

Educational Programs



Sherry Tenhundfeld

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Paper's Impact on Design and Print

THE ART & SCIENCE OF SPECIFYING PAPER (1 HOUR)

An introductory to intermediate workshop focused on the art and science of manufacturing and selecting/specifying fine printing papers. Includes an assessment on the most significant properties of paper—brightness, whiteness/shade, opacity, bulk/caliper, surface continuity and insights as to how these characteristics affect the final printed image. Included is an interactive discussion on maximizing applications for specific types of paper.

Paper Essentials can be customized for the design, printer, and merchant communities. Handouts, swatch books, promotional materials and demonstrations are included.

PAPER ESSENTIALS: FINISHES & SURFACES (1 HOUR)

An intermediate workshop, offered as a follow-up to Paper Essentials: Manufacturing & Properties, focuses specifically on the different finishes of paper—Gloss, Dull/Silk and Matte, how the surfaces are achieved through manufacturing and which surface is best for specific printed applications. Discussions include uncoated and coated paper manufacturing, domestic versus import manufacturing processes and how to best capitalize on their assets.

A variety of printed samples are used to exemplify and clarify the surfaces confusion. Ideal for graphic designers, art directors, production managers, print buyers and print sales associates.

Understanding and Managing the Color Workflow

COLOR THEORY: RGB TO CMYK/ADVANCED (1½ HOURS)

An intermediate to Color Theory: RGB to CMYK with conversations regarding achieving critical color match. This workshop provides an introduction to basic color theory, the tonal compression that occurs during the conversion from the RGB color gamut to CMYK color gamut and the LPI/DPI relationship and high resolution half-tone dot reproduction, stochastic/Staccato (CTP). This workshop is created for the novice to intermediate level graphic designer, art director, production manager, print buyer and project manager. Sappi's "How to Read a Press Sheet" booklet and handouts are provided.

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THE STANDARD NO. 2 – INTRODUCTION TO COLOR MANAGEMENT (1½ HOURS)

An introductory workshop demonstrating how to understand color from monitor to press and beyond. The seminar is broken into three parts. The first section demonstrates how to go beyond four-color process with touch-plates, ink substitution and stochastic using a comparative demonstration of the same image. The second section addresses Color Management. Expert tips are recommended for getting better color and managing the digital workflow. Lastly, the third section goes beyond four-color and shows a variety of techniques including UV, special match inks and Extreme Silver (also known as MetalFX and Liquid Foil) to expand and augment the standard print gamut.

Ideal for designers, project managers and print production managers. A copy of “The Standard No. 2—Managing Color” is provided.

COLOR MANAGEMENT: OPTIMIZING YOUR COLOR MANAGEMENT WORKFLOW (3 HOURS)

This half-day “master class” is an intermediate /advanced workshop. Ideal for graphic designers, brand managers, those involved in print production and print and asset purchasing as well as anyone who needs to accurately identify, measure, quantify and articulate color, as well as those whose aspiration is to optimize their color workflow. This seminar focuses on a step-by-step review and discussion to optimizing your workflow by addressing critical areas where most of the print challenges are generated. From image capture to ensuring images have the correct profiles for you and your printers’ work space, this workshop will help attendees understand how to manage critical color throughout the process. Attendees will learn about those tools most needed for proper color viewing, quantification and articulation of accurate color values, rendering intents and releasing files to printers to get as close to color expectations with minimal quality or time loss and unexpected fees.

Some of the topics discussed will be:

- Color Theory: the RGB to CMYK conversion and its impact on printed color.
- Why WYSIWYG is not always true.
- Why some of the legacy color systems do not accurately convey color from gamut to gamut and how to overcome the limitations.
- Managing critical colors: product replication, corporate identity, branding.
- Working with photographers regarding image capture requirements and retouching, profiles and archiving for repurposing.
- What measuring instruments every studio, agency or in-house production department should have to have an optimized color workflow.
- The importance of a fully calibrated workflow and how to achieve it.

