

# CMYK 2009

VOLUME 1, ISSUE 2

JULY • AUG • SEPT

**It's a CMYK world. And that's the way we like it!**

**INSIDE THIS ISSUE**

Everything is "Going Green"—find out what FSC certification really means and how you can be part of the growing trend.

PAGE 2

If you're using FSC certified paper don't forget about the ink. Get the all facts about using soy inks.

PAGE 3

A new diecutter expands our production capabilities and gives us a competitive edge. Learn more about our newest piece of equipment.

PAGE 4



## **[ STRENGTH AND STABILITY IN GOOD TIMES AND BAD ] WE'VE GOT EVERYTHING YOU NEED TO SUCCEED**

During the past months of our country's most recent financial crisis, we have all witnessed businesses across the board forced to close their doors as they became victims of the economic turbulence. While it may not be much comfort, it is important to remember that financial situations like this run in cycles. While many companies are not able to survive, there are just as many that do—and those that do will be stronger than ever in the upswing. We want to assure you that Nieman Printing is one of those companies. We are built on a strong foundation and we have weathered many crises—each one making us stronger for the next.

We are sharing this information with you because we know it is critical to feel secure in the relationship your company has with Nieman Printing. We understand that a very large part of your success depends on our stability and we, in turn, are definitely dependent on your success.

Even though we are running strong now, we are always looking ahead—aggressively planning for an even stronger future. This

philosophy has been the driving force behind our multi-million dollar investments over the past five years to ensure that our facility is able to provide you with cutting-edge technology and services.

We started in 2004 by adding a Heidelberg 40" 10-color perfecter. In 2005, we added a Heidelberg Stahlfolder and another 40" Heidelberg 6-color press with coater to our plant. In 2007, yet another Heidelberg 6-color press with coater CD Speedmaster was purchased. We partnered with Kodak, in 2008, and implemented their on-line proofing system called Kodak InSite. Even in 2009, despite the worst financial downturn our country has seen, we welcomed the addition of a Heidelberg diecutter.

We know what's important to you and are driven to ensure your satisfaction and success through our competitive pricing, streamlined production and superior quality. We look forward to continuing our

relationship with you now and in the better times that lie ahead.

### **LUNCH & LEARN [ TRAINING CLASSES ]**

Our Lunch & Learn Training Classes are one way we like to support our customers. Classes are held periodically throughout the year.

For more information, please contact **Roger Peaks** at 972.506.7400.



# Going Green

From furniture and building materials to product packaging and magazines, today, it seems everything is “Going Green.” Here are a few examples of what that means in the printing industry and how your decisions can be an important part of creating a more sustainable world.

## [ THE LOGO IS ON A GROWING NUMBER OF PRODUCTS... ] WHAT DOES CERTIFICATION ACTUALLY MEAN?

Almost everything made from wood and other forest products is available with the FSC (Forest Stewardship Council) label, and literally every day, more FSC products become available. Any product made of pulp or paper has the potential to be certified as long as the wood used in the product originates from FSC-certified sources.

FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Established in 1993 in response to concerns over global deforestation, FSC is widely regarded as one of the most important initiatives of the last decade to promote responsible forest management worldwide. FSC is represented around the world.

The FSC certification system allows you to know that the professionals you are working with are doing the right thing, and taking business away from companies that may still be supporting illegal, unsustainable, unverified logging activities. The intent of the FSC system is to eliminate habitat destruction, water pollution, displacement of indigenous peoples and violence against people and

wildlife that often accompanies logging. In order to use the FSC logo as an “environmental claim” on paper, the product must have flowed through the FSC “chain-of-custody” from the FSC-certified forest, to a paper manufacturer, merchant and printer. The chain-of-custody certification indicates that every phase, from planting and harvesting to transportation and production to sale, has been carried out in a responsible fashion.

Certification in the forestry and paper industry is a growing trend, and credible certification now comes from several organizations in North America in addition to FSC. They

include the Sustainable Forestry Initiative (SFI), the American Tree Farm System (ATFS) and the Programme for the Endorsement of Forest Certification. All of these third-party experts set standards and work with an accredited organization to verify a paper company's performance. Having multiple routes to certification has led to improved standards and more options for obtaining certified products. This availability also helps to keep costs down, and all third-party certifications are helping to ensure that more and more forests are being properly managed for the future.

In the U.S., only 12.5% of forests are certified. SFI-certified forests make up most of that number (45%), followed by ATFS (30%), FSC (12.5%), and SFI/FSC dual-certified (12.5%).



SUSTAINABLE FORESTRY INITIATIVE



[ THE "GREEN" FOCUS IS GENERALLY ON PAPER... ]

## BUT WHAT ABOUT THE INK THAT COATS THE PAPER?

Until recently, the printing industry has used petroleum-based inks, which have two primary environmental drawbacks. First, they are made using a non-renewable resource (petroleum). Second, petroleum-based inks release Volatile Organic Compounds (VOCs) which reduce indoor air quality and can have negative short-term and long-term health effects. Now, environmentally responsible alternatives are available...

