

# 2012 GOLDEN CYLINDER AWARDS

Each year, the Gravure Association of America conducts the Annual Golden Cylinder Awards Competition to promote the gravure process and to provide peer recognition for technical achievement. Submissions from around the world were received, cataloged, and displayed for the intensive two days of judging and deliberations. The quality of the entries was excellent, making the evaluation process challenging.

Even though the Judges for the competition represent specific sectors, all judges examine all the entries. From the packaging/product sector, the judges included: Todd Luman, Laser Engraving Manager, Interprint, Inc.; Chiawei Wu, Engraving Manager Packaging Corporation of America (PCA); and Gary White, Plant Manager, Pamarco Global Graphics. The Educator sector was represented by Bob Chung, Professor at Rochester Institute of Technology. The judges from the publication sector were Sue Raleigh, Senior Tech Project Manager, Flint Group; Brian Fenner, Printing Research Scientist/Service Mgr., NewPage Corp.; and Clayton Burneston, Technical Director, Manufacturing & Quality Assurance, National Geographic Society.



Seated (left to right): Bob Chung, Professor, Rochester Institute of Technology; Sue Raleigh, Senior Tech Project Manager, Flint Group; and Brian Fenner, Printing Research Scientist/Service Mgr., NewPage Corp. Standing (left to right): Chiawei Wu, Engraving Manager, Packaging Corporation of America (PCA); Gary White, Plant Manager, Pamarco Global Graphics; Todd Luman, Laser Engraving Manager, Interprint, Inc.; and Clayton Burneston, Technical Director, Manufacturing & Quality Assurance, National Geographic Society.

The Golden Cylinder Awards for the Packaging and Product categories were announced at a luncheon at the GAA Packaging Conference at McCormick Place in Chicago on October 11. The Golden Cylinder Awards for the Publication category were announced at a luncheon at the Gravure Publication and Premedia Conference (PPC) at the Waldorf Astoria Hotel, Naples, Florida on November 12.

## 2012 CYLINDER SOCIETY INDUCTEES

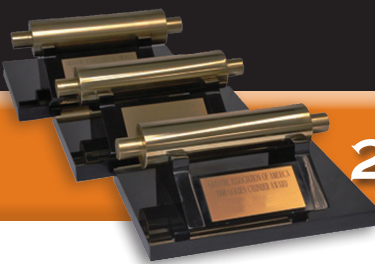
At each of the conferences, some of the inductees for the Cylinder Society were honored. The Gravure Cylinder Society (GSC) is an honorary Society founded in April 1981 by the Gravure Technical Association and Gravure Research Institute. Each year the Society nominates industry leaders who have rendered outstanding or extraordinary contributions to the Gravure industry. The Society members are involved in activities that promote and support gravure. This year's inductees include: Dr. Thomas Schildgen, Arizona State University; Robert Cedar, Quad Graphics; Jim Niemiec, NewPage Corp.; Robert Chung, RIT; David Gray, UPM; Ott Jensen, Dominion Pkg.; George Battrick, ERA (European Rotogravure Association); and Bob Whitton, Arellton Group LLC.



Cylinder society inductees present at the GPPC conference included: (left to right) Jim Niemiec, NewPage Corporation; David Gray, UPM; Robert Cedar, Quad Graphics; and George Battrick, European Rotogravure Association.



At the packaging conference, Bernadette Carlson, Executive Director of GEF (left) honored cylinder society inductees—Robert Chung, RIT; Ott Jensen, Dominion Packaging; Bob Whitton, Arellton Group LLC—with the help of Liz Scherer, Sun Chemical Corporation, Cylinder Society co-chair (right).