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- Anticipating paper's impact on color.
- How illuminates will impact how colors are perceived, optimal viewing and measuring lighting conditions.
- SWOP, GRACoL, G7: industry guidelines that streamline and optimize the workflow, increase predictable results and offer targets throughout the supply chain, nationally as well as internationally.
- Challenges most often encountered in color management and how to address color management issues.

Attendees will receive a copy of "Sappi's Standard #2: Color Management and Calibration" as well as a copy of the seminar for note taking purposes.

ON PRESS TROUBLESHOOTING (1½ HOURS)

An intermediate to advanced workshop regarding the GATF quality control bar and its elements – star targets, slur bars, dot gain indicators and trapping targets as well as the G7 color bar with its components. Specific on-press paper, ink, mechanical, color management and design based issues are discussed. Ideal for those directly involved with production management, print purchasing and quality control. This workshop can be done in conjunction with a printer and their specific quality control bars as well as press sheets provided by the printer sponsoring the presentation. Sappi's "How to Read a Press Sheet" booklet and handouts are provided.

Industry Support

STANDARD #4: SCORING & FOLDING (1½ HOURS)

You've seen gate folds, roll folds and letter folds, but have you ever seen a swinger, a flapper or an iron cross? This presentation will address folding and scoring techniques – critical steps in print production – and show you how to use different folds to create the highest impact and improve response rates. The discussion includes the dos and don'ts of folding, will show exotic folding approaches and explain how folding can elevate a printed piece from the interesting to the memorable, paper characteristics and different scoring techniques to enhance the 'reveal' of the design. This presentation is sure to be inspiring and have attendees eager to try many of the folding techniques discussed. Every attendee will receive a free copy of **The Standard #4**, covering everything you need to know about folding and scoring and more!

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STANDARD #5: SPECIAL EFFECTS & FINISHING TECHNIQUES (1½ HOURS)

Special Effects, the focus of Volume 5 of The Standard, shows designers how printing can be dimensional, tactile and sometimes interactive. The techniques shown here may look like magic, but many are easy for designers to prepare and can be done inline on a conventional press. Numerous foil-stamping techniques, embossing/debossing, engraving/thermography, varnish/aqueous/UV coating techniques, strike-through, laser die-cutting, lenticular printing, flocking, and a wide array of specialty inks and spot colors are but a few of the special effects and finishing techniques implemented to make this one of the most unique, educational and inspiring printed pieces to compliment Sappi's Standard series. All it takes are a few printing tips, the right paper, and letting your imagination go. **The Standard #5** from Sappi is an educational reference piece that combines the technical with the creative.

ACT NOW/DIRECT MAIL: PUSHING THE ENVELOPE (1½ HOURS)

Why, in the digital age, are we talking about mail marketing? Because Direct Mail's accessibility, versatility, and productivity makes it a relevant and powerful advertising medium that is just as important to any integrated cross-channel marketing campaign as all manner of electronic messaging. To help you take advantage of Direct Mail's modern capabilities, this workshop includes a review of the fundamentals of integrating a Direct Mail strategy, including prioritizing the elements of your plan, selecting a target audience, creating/acquiring a mailing list, crafting a viable message, designing a format, and calculating the facts and figures that will determine the success of your efforts. Also explained are specific creative approaches that outline cutting-edge applications for designing and printing paper products as well as the technical guidelines and rules, including useful information from the United States Postal Service, that determine cost and mail-ability.

A perfect discussion for anyone in direct mail sales, strategy, creative and/or production whether at a studio, in-house agency or corporate environment.

