

Looking good



2020 Spring

PRINTING EXCELLENCE IN THE TRI-STATE REGION RECOGNIZED

CPC Printing and Promotions Receives Highest Honors In the 2020 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 2020 Graphics Excellence Awards competition. The judging was conducted on March 10-11, 2020, by a team of independent judges. The Graphics Excellence Awards (GEA) is one of the largest printing competitions in the nation.



CPC won (1) Best of Category Award, (3) Best of Division Awards, (12) Awards of Excellence, and (15) Certificates of Merit.

- **Best of Category** is awarded to the most outstanding entry in each category and must be flawless to win. Given this high standard, every category may not have a winner.
- **Best of Division** is awarded to allow like-sized printers to compete against one another.
- **Award of Excellence** is awarded to finalists for the Best of Category in each category.
- **Certificates of Merit** are for those entries deserving acknowledgment for achieving a high quality in printing.

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.

For more information, contact Bob Sargent, Chief Operating Officer of CPC at 608-791-5052.

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 (PIA), 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, to be held simultaneously in Milwaukee, WI and Addison, IL.



CPC Annual Chili/Soup Cook-off

In mid-February, CPC held its annual Chili and Soup Cook-off. Thirteen cooks brought crockpots full of soup and chili and dreams of winning the top spot.

Each crockpot had a sheet of paper that indicated the name of the dish, the primary ingredients, and the spiciness level. The cooks' names were **not** listed so that voting could be impartial.

Tasting cups were provided and we all got to work sampling the choices. Each taster was allowed to vote for their favorite two dishes.

After antacids were consumed and naps were taken, the votes were tallied. AJ Lund grabbed first place with his Corona Curry Chili. Congrats, AJ!



How do you store 13 crockpots of leftover chili and soup so it can be enjoyed the next day? When you work in Wisconsin and it's still winter, you load them onto a pallet and tuck them into the back of the delivery van overnight.

Sailing Away Into Retirement



And so the time has come... I am retiring from CPC in June after 28 happy and productive years.

I want to express to our customers my gratitude for our long business relationships and I appreciate the trust and confidence that you have always placed in me and CPC.

To all of the CPC family, friends, and co-workers; there

are not enough words to express how I feel about your constant support and encouragement. I have shared a wonderful and sometimes crazy bond with all of you that I will fondly take away with me. The time I have spent at CPC will be cherished!

I wish you well in your businesses and in your personal lives and I thank you for the love, support, and friendship that we have shared throughout the years.

I shall miss you all greatly but now is the right time to *Sail Away into Retirement.*

Nancy

Think CPC: for the "health" of it!



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FLOOR DECAL
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The Newest Members of the CPC Sales Team



Josh Dirks

I joined the CPC team in September of 2019 and have 10+ years of commercial print experience. I have an understanding of digital printing,

sheetfed printing and long-run web projects and can pair those with any fulfillment and/or mailing needs our customers request.

What attracted me to CPC? The people and the culture. There is no better place to work and no better people to work with!

Outside of work, I enjoy golf, hockey, biking, fishing and hunting. I also enjoy cooking and vow to be the 2021 CPC Chili Cook-off champion!



Nancy Truesdale

My entire career has been in sales. I have worked for a cutting tool distributor, sold radio advertising and was a sales rep for the largest casket manufacturer in

the United States. For the last 9½ years I have been in the bridal industry. I always joke and tell people I can sell anything because I have sold air, death, and happiness!

I recently relocated back to the La Crosse area after living in Chicago and selling couture wedding gowns for five years.

I am an active yogi, enjoy golf, boating, water and snow skiing. I also enjoy entertaining and cooking for family and friends.



Kerry Caba

I live in Ottawa, Illinois, with my wife, Mary. I have two adult children and six grandchildren. I'm an active Rotarian, member of my local YMCA Marketing

Committee and a part-time fitness instructor.

For the past 14 years I've sold web printing. I have a Marketing and Industrial Technology degree from Illinois State University and have also owned my own business.

I'm also an outdoor enthusiast who enjoys playing softball, running, and competing in Spartan Races!