# 2012 GOLDEN CYLINDER AWARDS

## BEST OF THE BEST

### PACKAGING | Flexible Packaging-Film



Product: LEGO® Hero Factory Re-closable Stand-up Pouch  
Submitted by: Sonoco Flexible Packaging

Lego wanted to transform the toy aisle for their Hero brand by implementing a reclosable stand-up pouch. The new stand-up pouch delivered a reclosability option, high impact graphics and differentiation on the store shelf versus the existing carton. To create differentiation, Sonoco implemented a shaped pouch to catch the consumer's eye. To meet the high impact graphics, Sonoco chose to use their internal graphics management team, Trident, to produce the rotogravure cylinders and separations. The use of the gravure process was instrumental in delivering the intricate detail needed for the Hero brands. The fine-screened colors are produced from both line and process colors. Tight registration and color control ensures the impeccable detail and color balance on the package. The superiority and quality of the gravure process is clearly evident in the design. By having the close alignment with the graphics, Sonoco was able to deliver the consistency and "pop" required by the customer.

Separator: Sonoco Trident  
Engraver: Sonoco Trident  
Printer: Sonoco Trident

Press Manufacturer: Schiavi 2  
Substrate Manufacturer: SKC, Celplast metalized and NEX  
Ink Manufacturer: Siegwirk Ink

Congratulations to all recipients of the 2012 Golden Cylinder Awards.



Innovative People Redefining Print™

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

## PACKAGING | FLEXIBLE PACKAGING – PAPER



### Birthday Cake Cookies Submitted by: Sonoco Flexible Packaging

Kraft created a new Oreo flavor—Birthday Cake—to celebrate the 100th anniversary of the Oreo brand (1912-2012). The Birthday Cake Oreo will be available throughout the year in both the US and Canada. Along with the new flavor, Kraft created a series of Birthday graphics to appear on the package in honor of the celebration. The Canadian business unit decided to replace the standard Oreo blue background with a metalized gold to increase the excitement level of the package. Normally for paper jobs, electro static assist is required to get ink to release from the rotogravure cells. Because the background color was produced using a metallic ink, Morristown was unable to use electro static assist due to safety concerns. Close collaboration between the Morristown plant, the design agency and the engraver was required to develop a design that would run effectively with these limitations. Kraft is happy that the resulting package promotes the new cookie flavor and with the quality printing delivered by Sonoco—which effectively celebrates the 100th birthday of the Oreo Brand.

Designer: Pigeon Branding & Design  
Separator: Southern Graphics Systems  
Engraver: Trident USA  
Printer: Sonoco Flexible Packaging  
Press Manufacturer: Cerutti  
Substrate Manufacturer:  
Paper-Dunn Paper; Outer OPP layer- Exxon Mobil  
Ink Manufacturer: Siegwerk Ink

## PACKAGING | Labels/Wrappers- 26" & Less Narrow Web on any Substrate



### Product: Cuties Juice Submitted by: SleeveCo, Inc.

Cuties Juice is a fun package that appeals to many target markets. When designing this label, the customer wanted to incorporate the matte finish in order to give depth to key elements (brand, name, etc.) as well as a texture look and feel. The mixture of surfaces allows the package to differ from its competitors and charming consumers to choose Cuties. The coatings and tight registration would not have been accomplished if not for rotogravure printing.

Engraver: Alliance Graphics  
Printer: SleeveCo, Inc.  
Press Manufacturer: W.R. Chestnut Engineering  
Substrate Manufacturer: SKC  
Ink Manufacturer: Flint Group



# 2012 GOLDEN CYLINDER AWARDS

## PACKAGING | Paperboard-Board Substrate



**Product:** Miracle-Gro 12.5 lb  
**Submitted by:** Packaging Corporation of America

*This package is excellent to represent the gravure printing process. There is optimum tone reproduction for four-process colors, image reproduction and achieving gray balance. There is fine-line screen ruling electromechanical engraving for four-process color area with special engraving specifications for fine types and background spot colors, and unique UV coating on 31" circumference cylinders. Good solid print background to show gravure printing rich solid print and excellent color coverage, and overprint without streaks and bleeding. Unique high-performance UV curable coating is applied with special engraving specification on cylinder. The cured films are high in gloss, abrasion resistance and also meet customer's rub and slide angle requirements. The UV coating is also protecting the printed boxes through die cutting and putting on the tear tape without any scratches on the print surface. Fast speed printing on gravure web press and fast conversion on laminator makes the manufacturing process more efficient. This entry tied with the entry from Amcor for the category.*

