

# The OWOSSO Journal

Where We Live on the Etch!

Volume 25 • Issue 151 • 1<sup>st</sup> Biannual 2012

A publication for the customers and friends of Owosso Graphic Arts, Inc.

## Revamped Online Ordering System

After filling in all the information, confirm all the details.

When attaching a file, you now have the "Clear" button.

Electronic Files (I have attached a file)

Please attach a file by selecting a compressed file by clicking here.

You are responsible for providing new die character or image size. Use our online order form.

There will be a \$5.00 additional charge for each file.

Select the file properties.

Platform: Select a platform

File Type: Select a file type

File Size: Select a file size

File 1:

Do you need to select a file?

Order Information

Date: \_\_\_\_\_

PO #: \_\_\_\_\_

PO File: \_\_\_\_\_

Date Required: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Payment Information

Method: All orders must be paid by an approved credit card.

VISA  MASTERCARD

Card No.: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Dile Information

Type: \_\_\_\_\_

Metal: \_\_\_\_\_

Level: \_\_\_\_\_

F.Mounting: \_\_\_\_\_

Options: \_\_\_\_\_

Quantity of Dies: \_\_\_\_\_

Other Info

File Name: \_\_\_\_\_

Platform: \_\_\_\_\_

Type: \_\_\_\_\_

Size: \_\_\_\_\_

ZipCode: 12345

We took hundreds of suggestions from our customers and revamped our on-line ordering system to make your ordering experience with OWOSSO even better.

As a registered customer you will also have access to our 'forum' where you can seek help on a project from us or other customers, or simply leave a comment.

### OWOSSO's On-Line Ordering System

[www.owossographic.com](http://www.owossographic.com)

New Customers  
Go to our website  
Click on "Register"

Currently Registered Customers  
Go to our website  
Click on "Client Login"

If already registered enter your email address as your "User Name" and use "newpass" as the "Password" and click "Login". New customers proceed to "New Customer Registration".

**It's HERE!**

Next click on "Profile" to update your password, ship to information, billing information and any other information you may need to. **It's very important that you update your profile.**

After you have finished entering your updated information, scroll to the bottom and click "Update Profile".

**Other Information**

UPS Direct Bill Account: \_\_\_\_\_

FedEx Direct Bill Account: \_\_\_\_\_

**Update Profile**

Online Ordering

OWOSSO's Online Ordering System uses secure online order forms to ensure the security of your information. Your information will be encrypted using a 128bit encryption process. Credit card details are not retained in this system or database. All credit card details are processed by a financial institution in a secure environment.

No information is, or will be, gathered to use for any reason other than business between you and OWOSSO. We do not share your information in any way with anyone other than what is needed to process an order.

Welcome andy huff

**SSL**

New features include:

- ✓ Ability to edit templates
- ✓ Attach a PO to your order form
- ✓ Attach up to 6 files on one order form
- ✓ View your ordering history
- ✓ Put notes next to each file attachment
- ✓ Eliminated the confusing file size questions
- ✓ Enhanced security

Go ahead and take it for a test drive, kick the tires—whatever you need to do. If you need help, don't be shy—give us a call and one of our customer service specialists will be happy to help you out!

For more screen shots & in-depth information, see page 6.

OGA

# Products & Services



## Dreaming of Pretty Paper Holidays

Do you remember the days when people sent paper holiday greetings via snail mail? We posed that question early in 2011 with Our 'Pretty Paper Holidays' promotion. It struck a chord with some of our letterpress friends and generated some stellar examples from our customers—everything from Father's Day to Christmas to birthdays.

Thanks to everyone who participated. Shown here are just a few of the submissions. Those featured are from our friends at Duckpin Press, LadyBug Press and Two Hand Designs.



"When Kelly comes into work every morning, her smile lights up the whole office. Find out if that gets us a green energy tax credit."

## Fingerprints of Love

Using a 16 gauge copper die for a mold, John Croff made this wedding band using the bride's fingerprint for the pattern. What a unique idea! Thanks for sharing John!

