

Owosso 65 Years Young!

2014 Edition



The year, 1949—when the minimum wage was \$.70 per hour and a new car cost \$1,420. This was also the year that Ken Bentley founded Owosso Graphic Arts.

Mr. Bentley saw an opportunity when he discovered that our local newspaper couldn't publish photos with late-breaking stories—they just couldn't get a photoengraving in time. So he borrowed some money from his mother, bought a photoengraver's "how-to" kit and set up shop right next door.

Newspapers demanded fast service—late breaking news needed photos, pronto! So our first product, halftones and letterpress plates, taught us the meaning of fast turn-around. The reputation of OWOSSO's quality and service spread quickly and before long we were making plates for newspapers across Michigan, Indiana and Ohio. Owosso Graphic Arts was purchased in the early 60's by the Voight family after the sudden death of Mr. Bentley and continues to be a family owned business.

Fast forward to 2014 – 65 years later our dies are used in a variety of industries, everything from IV bags to soap—all over the world. Our Plant Manager, Craig Ellenberg, likes to tell people that in your everyday life you will come in contact with a product that used one of our dies.

Our success is due largely to the ORIGINAL FIVE that started with the company – Rudy Henn, Leon Pettit, Duane Banta, Don Spitzer and Phil Henn. Their dedication to quality, ingenuity and customer service was the cornerstone of our success. The ORIGINAL FIVE have all retired, with a combination of 219 years with OWOSSO, but they taught us "young" folks well and we remember the lessons of the past to help guide us into the future. OGA

Like the ORIGINAL FIVE, our current staff is dedicated beyond words. We thank them and YOU for helping us make it to 65 years!

Our oldest, current customer is Cadillac Printing in Cadillac, Michigan—they've been buying letterpress plates from us for 46 years! In business since 1921, their business has shifted to mostly offset printing, but they still buy plates to letterpress tags for area companies.

Our thanks to Cadillac Printing for being such a loyal customer!



Get Your Daily Dose of Magnesium



Magnesium is an extremely user-friendly metal and can be used for a variety of applications, including hot stamping, embossing, debossing, letterpress printing, thermal kiss-cutting, membrane switch overlay embossing, signage, plaques, rubber stamp master, mold master and more.

Many people think that magnesium has a limited use because of its hardness, and they would be partially correct. Of the three most common metals used in our industry (brass, copper and magnesium), magnesium is the softest. However, magnesium has advantages over the other metals: Magnesium is a cost-effective material for any of the applications mentioned previously.

Magnesium dies can be etched to any depth an application requires, with many being etched .180" deep or deeper. On 3/8" thick magnesium, it is common to etch away a 1/4" and still leave a 1/8" base. Magnesium is durable: Converters have embossed 250,000 aluminum license plates using a male/female die set, CNC machined out of magnesium, with the last impression being as clean as the first.

Cleaning and Storing Magnesium Dies A soft bristle fiber brush can be used gently to thoroughly clean a magnesium die, but great care should be taken as magnesium dies are softer than brass or copper. Most any soap or detergent can be used to clean the dies, as long as all of the chemicals are removed from the die and

the die is dry when stored. The number one goal is to remove or reduce oxygen to the die, as it contains moisture, which will start the oxidizing process. A light coating of food-grade oil (i.e., PAM cooking spray) will aid in the protection of magnesium dies.

Smaller dies can be packaged in a re-sealable plastic bag. Another option is to place a Silica gel packet or cube in the re-sealable bag with the die. Silica gel is a highly porous silicon dioxide that binds water materials and draws them away from any material.

You can see clearly now with ACRYLIC SOAP STAMPS!

Now along with our Etched Magnesium Soap Stamps we are offering Acrylic. The advantages with Acrylic Soap Stamps: you can see through them for exact positioning, and the shoulder of the image is precise which makes for a clean impression—no pun intended! Because Acrylic Soap Stamps are produced on a CNC machine, we do need 100% Black & White VECTOR ART--these files are created in Illustrator, Corel Draw or Freehand and may be saved as .eps or native file format.



Manufacturing Marvels®

Owosso Graphic Arts was the showcased company on Manufacturing Marvels® on Friday, June 6th, 2014 on The Fox Business Network® during "The Independents". These manufacturing spotlights are produced by award winning producers Bob and Jerry May and award winning director Bryan McCullough. The 2 minute productions feature American manufacturers, their products and processes.

This video was shot on location at Owosso Graphic Arts manufacturing facility in Owosso, Michigan and narrated by nationally acclaimed voice talent John Criswell – a former news anchor for CBS and ABC for over 40 years. "It was very exciting to be involved in this project," says Kathy Wilson, President of Owosso Graphic Arts. "This solidifies the reputation that OWOSSO has earned over the years of delivering quality dies and service to our customers."

The video can be viewed on our website (www.owosso.com) and Facebook page.



For Sale: Pre-Press, Copiers, Bindery, Letterpress & Miscellaneous items. For more details and info please contact Mario Williams Jr. 305.769.9925 or email mario@broswilliamsprinting.com.

CUSTOMER SPOTLIGHT!

A close up photo of a urinal screen called the Wave 2.0 that we manufacture here at Fresh Products. We get all of our hot stamps from you guys and the quality always comes out great. Thanks for the great service all these years!

Here are some of my soap creations where I've used your beautiful soap stamp. I will be ^{OGA} ordering more. Love your work!
~Fresh Soap Company



Golf bag tags hot stamped using OWOSSO dies.
~Mayfair

Let's Get Social!

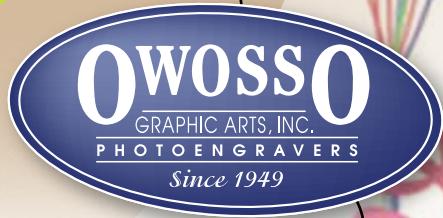


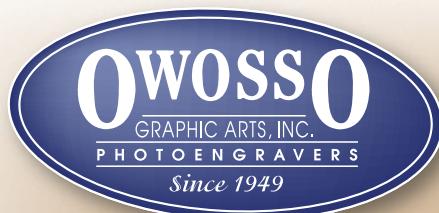
Company Picnic 2014

OWOSSO's 65th Anniversary Picnic was held on August 16th!

Great food, fun and weather! We had Associates and families attend with nearly 100 people enjoying the festivities. We had Chugger The Choo Choo inflatable, midway games, a photo booth, micro reality car racing, airbrush tattoos and a clown. Oh, and don't forget the ice cream sundae bar!

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151 N. Delaney Rd
Owosso, MI 48867
800-444-5552
Fax: (989) 723-5399
Email: engraver@owosso.com
Web Site: www.owosso.com

The Owosso Journal 2014 Edition

In This Issue...

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- "65th Company Picnic"
- "Spot & Win!"

Do you have a friend or co-worker who would enjoy this newsletter?

Please Pass It On!

Spot & Win

How many times can you spot the OGA's randomly placed throughout the Journal? Tell us and you could win an OWOSSO tee shirt!

*Remember, the two symbols on this page do not count!

If you can find
the
OGA's,
you can be a
winner
TODAY!

Fax: (989) 723-5399 -or-
engraver@owosso.com

Contest Entry Form

Answer: _____

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Tee Shirt Size (Circle One): M L XL