**Designer:** BUDDY's Plant Plus Corporation  
**Separator:** Southern Graphic Systems  
**Engraver:** Packaging Corporation of America  
**Printer:** Packaging Corporation of America  
**Press Manufacturer:** North American Cerutti Corporation  
**Substrate Manufacturer:** International Paper  
**Ink Manufacturer:** Sun Chemical



Dallas Hairston from Packaging Corporation of America

## PACKAGING | Paperboard- Board Substrate



**Product:** Camel Metalized Boxes Promotional Packs  
**Submitted by:** Amcor Tobacco Packaging Americas

*The Camel metalized boxes are gravure printed on a metalized transfer board. The number of colors varies from seven to nine colors. Various transparent colors are used to allow the foil board to show through. Two styles (crush and crush bold) come in a round corner box design while the menthol styles come in a square box design. All four styles were limited edition packs. This entry tied with the PCA entry in this category.*

**Engraver:** Southern Graphic Systems  
**Printer:** Amcor Tobacco Packaging Americas  
**Substrate Manufacturer:** Unifoil  
**Ink Manufacturer:** Sun Chemical



Jim Davis from Amcor Tobacco Packaging

# 2012 GOLDEN CYLINDER AWARDS

## PACKAGING | Labels/Wrappers-Paper



**Product:** Bush's Best Gameday Original Baked Beans  
**Submitted by:** Mundet Tennessee

Bush Brothers & Company approached Mundet Tennessee with a fall 2011 program concept centered around Football Gamedays. The use of gravure printing for exceptional color reproduction and outstanding print quality was a key factor in the selection of Mundet as the supplier of the labels, as well as Mundet's embossing capabilities. The label consists of 10 colors—four-color process, three Bush Logo Colors, a gold designed to mimic Bush's metallic look and two varnishes. There are three rotating label designs—each with a different "Gameday Tip" in the information panel. A low gloss matte varnish was applied to the body element, with a high gloss varnish applied to the hero image and logo aspects to give a visual pop. Print register of the two varnishes was key in maintaining the intent of the design. The labels were embossed with a sculpted die to give visual depth and a textured feel to the beans and football bowl image. The gold logo and the foam finger were also embossed. The innovative use of registered, textured embossing along with quality printing gave the Gameday Label immense shelf appeal and proved a successful campaign for Bush Brothers & Company.

**Designer:** Deskey  
**Separator:** Mundet Tennessee  
**Engraver:** Southern Graphic Systems  
**Printer:** Mundet Tennessee  
**Press Manufacturer:** Schiavi-Bobst  
**Substrate Manufacturer:** NewPage Corporation  
**Ink Manufacturer:** Sun Chemical Corporation



Reba Meek and Stephen Young from Mundet Tennessee.

## PACKAGING | Labels/Wrappers -Film



**Product:** McDonald's Rio Happy Meal Milk Jug  
**Submitted by:** Printpack, Inc.

*This nine-color job is a promotion for McDonald's milk jug. It is reverse printed four across on PVC shrink film. The one-time order required fast turnaround and exact timing to coincide with the other elements of a McDonald's Happy Meal and the release of the movie, RIO. From the time of receipt of artwork, preproduction review, warping of the design to fit the contours of the bottle, separations, engraving, printing, slitting, seaming and delivery to seven different dairies around the country in a compressed timeframe was a challenge. The vibrant colors of the design create pop and convey a fun atmosphere. The busy design and multiple elements required excellent registration control. Good color matching and consistency were a must for the stringent studio requirements. This entry tied with the Multi-color Corporation entry in this category.*

**Designer:** The Marketing Store  
**Separator:** Southern Graphics  
**Engraver:** Southern Graphics  
**Printer:** Printpack Inc.  
**Press Manufacturer:** Rotomec  
**Substrate Manufacturer:** Bonset  
**Ink Manufacturer:** Sun Chemical



John Cave from Printpack Inc.