More New Faces at CPC



Angie Stange
Electronic Prepress & Design

I moved from my hometown of Brainerd, MN, in 1996 to the La Crosse/Onalaska area. I enrolled at WWTC in 1997 to obtain my Commercial Art degree. I started my first pre-press job in my 2nd year at WWTC in 1999.

My husband, Mark, and I have 2 dogs, Maggie and PD. We enjoy camping, hiking, mountain biking, and long romantic walks through Woodmans and Menards.



Mike Bullen
Bindery / Mailing

I've been working in the USPS industry since 2003. With the rules and regulations ever changing, staying up to date is almost like a challenge to me.

Some of my hobbies include woodworking, furniture restoration, and smoking meats, to name a few. I am a tinker person. I love to fix things and look for solutions to make things better.



Chris Johnson
Web Presses

Before starting at CPC, I worked for a screen printing business for seven years and a die cutting business for two-and-a-half years.

Outside of work I enjoy fishing, hunting, drawing, and spending time with family.



Brad Anderson
Bindery

This is my first printing job. I grew up on a farm and then purchased my own farm near Melrose, where I worked for the last 25 years and still live.

I've also worked at Ashley Furniture for 8 years. I went to Winona Tech for Tool & Die.

My interests are still working on my farm and taking care of animals, as well as working on my tractors.



Debby Drumm
Bindery

I have worked in this industry for close to 30 years, 15 of those were in Michigan, cutting paper and cardboard. I moved back here in 2000 and learned to work on the folder and a very old collating machine that followed me from one place to the next. And then by some grace of God I walked into Crescent Printing seeking work. And here I am!

I love to read, bird watch, garden, and drink beer!



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PREPRESS TWO CENTS: CROP MARKS: THE SEQUEL

The Horror Continues

OR: The Rise of Marks Gone Bad

No, we're not just updating our previous article about crop marks and pretending this is something new. So put on those cheaters if you need them and keep reading.

Many publications include ads or other types of files that are provided from outside sources. A lot of these files include crop marks. For the most part, that's a good thing. Unfortunately, many of these ads are produced without a necessary understanding of how printing works. What we see most often is that the crop marks are much too close to the trim corners. Frequently they also have copy that is too close to the edges, so the margins don't meet the requirements of the press where the job will print.

The marks from these placed ads need to adhere to the same standards as the marks generated when the publication PDF is created; they need to start *outside of the bleed*. Crop marks that are cutting into the bleed are diminishing the usable amount of the bleed by that much. When they're too close to the corners, there's a chance pieces of them will appear in some of the finished printed product.

What are your options if you get a preflight report flagging these issues?

Option 1: ask the provider of the file to send a new one with proper margins and crop marks that are offset far enough. Although this should be the easiest fix, we're fully aware that it's not realistic in many cases. So...

Option 2: pull in the bounding box so the marks aren't visible and then reduce the entire image to create a .25 inch white border around the page. Advertisers who paid for a full page with bleeds aren't going to like this option. You'll need to be certain whether or not an ad can receive this treatment. If not...

Option 3: enlarge the ad slightly to push the crop marks out so they appear *outside of the bleed*. **Caution:** you have to be sure that enlarging it doesn't push text or critical images (such as logos) too close to the edges.

Option 4: if enlarging is not an option, you can try to hide or cover up the marks. Can you pull in the bounding box so that the marks aren't visible? Obviously this won't work if there are bleeds. Can you cover up the marks? If the background behind the marks is white or a solid that you can easily duplicate, maybe you can draw small, matching boxes over the marks.

Option 5: if the background is complicated, you can take the file into Photoshop and use the tools there to erase or clone over the marks. Keep in mind the file will now be rasterized, even if it was originally a vector format such as PDF or EPS. In this case you want to preserve the quality of the original, so we suggest opening the file in Photoshop with a resolution of *at least 600 dpi* to prevent pixelating or bitmapping.

If you have questions about crop marks, please contact us!

The magenta arrows indicate the crop marks correctly generated by InDesign.



The bleed is .125 inches. Not only are there pieces of corner crop marks visible in the bleed area, parts of the color bar and the center target mark are showing, too. With so many elements contaminating the bleed, there's a risk that some of them will be visible in the finished product.