## WILLIE NELSON on Tour

by Guthrie Thomas

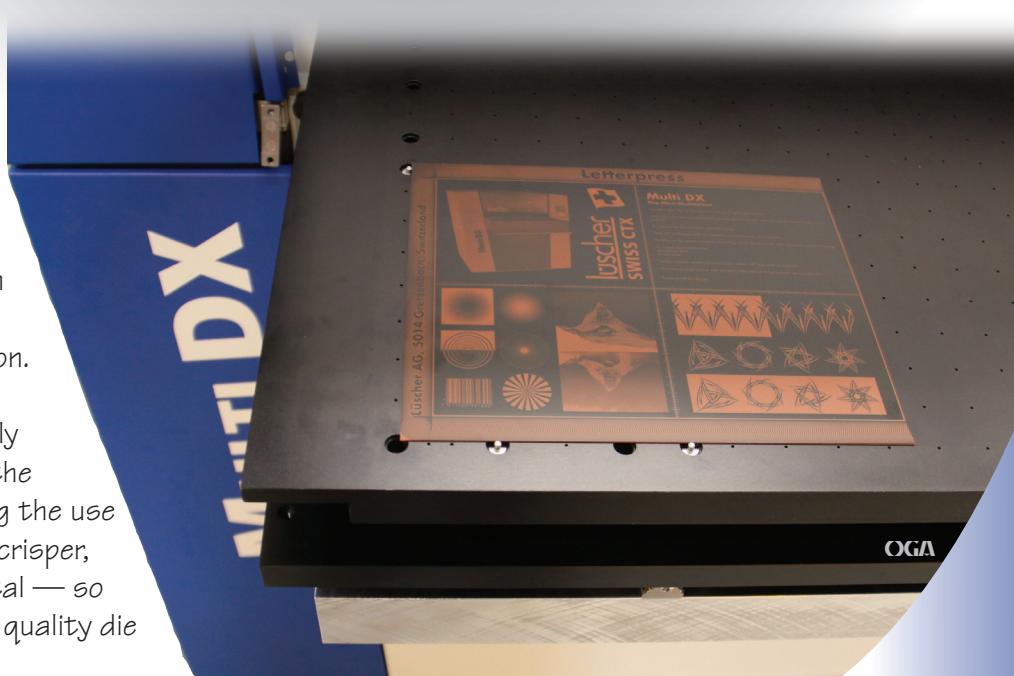
The first of many Guitar Picks to start off the New Year 2012 Tour Schedule for Willie Nelson. Willie guitar picks are, by far, the most difficult to custom make and imprint. It is also of interest that Willie changes his guitar pick design on almost every tour he does. Willie had over 20 different designs in 2011 alone. Of course, special thanks goes to Dr. Buddy "Budrock" Prewitt, L.D., Willie's personal Executive Lighting Director and Guitar Pick Master, and Owosso Graphic Arts for their excellent service and professional dies used to make Willie Nelson Guitar Picks.



## Investing in Quality

Direct to Plate is common in the printing world — not so common in photo-engraving. OWOSSO recently installed a direct imaging unit by Swiss manufacturer Luscher. This is the first installation in the United States by Luscher for our application.

Direct to Plate is basically going from computer to the imaging unit — bypassing the use of film. The results are a crisper, cleaner image on the metal — so yep, that means a higher quality die for you!



## Upcoming Shows

### National Stationery Show

May 20-23  
New York, NY

### IEGA Conference

June 21-23  
Charleston, SC

### Graph Expo

October 7-10  
Chicago, IL

### SGIA

October 18-20  
Las Vegas, NV

# Community

## Phil the Etcher-Win \$100!

### Celebrate Phil Henn's 43<sup>rd</sup> year with OGA!

You've all probably heard about Flat Stanley — the famed traveling storybook character. How about the gnome that's photographed in exotic locations? It's our turn — and yours if you choose to participate!

Shoot us an e-mail or give us a call and we'll send you an official **Phil The Etcher** to snap a photo with. Take him out to dinner; on vacation; to sporting events; weddings, etc. You have until **December 31, 2012** to submit your picture and entry form by e-mailing it or mailing it to us. We only ask that you keep it 'G' rated. A panel of OWOSSO judges will

the winning en-  
Visa gift card  
OWOSO  
as many

vote on the best picture and  
try will receive \$100.00  
and a write up in The  
Journal. Enter  
times as you like!



OWOSO  
DEC 31  
2:30PM  
2012  
MI

### Phil the Etcher Entry Form

Name \_\_\_\_\_

Company \_\_\_\_\_  
(where do you work?)

e-mail address/phone number \_\_\_\_\_

where/when picture was taken \_\_\_\_\_

Photo Release Signature  
(Allows OGA to use the picture and information  
in The OWOSSO Journal and the Owosso Graphic  
Arts Facebook page.)