# 2012 GOLDEN CYLINDER AWARDS

## PACKAGING | Display



### Product: Iggesund Black Box Project Submitted by: Van Heertum Design VHD

When invited by Iggesund to participate in this special project, we did not have to think twice. Invercoate is an exceptional material, which we apply when working on complex projects. The structure of the paperboard gives a reliable and predictable reaction to whatever technique is used. The beautiful thing about this project was that there were no project boundaries (except that it had to fit in the black box), so there was real creative freedom to show our expertise. After the final choices, all creative documents were rebuilt into high resolution technical files. Other sheets with materials were made and the production planning was set. Because different companies were responsible for different production steps, thorough logistic planning was important and every step had to be performed according to a tight schedule. We divided the 12 cards that go inside the box, on three separate printing sheets: one sheet for six cards, one sheet for four cards, and a sheet for two cards. The six-card sheet started with gravure, because we wanted to use fluorescent ink and wanted to go for the most intensive result. In gravure, application of this fluorescent ink is better and more consistent than with offset. Also the transformation of bigger pigments is possible. We used a five-color sheet-fed gravure press from Moog.

Designer: Van Heertum Design VHD  
Engraver: GRT GmbH & Co. KG  
Printer: Gestel Premium Printing  
Press Manufacturer: H.G. Moog GmbH  
Substrate Manufacturer: Iggesund Paperboard Europe  
Ink Manufacturer: Siegwirk Druckfarben AG & Co. KGaA



Achim Kurreck from H.C. Moog (left) and Frans van Heertum from Van Heertum Design VHD



# BEST OF THE BEST

## PRODUCT | Decorative Laminates



**Product: Breccia Nouvelle**  
**Submitted by: Interprint**

The design Breccia Nouvelle was challenging to create for several reasons. The demand for added “visual depth” present in the original sourced stone material was the goal to replicate within a two-dimensional printing process. The substrate made from various Eucalyptus fibers was a challenge to print on. Prior to printing, precision calculations had to be made to allow for paper expansion, resin penetration, tear resistance and porosity levels in order for the paper to be properly treated in a melamine resin bath and transformed into laminate material for counter tops, flooring, furniture. While typical inks used for décor printing are solvent-based for optical density, this design used specially formulated No/Low VOC water-based inks. This presented a challenge in attempting to replicate the visual aesthetics of a strong accented dark hue stone and provide depth of feel. Interprint has converted all its printing inks to No/Low VOC for environmental impact. The design concept was to emulate the experience a consumer has when visiting a stone-yard to purchase a granite countertop. To achieve this, we scanned a 5' by 8' slab of original stone and edited the resulting raw image to the final repeat dimensions of 130 cm x 158.5 cm. This edit was painstaking so the visual appearance will retain all the scale elements and movement of the original stone, yet be able to function on the printing process.



Breccia Nouvelle --- Todd Luman from Interprint, Inc.



# 2012 GOLDEN CYLINDER AWARDS

## PRODUCT | Floor Covering



**Product: Sobella Omni-Poseidon**  
**Submitted by: Mannington Mills**

*The gravure printed pattern in Sobella Omni-Poseidon showcases design innovation, extraordinary cylinder repeat and enhanced engraving and printing technology. Mannington strives to be styling leaders. Poseidon is a one-of-a-kind pattern that epitomizes all the characteristics found in ancient biblical limestone. The large 16" tile layout depicts awesome realism featuring fine lines, authentic surface character and rich color variation. The repeat size of 48" x 144" utilized the entire expanse of the 12' cylinder set, giving the consumer 27 uniquely different tiles creating realism and variety and closely replicating a natural stone installation.*

*From a technology perspective, Poseidon is printed on a fiberglass substrate that uses six of the seven print stations on the 12' Magnat rotogravure press. Mannington's state-of-the-art NatureForm® HD process, integrates digital design and prepress workflows with material science, allowing achieving very tight registration. This pattern utilizes the highest fidelity cylinders currently run on press. The pattern uses a 150 fine-line screen and eco-friendly water-based inks. This combination delivers a sharp visual in vibrant colors bringing this high definition design to life.*

**Designer: Terry Marchetta**  
**Separator: Terry Marchetta**  
**Engraver: Standex Engraving**  
**Printer: Mannington Mills**  
**Press Manufacturer: Magnat**  
**Substrate Manufacturer: Mannington Mills**  
**Ink Manufacturer: Penn Color**