Soy inks, which are derived from soybeans, are an alternative that was originally developed for use in newspaper printing, but has spread throughout the offset printing industry. Some of the benefits of using soy inks instead of petroleum-based inks are:

- Soy inks are more sustainable - they come from a renewable resource
- Soy inks are more environmentally friendly —some actually release zero VOCs
- Paper printed with soy inks can be deinked more easily, making it easier to recycle
- Colors are brighter and more vivid

Non-VOC inks do not emit any volatile organic compounds (VOCs), which are harmful to the ozone. These inks can contain over 20% soy oil, which is a renewable resource and qualifies this type of ink to earn the soy ink seal. Newer varieties of ink are also formulated to be used without isopropyl alcohol. These inks do not contain petroleum solvents and

have VOC levels around 20-25%. There are also lines for waterless presses. Because there is no need for water, no waster water is generated in the pressroom.

### Nieman Printing recycles:

- > 400,000 pounds of paper per month
- > 4,000 pounds of plates per month

**It's a C M Y K world.**  
And we love keeping it green\*!

# en



Trying to do the right thing and buying responsibly produced products can be confusing. The FSC label makes it easy to make the right choice when buying timber and paper products as well as other forest products. Here is why choosing

#### **"Only FSC" makes a difference:**

- prohibits conversion of natural forests or other habitat around the world
- prohibits the use of highly hazardous pesticides around the world
- prohibits the cultivation of genetically modified trees (GMOs)
- respects the right of indigenous peoples around the world
- controls each certified operation at least once a year – and if they are found not to comply, the certificate is withdrawn



## [ CHANGE THE WAY YOU DO BUSINESS AND SAVE THE EARTH ] WITH InSite—OUR ONLINE PROOFING SYSTEM

Time, convenience and control are the powerful benefits of **InSite**—an easy-to-use internet portal that connects directly to Nieman Printing's presses. Upload, preflight, review and approve content within minutes, at your convenience. You have the ability to expedite the job submission and proofing process— from any location, at any time. **InSite** uses pixel-streaming technology, so even very large files can be accessed via the Internet.

Additionally, multiple reviewers can access your proofs in real-time and share information virtually on the screen in order to make immediate changes and approvals. **InSite**

generates preflight reports as you upload your files—there is no waiting for Nieman Printing feedback.

Job status tracking up to and through the print-ready page approval stage is another helpful feature—monitor status in real time as the files successfully upload, are reviewed, annotated and approved. You can even download any page in .jpg or PDF format in high or low resolution.

Join our more than 400 **InSite** users who are helping keep our Earth green by proofing thousands of pages a month online.

## [ NEW TOOLS | NEW MARKETS ]

### NEW OPTIONS MEAN GREATER FLEXIBILITY

Nieman Printing has just acquired the new Heidelberg Varimatrix 105 CS diecutter to expand our production capabilities.



Packaging made from paper, card, cardboard or corrugated board is usually die cut from flat sheets. During this process, the blanks may also receive additional crease lines or blind embossing. These are complex procedures, so each sheet must be individually die cut. The materials used and cutting dies must meet stringent requirements with minimal tolerances. The Varimatrix 105 CS (CS stands for cutting and stripping) cuts paper of 80 grams per square meter and above, card or solid board up to 1,400 grams per square meter, and corrugated board up to a thickness of 0.16 inch at a processing speed of up to 7,500 sheets per hour and a cutting force of up to 300 tons. The sheet formats that can be processed range from a minimum of 13.78 x 15.75 inches to a maximum of 29.53 x 41.34 inches.

One new option for the Varimatrix 105 CS is the small sheet device for the 11.81 x 13.78 inch format. This is suitable for paper and card from 80 grams per square meter to 1,400 grams per square meter and corrugated board with a total thickness of up to 0.16 inch. Further options include tried-and-tested anti-static devices for processing paper at the feeder and belt table and for handling plastic materials in the stripping station and delivery.

Thanks to technical features, such as an independent servomotor for the belt table, the Varimatrix 105 CS impresses with its high quality, flexibility, and cost-effectiveness. The belt speed can be adjusted independently of the machine speed. Sheets are fed to the front and side guide edges at optimum speed, and this smooth sheet travel results in a higher net output. All four front lays are equipped with optical sensors and can be paired as required to provide optimum system monitoring. This ensures even better quality control over the entire sheet width.

"With the Varimatrix, we can handle all kinds of jobs - whatever the format. Our productivity has increased by several hundred percent and our quality is also much better. The capacity is unbelievable. It has made us very competitive, in particular for print runs exceeding 4,000 copies. Most other companies have difficulty keeping up with us," says Matt Nieman.



10615 Newkirk, Suite 100 • Dallas, Texas 75220  
P 972.506.7400 • F 972.869.3632  
www.niemanprinting.com



## 2009 GRAPHEX AWARDS COMPETITION



Nieman Printing was recently awarded the most significant number of awards from the PIA (Printing & Imaging Association of Mid-America) Graphic Excellence Awards Competition in the company's 30-year history.

Nieman Printing is looking forward to continuing this winning tradition for many years to come. This is just one more way we are able to help our print partners achieve the recognition they deserve with the proven quality we can provide.



Mixed Sources  
Product group from well-managed  
forests, controlled sources and  
recycled wood or fibre

Cert no. SW-COC-003300  
www.fsc.org  
© 1996 Forest Stewardship Council



This newsletter is printed on  
65# Fortune Matte Cover  
generously donated by Xpedx.