DIRECT MARKETING: A PRIMER (1½ HOURS)

A workshop that discusses the fundamentals of Direct Mail and Direct Marketing: from a discussion as to why DM works and how to meld it into an Integrated marketing campaign, a quick review of the fundamentals of DM including the significance of addressing the "when", why should I?" and "call-to- action" at planning, the importance of "Permission Marketing", "1-to-1" marketing and "intimacy selling", to insights regarding the impact that Variable Data Printing has made in the last decade, new facts and figures regarding VDP, as well as insights and useful information provided by the United States Postal Service, the Direct Mail Association and the Digital Printing Council/Printing Industries of America and including a brief look at the new Print Council and Print In The Mix research tool.

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Ideal for anyone in the graphic arts community – design, advertising agency, public relations and/or print, involved with Direct Marketing and/or Integrated Marketing.

“PRINT &” EVERYTHING ELSE (1½ HOURS)

For the past decade “armchair” prognosticators have been predicting the demise of print, but industry surveys and studies are showing that the opposite is true. Print and digital are proving to be complementary and mutually supportive, and brand marketers are learning to play to the strengths of each. This discussion presents some surprising industry findings about demographic preferences, emotional triggers, browsing and shopping behavior, and niche marketing. Examples demonstrate how to make print more interactive, visually intriguing and tactile. Increasingly, print is becoming an experience to be savored and enjoyed.

PRINT IN THE NEW MEDIA MIX (LIFE WITH PRINT) (1½ HOUR OR 1 HOUR VERSION)

Integrated Marketing, Multi-Channel Distribution, Social Media/Networking are a few of the many descriptors currently used to describe the new business models being implemented by advertisers, marketers and media strategists. Our consumer society is abound with new devices, many hand held, as primary sources for communications and intra-connectivity which leads traditional, legacy medias such as television, radio and Print to ask the larger questions “Where do we fit in?” Is Print truly a waning media? Is it being replaced by ‘disruptive technology’?

A discussion on how the print industry can evolve its share by proving its effectiveness as part of the communications mix: how does Print complement Social Networking and the Internet; how will eReaders and Tablets impact Publishing and readership; how using QR codes and Augmented Reality codes can add a multi-media and multi-dimensional aspect to enhance the Print experience.

Using elements from Sappi’s Life with Print US and European campaigns, this discussion demonstrates the truly unique way print adds value to capturing memories, imagination and attention to build brands, sell goods and deliver corporate messages. Focus is on generating visibility for the concept of print as a superior communications mix within the creative community and among advertising and marketing decision makers and influencers.

SELLING PRINT IN AN INTEGRATED MARKET (1½ HOURS)

An interactive workshop discussing the benefits of mentoring and education, consultative selling, team selling and suggestions for providing useful, practical and tangible value-added products and services as a part of your company’s value proposition to become a “business asset” as opposed to a “vendor” to customers.

Intended for print account/sales and paper merchant sales representatives.

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QUICK RESPONSE CODES AND AUGMENTED REALITY CODES (1 HOUR)

An exciting discussion of Quick Response (QR) codes, the differing brands (MicroTag, BeeTagg, ScanLife EX Code QR, EasyTag) how they work, different applications and their growing importance as the “print to on-line” facilitator in Integrated Marketing. Nearly two decades old, yet relatively new to North America, QR Codes have had an amazing acceptance and growth due to the advent of Smart Phones with new technological developments being implemented constantly.

Using similar WebCam, Smart Phone and Tablet technology an intriguing look and discussion at the amazing new emerging field of Augmented Reality and how print-based AR codes are currently being used in a variety of segments and marketing campaigns. Through the use of educational and entertaining captured videos, see Augmented Reality in its many applications as well as a taste of where this technology is going.

Are these just a fad? How long will these trends last, if that is really all they are? What technology lies ahead? We will discuss how to generate your own QR codes, how to apply marketing metrics to QR based campaigns and how to integrate them into current marketing strategies.