## PRODUCT | Vinyl Substrates



**Product: Lotus Sandstone**  
**Submitted by: Canadian General Tower Ltd.**

*Lotus Sandstone was a custom design for the customer inspired by the petals of a lotus flower. The task was to create a pool liner design that used the lotus as a model while integrating deep blue, sand and tan hues that would work in a natural environment for the end consumer. Gravure printing was perfect for this project as it was printed on a vinyl substrate. In order to achieve the vivid colors and consistency throughout numerous thousand-yard press runs, gravure was employed. As our customer needed to use this type of product in a pool environment, the physical properties of vinyl are unmatched by anything else in order to achieve a flexible result in the finished product. We were able to adjust and customize the weight, yield and thickness of the end product (pool liner) to whatever our customer needed.*

## PRODUCT | Postage Stamps & Security Printing

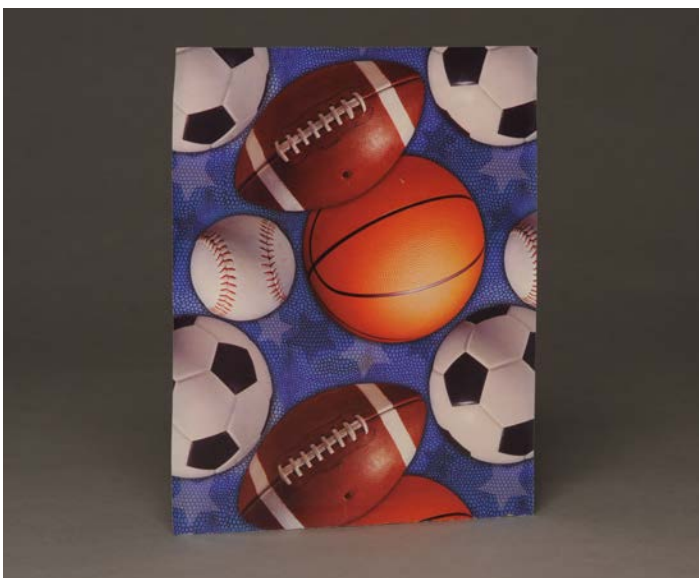


**Product:** Send a Hello & US Merchant Marine  
**Submitted by:** Avery Dennison- DES Clinton S.C.

*Send a Hello stamp was printed using four-color process inks. The stamp pane was full of all the challenges that a gravure printer/separator/engraver can face on a four-color process job—details in the eyes with highlights; legibility of small type; textures of hair/fur; tight registration of 0.003" in knock-outs in four-color process balloons; tonal range of color and holding color consistency with solvent-based phosphorescent coating over stamp images for over a million feet of material; wiping the gradation from color-to-color on background in non-machine running direction; backprint continuous tones of PMS color; more linear diecuts than normal stamp panes. The U.S. Merchant Marine stamp also has loads of detail and registration challenges in the four different ships. The rigging and sail lines had to be converted from YMCK to black only to hold the 0.02" line weights. YMCK knockout of USA in stamp was challenging for holding register. This pane was produced at 300-400 line screen and used two PMS colors on the background and header.*

**Engraver:** WRE Colortech  
**Printer:** Avery Dennison-DES Clinton S.C.  
**Press Manufacturer:** Dai Nippon Kiko 10-color rotogravure  
**Substrate Manufacturer:** Fasson  
**Ink Manufacturer:** Siegwerk

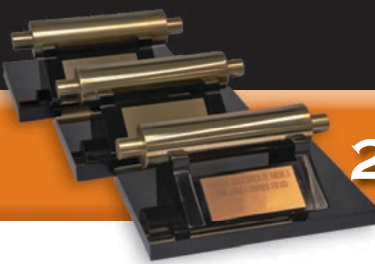
## PRODUCT | Giftwrap



**Product:** Sports Ball Toss  
**Submitted by:** American Greetings

*The colors are vibrant, registration excellent, sharp and well-printed. The solid color is very even, the process exceptional with few flaws. It is good use of the water-based ink system and the overall challenges were numerous. Graphics has a complex use of vignettes, details are precise and clean; sports images appear to have a 3-D effect. Design focused at sport lovers capturing the natural pose and coloring of the equipment. High levels of technical skills demonstrated, resulting in a good job on a difficult design. Combination of solids, halftones, vignettes provides this paper with ample display appeal.*