### Wants & Sales

The next issue of The Owosso Journal  
will be published in the 2<sup>nd</sup> half of 2012.

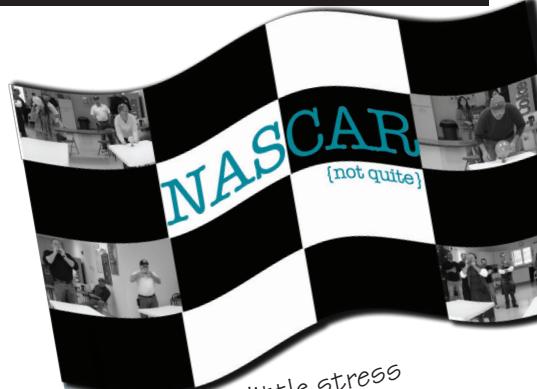
To run your classified, simply submit  
your copy by September 15, 2012.

Mail: 151 N Delaney Rd, Owosso, MI 48867  
Fax: 989.723.5399  
Email: [engraver@owossographic.com](mailto:engraver@owossographic.com)

OGA

### FOR SALE

Used 30" Kluge foil cutter with  
a Boston Gear motor. \$800 or  
best offer plus shipping or pick up.  
Chris 847-490-5696.



We had a little stress  
reliever fun back in December.  
The first one to blow up  
their balloon and race  
the car to the end of the  
table won. Randy earned  
the bragging rights!

### Successful Blood Drive



American  
Red Cross

OGA  
We held our bi-annual blood drive  
on January 6<sup>th</sup> with 32 presenting  
donors and 26 productive units —  
our best one yet!

**Did you know?** Only 3 out of 100  
people in the U.S. donate blood.

**OWOSO**  
GRAPHIC ARTS, INC.  
PHOTOENGRAVERS  
Since 1949

# Associate News

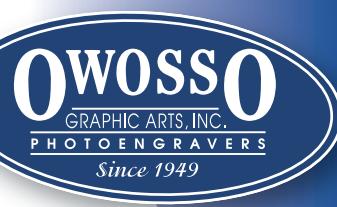
## Giving Back

OWOSO associates decided to "give back" their Christmas present from the company in 2011 and instead donated the money that would have been spent to the Shiawassee Humane Society. The Toys for Tots campaign is something that we do every year. We have a great group of people who care about our community.



## Employee Spotlight

We want to acquaint you with our hardworking, dedicated crew here at OWOSSO.



### Meet Sean Anderson!

Can you drive a stick shift?

Yes, I can

What is your worst quality?

Not yet discovered

If you could have any superpower, what would it be?

The ability to turn back time

Favorite smell: Fresh cut grass

Favorite band of all time: Rush

What did you want to be when you were 12 years old?

I wanted to be older

If I came to your home and looked in your refrigerator, what would I find?

Cold beer

If you could choose to be any animal, what would it be and why?

A bird, just to have the ability to fly

If you were another person, would you be friends with you?

Yes, I think I'm a likeable person

Worst song ever made:

Bob Marley's cover of "I Shot the Sheriff"

Best thing about living in Michigan?

You're never far from a lake of some sort

How many pairs of shoes do you own?

Seven and I wear them all

Chocolate or Vanilla? Chocolate

Coke or Pepsi? Diet Pepsi

Favorite thing about working at OWOSSO?

The challenge of the day-to-day business. Learning new things.

5

## Owosso Graphic Arts Honor Roll

Our honor roll system is for all kids of OWOSSO Associates, grade school through high school. An 'A' report card earns the kids \$50 and an 'A/B' report card earns them \$25.