A CASE OF MIXED MEDIAS: ALL SUPPORTING YOUR BRAND

In this new era of the “Democratization of Communications” the rise of alternative media, specifically Social Media, has been meteoric. Marketing to prospects and communicating with customers has had to radically evolve in order to remain effective, timely and relevant. While Printers’ main revenue stream is still derived from ink on paper, there are new communications revenue possibilities for them to investigate. The marketing of their brand, products and services must also become more diversified as well. While it may sound obvious, Printers must focus their prospecting, sales and marketing efforts utilizing media where the majority of customers are congregating: Facebook, LinkedIn, Twitter and YouTube being some of the most popular sites. Printers must diversify their marketing techniques and messages to match current interest levels, attention span and the constant need for entertainment. Videos offer an incredible opportunity and solution to deliver quick paced, value-driven and entertaining sales and marketing messages that, compounded with other marketing vehicles, fulfill the prime factors of successful Integrated marketing campaigns—360 degree client penetration with as many touch points through as many (affordable) media possible. Whether posted on YouTube, linked to a website, offered through email, direct mail, print advertising or triggered by Quick Response or Augmented Reality codes, marketing videos will increase visibility, brand awareness and offer customers an entertaining view into a Printer’s world. This presentation will discuss the different components of successful videos, how to integrate them into current sales and marketing strategies and utilize them to differentiate your brand from the competition.

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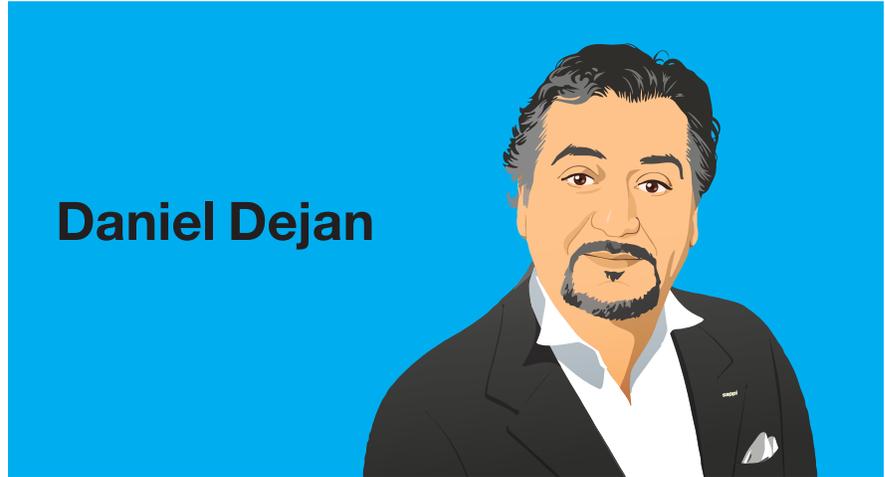


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North American etc. Print & Creative Manager

An award-winning graphic designer, art/creative director, production manager and print buyer, Daniel Dejan is widely respected in the print communications industry as a graphic arts educator, author and consultant. As **North American etc. Print & Creative Manager** for **Sappi Fine Paper**, Mr. Dejan provides value-added marketing, sales and technical consultation as well as in-house and end-user training and education for the print, paper and creative communities. He is member of **Sappi's etc. Group: Education, Consulting and Training**.

Over the past 30 years, Mr. Dejan has written for various graphic arts publications. He served as technical consultant and a contributing writer for *"The Designer's Guide to Print Production"*. Mr. Dejan is **Certified G7 Expert** with a proficiency in Color and Color Management. Mr. Dejan currently sits on the **Board of Directors of IDEAlliance/IPA**. He has shared his expertise, presenting keynote addresses, seminars and workshops for AIGA chapters, the Printing Industries of America, Canadian Printing Industries, IDEAlliance, the IPA, the Spectrum Conference (which he co-chaired in 2007), Print Production Clubs and Art Directors Club throughout the US and Canada, National and International print, design and marketing events, conferences and symposiums as well as in numerous presentations hosted by paper merchants, printers and corporations which keeps him on the road in excess of 200 days per year much to the chagrin of his family and pets.