**Engraver:** Southern Graphics  
**Press Manufacturer:** Cerutti  
**Ink Manufacturer:** Sun Chemical



# 2012 GOLDEN CYLINDER AWARDS

## BEST OF THE BEST

PUBLICATION | Lightweight Coated (Under 40#) Catalog



Product: Victoria's Secret Major Fall 3  
Submitted by: RR Donnelley- Lynchburg

*This catalog was particularly challenging to the printer in that it combined very high quality expectations while maintaining an extremely aggressive production schedule. Through a proprietary color management system, the printer was able to achieve gray balance color and provide "top notch" quality very quickly. Flesh tone smoothness is given top priority as are swatch matched products throughout the catalog. Printability can be challenging on lightweight coated paper as well as potential "show through" concerns. Small reverse type on dark backgrounds requires tight register control and constant monitoring. Experienced craftsmanship and constant focus is required in order to meet the customer's high quality expectations and tight schedule requirements.*

Separator: Hudson Yards  
Printer: RR Donnelley- Lynchburg  
Substrate Manufacturer: UPM 34# Cote G NA FSC (Offset Cover)  
Ink Manufacturer: Flint Group



UPM is thrilled that one of our own—David Gray—is a new member of the GAA Gravure Cylinder Society.



Product: Office Depot, Big Book 2012  
Submitted by: RR Donnelley

*Office Depot's Big Book offers office supplies, computers, business machines and office furniture. The diversity of the products, combined with the utilization of two printing processes (offset and gravure), created complex challenges for print reproduction while providing unique opportunities for the printer.*

*Gravure printing was challenged by almost white-on-white office supplies. Dense ink coverage required for furniture and office machines looked rich and smooth. The sharpness, detail and contrast of the images found within the book were enhanced by the gravure process. Careful, ongoing measurement of ink viscosity, temperature and density is imperative for consistent reproduction on 35lb paper. These quality issues coupled with the size of the book and number of pages created a challenging environment.*

Designer: Phil Tucciarone, Jason Silverman, Anthony Carey  
Separator: Office Depot  
Engraver: RR Donnelley  
Printer: RR Donnelley  
Press Manufacturer: Cerutti/Motter  
Substrate Manufacturer: NewPage Corporation  
Ink Manufacturer: Flint Group

**RR DONNELLEY**

## NEED A CONTENT DISTRIBUTION STRATEGY?

Now more than ever communications need to align for success

RR Donnelley develops cutting edge communications strategies that help distribute and aggregate content across media. We work collaboratively with customers worldwide to develop custom solutions that reduce cost, enhance ROI and draw on the optimal mix of print, mobile and online media.

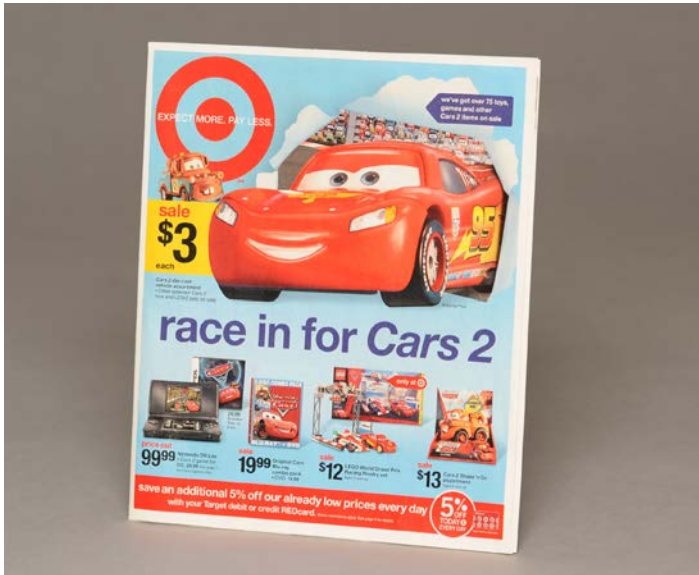
**800.742.4455**  
[www.rrdonnelley.com](http://www.rrdonnelley.com)

Copyright © 2012 R. R. Donnelley & Sons Company.  
All rights reserved.