### All A's

Callie Kendrick—5<sup>th</sup> Grade

Parker Pendergast—7<sup>th</sup> Grade

### All A's & B's

Mariah Cornell—9<sup>th</sup> Grade

Sara Curtis—11<sup>th</sup> Grade

Deegan Hickmott—1<sup>st</sup> Grade

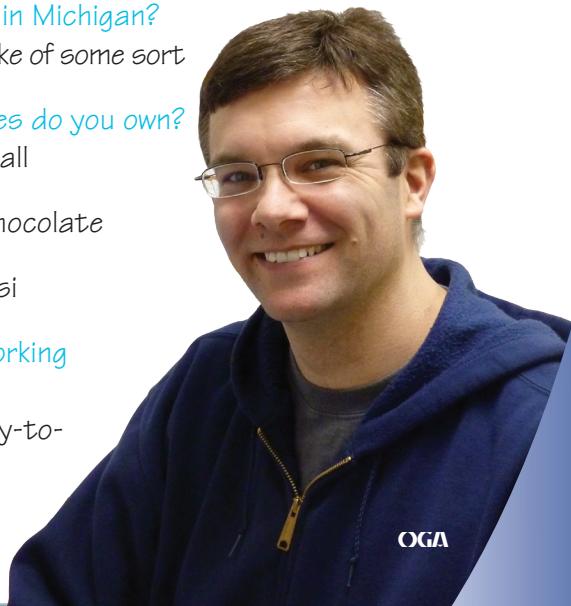
Hannah McAvoy—9<sup>th</sup> Grade

Payton Pendergast—4<sup>th</sup> Grade

Peter Pendergast—6<sup>th</sup> Grade

Carmen Roy—5<sup>th</sup> Grade

Chloe Wilson—9<sup>th</sup> Grade



Department Facility Manager/Purchasing  
Years with Owosso 14

# Online Ordering System

**Continued...**

## New Features

When placing an order you have 3 options under the "Create Table As" (Order, Draft, Template).

**Photo Engraving Order Form**

Instructions  
Create Table as:  
Template/Draft Name:  
Customer Notes:

The "Order" feature allows you to place an order. The "Draft" feature allows you to start the ordering process and save the information for later if you are not ready to place the order. The "Template" feature allows you to create a template for future orders and saves the basic (metal choice, outcome, finishing, etc.) information to your profile. You can also create a template and place an order at the same time. Just click template and it will ask you if you would like to place this as an order or just save as a template. The template feature is a quick and easy way to order from OWOSSO. The next time you login to order scroll down to your templates and click on the saved order form. All the basic information from your previous order will be saved. Just attach a new file and click upload, enter shipping info and submit your order online! Templates can also be edited.

Upload up to six attachments. Just simply click the number of attachments needed in the "Electronic Files" section of the order form. Please be sure to fill in all the required fields (\*) before uploading your file.

**Electronic Files (I have 1 2 3 4 5 6 attachments)**  
Please attach a file by clicking on the Browse button. If you have more than 6 files to attach, please include all the files in a single compressed file by using common compressing tools such as Winzip, Stuffit, PKZIP or Zip.  
You are responsible for giving us the correct size of your artwork. If the die has to be remade because of an incorrect size provided, new die charges will apply. Please do not use special characters such as ~, ^, \*\* and fractions in either the file name OR image size. Use only whole numbers or decimals such as 1.25.  
There will be a \$5.00 artwork conversion fee if your artwork is not 100% black & white.  
Select the file properties such as Platform, File Type, and File Size before uploading a file.

Platform: Select a platform  
File Type: Select a file type  
File Size: Select a size option

Specific Die Size (Optional): Trim with Extra Outside Image(Optional): File/Size Notes:

File 1:  Browse... Upload Clear

These areas are for this specific file

When attaching a file be sure to click the "Upload" button after you have browsed for your file. Also you now have the option of removing your file if you chose the wrong attachment, just click the "Clear" button.

**Electronic Files (I have 1 2 3 4 5 6 attachments)**  
Please attach a file by clicking on the Browse button. If you have more than 6 files to attach, please include all the files in a single compressed file by using common compressing tools such as Winzip, Stuffit, PKZIP or Zip.  
You are responsible for giving us the correct size of your artwork. If the die has to be remade because of an incorrect size provided, new die charges will apply. Please do not use special characters such as ~, ^, \*\* and fractions in either the file name OR image size. Use only whole numbers or decimals such as 1.25.  
There will be a \$5.00 artwork conversion fee if your artwork is not 100% black & white.  
Select the file properties such as Platform, File Type, and File Size before uploading a file.

Platform: Select a platform  
File Type: Select a file type  
File Size: Select a size option

Specific Die Size (Optional): Trim with Extra Outside Image(Optional): File/Size Notes:

File 1:  Browse... Upload Clear

Do you need to send a PO? Now you can attach your PO in the order form.

