the year, working hard to maintain and continue this fine record.

At CPC, we keep the idea of safety front and center by having regular discussions at company meetings, displaying safety posters throughout the facility, utilizing a safety rewards program, and actively seeking the input of each employee when it comes to suggestions on how we can continue to improve.

This amazing achievement is the result of people who care. We care about the health and safety of everyone here, we care about our customers and their projects that they entrust to us, and we care about constantly striving to provide services and products that exceed expectations.



The 25th Year: A “Special Year”



A special year it was: 144 golfers, generous sponsors and friends enabled us to raise \$13,400 “For the Kids,” bringing the total we have raised in 25 years to \$168,900. One hundred percent of this money we raise goes to help local kids and their families.



A special year it was: To honor Scott Bjorge, who was involved in and loved our tournament for 25 years, we made the announcement that from now on the name of our tournament will be the “R. Scott Bjorge Memorial Golf Classic.” Scott passed away on March 30 of this year.

A special year it was: Thanks to our major sponsors, who help make this tournament possible: Kwik Trip, Muscle Bound Bindery, Coulee Bank, Ledegar Roofing, Lindenmeyr Munroe, McGrann Paper, Midland Paper, Rod’s Ride On Powersports, West Linn Paper Co., Oak Forest Dental, Brown and Brown Insurance, and Fuji Film.

A special year it was: Many thanks to all of our customers, vendors, golfers, and friends; we couldn’t do this without your support.

A special year it was: This tournament would not happen without the love and compassion of the CPC Golf Committee. This committee consisted of Monica Oliver, Marcy Lund, Brenda Maier, Mike Volden, and Roger Bjorge, with special thanks to Eric Loewenhagen for his technical expertise and commitment. Thanks to Nancy Medinger, Jillian Davis, Kay Bjorge, and all of the other volunteers on the day of our benefit.

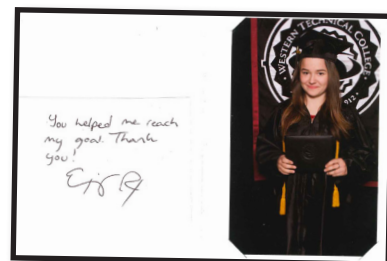
A special year it was: Many thanks to Heather Gilles and the CMNH team for their inspiration, help, and support.

Everett B. Lund Endowed Scholarship

Everett Lund was the founder and owner of Crescent Printing until his death in 1988. He was a pioneer in the local printing industry. Crescent Printing, outside of his family, was the most important part of his life. He spent his time working and caring for them both so they could continue to grow after he was gone.

In his honor and to perpetuate his memory, his family, friends, and business associates established this yearly scholarship at Western Technical College to encourage and assist students in furthering their education in the field of Graphic Arts.

We have received many notes and cards over the years from these students, expressing their appreciation and thanks on receiving their scholarships.



CPC Printing & Promotions is proud to support Gundersen Medical Foundation’s Steppin’ Out in Pink walk for local breast cancer research and services

Not only does CPC have a company team walking to support the event, but CPC has provided Steppin’ Out in Pink with many of their promotional products, including the tee shirts for the event!

There were over 6,100 walkers participating on September 10, 2016, which included 344 breast cancer survivors.

This year, Steppin’ Out in Pink raised over \$380,000 for research and assistance to breast cancer patients.

CPC is honored to be a part of this important event each year!





PREPRESS TWO CENTS: YOU SPIN ME RIGHT 'ROUND, BABY

Straight talk about spiral binding

OR: Is this going to spiral out of control?

Have you been thinking about producing a catalog, manual, or workbook? Does a spiral binding makes sense from a user's standpoint? With spiral binding there's no irritating tendency for the book to snap itself shut, no need to constantly have to find your place again. If this is the finishing method you want, no need for your mind to spin on how to correctly set up your job or feel like the process is going to spiral out of control!

When a job is going to spiral bind, a stack of individual sheets is drilled or punched along the spine side and a coil is inserted through the openings along the entire length. That's it!

For the most part, you'll set up your files as you would for a saddle-stitched or perfect bound book, with a couple of important differences.

Remember the stack of sheets we mentioned? This accounts for the primary layout difference from other binding methods where facing pages butt up to each other along the spine. For a spiral bound publication, you need to set up your document as single pages, **not** facing pages. Why? Because **all 4 sides of your page need to trim**, which means all 4 sides need to have bleeds.

If you set up your file as facing pages (See Figure 1) and your background stops on the gutter, the spine side of your pages won't have bleed. Or the bleed will be 1/8 inch of the image from the spine side of the *facing page*. See **Figure 2**. This could result in slivers of white paper or slivers of the image from the facing page being visible along the spiral edge. These inside edges won't disappear down into the binding like they do with perfect bound pieces, so these variations won't be hidden. Oftentimes the only way to correct this is to take a slightly larger trim on that side of the pages. Now your publication is a little smaller than you planned, plus the margin on that side has been reduced, so the coils could end up too close to your text.

Instead of the standard .25 inch inside margin, your inside (or spine side)

Figure 1. This represents the InDesign file set up as facing pages. The images on both pages stop at the spine, or center line. For saddle stitching or perfect binding, this would be correct. The magenta boxes mark the margins; notice the much larger inside margin.



Figure 2, left. This is the PDF made from facing pages. On the top portion of the page, on the right side, there is no bleed, just white space. On the bottom half of the page, the bleed is a strip of the photo from the facing page. **Figure 2, right.** This is the PDF made from a single page set-up, so there is full bleed on all 4 sides of the page. No extra trim will need to be taken.



margin should be set to at least .5 inches, and preferably to .625 inches.

When the holes are drilled or punched, they need to be far enough away from the edge to prevent the coils from tearing out. Different types of coils and wires will drill at different distances, but some will go in as far as .5 inches. This is why we recommend an inside margin of .625 inches to be sure that none of your text or important graphics will get drilled through.

Let us know if you have questions about setting up a job for spiral binding!