**Order Information**

Date: 10/19/2011 MM/DD/YYYY  
PO #:   
PO File:  Upload Clear

Date Required:  MM/DD/YYYY  
Contact Name:

OGA

**Continued...**

After you click the "Go Back to Orders" button you can "View" your order and also check the status of the order.

Welcome Andy Huff

Please select a product

**Create Order:**

Start Date: End Date:  Submit Reset

**Order History**

Product	Order Date	Order PO	Date Required	Die Quantity	Status
Photo Engraving	10/07/2011		10/07/2011	1	Processed
Hot Stamping Die	10/04/2011	1	9/21/2011	2	Pending
Hot Stamping Die	9/21/2011		9/16/2011	1	Pending
Debossing Die	9/16/2011		9/16/2011	1	Pending
Hot Stamping Die	9/16/2011		9/16/2011	2	Processed
Fabric Embossing	9/14/2011	1	9/14/2011	1	Pending
Thermal Die	9/14/2011	1	9/13/2011	1	Pending
Hot Stamping Die	9/13/2011	1	9/13/2011	1	Pending
Debossing Die	9/13/2011		9/13/2011	1	Pending
Hot Stamping Die	9/13/2011		9/13/2011	1	Pending

1 2 3 4 5 6 7 8 9 10

**Order Templates**

Name	Product
Thermal Die	Thermal Die

Edit | Delete Thermal Die 1/4

You can now "Edit" your templates. OGA

...and, so much more at  
[www.owossographic.com](http://www.owossographic.com)!

**Continued...**

After filling in all the information on the order form, click "Continue" at the bottom of the page to confirm all the information is correct.

**Photo Engraving Order Form**

Platform: MAC  
File Type: Illustrator  
File Size: Same Size  
File 1:  File Uploaded: grid.ai

**Order Information**

Date: 1/11/2012 MM/DD/YYYY  
PO #: test  
PO File:  Upload Clear

Date Required:  MM/DD/YYYY  
Contact Name: Andy Huff

**Payment Information**

Method: Invoice My Company  
All orders must be paid by credit card or COD unless we have an approved credit application on file.  
Card No.:   
Name on Card:   
Exp. Date:   
Billing Address:   
Address: 151 N Delaney Rd  
City: Owosso  
State/Province: Michigan  
ZipCode: 48867 Country: United States

Shipping Instructions

UPS:  Ground  UPS International:  FedEx:  FedEx International:  U.S. Mail:  UPS Bill Account:  Use Account on File  \*Delivery times are standard times only for commercial addresses, check availability in your area. PO BOXES WILL NOT BE CHARGED TO THE SHIPPER ACCOUNT NUMBER SPECIFIED IN YOUR CUSTOMER PROFILE IF AN ACCOUNT NUMBER IS NOT SPECIFIED. SHIPPING FEES WILL BE INVOICED.  
Handling fee is 1% of the die order with a minimum of \$1.00, maximum of \$25.00 per die order.  
\*\*International options may not be available/available in your area, check with UPS or FedEx to verify.  
\*\*\*We do not offer same day shipping via U.S. Mail and cannot guarantee same day shipping for you or others to track your order. We are not able to remake an order at the present time.

BACK CONTINUE

Since 1949

# The Owosso Journal

**Owosso Journal** is published biannually for the fun of it. We hope you enjoy perusing its pages as much as we enjoy putting it together. We only ask that you think of us next time you need brass, copper & magnesium photo-engraved dies!—Thanks! 1<sup>st</sup> Biannual 2012

Design: Carrie Farr

Lots of help from: Kathy Wilson &  
Kathleen Mahoney

**What is an OWOSSO?** Well, besides being a neat little town in Mid-Michigan, it's home to America's Largest Brass, Copper and Magnesium Photoengraver. We've specialized for over 60 years in producing the highest quality dies for the printing industry. We offer:

- Free technical support
- Free estimates

## Contact Us:

800-444-5552

Plant Manager: Craig Ellenberg

Tech Support Manager: Joe Holden

Imaging Tech Support: Kathleen Mahoney, Andy

Huff, Janeen Moskal &

Cary Britten

President: Kathy Wilson

Customer Service Specialists: Tina Davis, Lori Mills,  
Brandie Albring &  
Jackie Pospisil

Customer Service Billing: Stacy Davis

Office Manager: Dottie Roy

Nat'l Account Director: Doug Pendergast, 989-277-8369

Nat'l Acct Dir. Email: dpendergast@owossographic.com

Business Fax: 989-723-5399

Business Email: engraver@owossographic.com

On-Line Ordering available at [www.owossographic.com](http://www.owossographic.com)

## How are we doing?

Send us an Email, fax or letter and let us know what you would like to see in

*The OWOSSO Journal.*

Your thoughts about OWOSSO are important to us—Tell us! Thanks!



# Holiday Schedule 2012-13

**OWOSSO**  
GRAPHIC ARTS, INC.  
PHOTOENGRAVERS  
Since 1949

- 28<sup>th</sup> May-Memorial Day  
4<sup>th</sup> July-Independence Day  
3<sup>rd</sup> September-Labor Day  
22<sup>nd</sup> } November-Thanksgiving  
23<sup>rd</sup> } December-Christmas  
25<sup>th</sup> } Dec-Jan-New Year's  
31<sup>st</sup> } 1<sup>st</sup>

We will be spending some time with our families during these days. Our answering system is always on to take your messages, and we will return your phone call the next business day.

OGA

## Owosso...

### A Great Place to Visit...and Call Home!

Like other small communities, our hometown is unique. We thought we'd share some of our area's special events with you, just in case you happen to be passing by. If you are in our neck of the woods, we hope a stop at Owosso Graphic Arts is first on your list!



#### The Shiawassee County Convention and Visitors Bureau at 989-723-1199 [www.shiawassee.org](http://www.shiawassee.org)

would be happy to answer any questions about the following events, or transportation & accommodations. Please give them a call! OGA

#### Farmer's Market

Every Saturday, May-October,  
Downtown Owosso.

#### Owosso Amphitheater Summer Concerts

300 Block of Water Street.  
Every Thursday, June-August, Lawn seating (bring a blanket or chair).  
[www.owossoamphitheater.org](http://www.owossoamphitheater.org)

#### Owosso Curwood Festival

Annual event on the 1st full weekend in June. Parade, Raft Races and Arts & Craft Show. This festival bears the name of James Oliver Curwood (1878-1927). Famed conservationist and author of 33 novels.  
[www.curwoodfestival.com](http://www.curwoodfestival.com)

#### Corunna 4<sup>th</sup> of July Celebration

McCurdy Park, Corunna. All day long activities, entertainment, food & fireworks.  
[CorunnaParks.com](http://CorunnaParks.com)

#### Shiawassee County Fair

2900 E Hibbard Rd, Corunna  
Held the first full week in August.  
[shiawasseecountyfair.com](http://shiawasseecountyfair.com)

#### Fall Fly-In

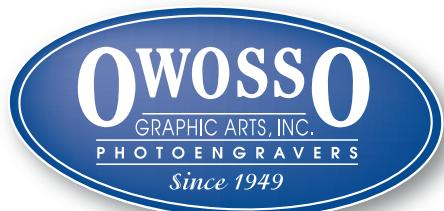
Owosso Community Airport, Held in September. Enjoy a nice breakfast in an airport hangar while watching planes fly-in from all over Michigan, including classic War Birds.  
[www.krrp.org](http://www.krrp.org) OGA

#### North Pole Express

Thanksgiving weekend through mid-December. Passengers depart from the Steam Railroading Institute in Owosso, Michigan, and will be riding the rails in vintage passenger cars that will be pulled by one of Great Lakes Central's historical diesel locomotives.  
[www.michigansteamtrain.com](http://www.michigansteamtrain.com)

This issue's cover was foil stamped with an OWOSSO magnesium die. Foil provided by Nakai International #21 Red.

Owosso Graphic Arts • 800-444-5552 • [www.owossographic.com](http://www.owossographic.com)



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Web Site: [www.owossographic.com](http://www.owossographic.com)

### In This Issue...

"Updated Online Ordering"

"Dreaming of Paper"

"Willie Nelson & OGA"

"Win \$100 with Phil"

"Spot & Win!"

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

**Please Pass It On!**

# The 1<sup>st</sup> Biannual 2012 Owosso Journal

## 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!

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

Fax: (989) 723-5399 -or-  
[engraver@owossographic.com](mailto:engraver@owossographic.com)

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

Simply fill out the form or include the same information in an email.

### Contest Entry Form

Answer: \_\_\_\_\_

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Tee Shirt Size (circle one):    M    L    XL