# 2012 GOLDEN CYLINDER AWARDS

## PUBLICATION | Supercalendered- Retail



**Product:** 6/19/11 Target Event  
**Submitted by:** RR Donnelley-Lancaster East

*Rich color, fine shape and detail are all packaged in 20 pages of 35-lb SCA stock; that is the 6-19 Target Event. That is correct— a 35-lb SCA, not a lightweight coated stock. It is a blend of just enough density of ink application to give the coated look without over inking to expose the show through aspects that can be an issue on light weight stocks. It happens every week on the target circular—the look of a fine printed gravure piece. This entry tied with RR Donnelley’s entry for Kohl’s 4/12/11 Event in this category.*

**Designer:** Target  
**Engraver:** RR Donnelley Lancaster East  
**Printer:** RR Donnelley Lancaster East  
**Press Manufacturer:** KBA  
**Substrate Manufacturer:** NewPage Corporation  
**Ink Manufacturer:** Flint Group

## PUBLICATION | Supercalendered-Retail



**Product:** Kohl’s 4/12/11 Event  
**Submitted by:** RR Donnelley-Lancaster East

*Kohl’s, one of the most widely circulated retail pieces in today’s market, supplied high-quality digital files making use of our internal expanded gravure color space ICC profile. Produced on a state-of-the-art KBA press under a tight schedule, it posed unique challenges everywhere, from reverse type to complex crossover alignment, color balance, in-line press stitching, and a pop-up-section inside the book. Yet our skilled crews kept quality at a high level while meeting demanding schedules. The measurement of ink viscosity, ink temperature, and density controls were crucial to printing smoothly on supercalendered 32-lb paper that has a “coated gloss look.” This entry tied with RR Donnelley’s entry for Target 6/19/11 Event in this category.*

**Printer:** RR Donnelley  
**Press Manufacturer:** KBA  
**Substrate Manufacturer:** Norske  
**Ink Manufacturer:** Flint Group



# 2012 GOLDEN CYLINDER AWARDS

## PUBLICATION | Supercalendered-Magazine



Product: Ladies Home Journal – August 2011  
Submitted by: NewPage Corporation

*Ladies Home Journal is one of the oldest woman's publications currently in print. With a focus on Real Beauty at any age, this issue explodes with photography utilizing a wide variety of tones and color families, including soft flesh and dense garden stories that printed with exceptional contrast and detail. Page make-up included two and four-color editorial type and crisp reverse type that presented unique challenges in maintaining register with a consistent color balance.*

*Color consistency was maintained by an inking system which closely monitors the temperature, density and viscosity of the ink during the print cycle. The color is constantly reviewed and adjusted as was the fold and lineup, which were also critical to maintain this consistent high-quality product. All the quality issues mentioned above, as well as a demanding production schedule provided a unique challenge for the printer.*

Designer: Robert O'Connell  
Separator: Meredith Content Center

Engraver: RR Donnelley  
Printer: RR Donnelley  
Press Manufacturer: Cerutti/Motter

Substrate Manufacturer: NewPage Corporation  
Ink Manufacturer: Flint Group

## PUBLICATION | Lightweight Coated (Under 40#)-Magazine



Product: Better Homes and Gardens – October 2011  
Submitted by: NewPage Corporation

*No other magazine resonates with America's families like Better Homes and Gardens. The body of this book was printed utilizing both the gravure and offset printing processes wrapped by an offset cover. The wide tonal ranges in this 232-page magazine encompasses everything from subtle flesh tones in light and airy editorials to heavy dense ink coverage found in some of the food and garden stories. The sharpness, detail and contrast in the images found within this book are exemplified by the gravure process.*

*All pages present unique challenges from maintaining register to a consistent color balance throughout the press run. This is especially evident in the smooth and even tonal transitions throughout this magazine. Ongoing, meticulous measurement of ink viscosity, temperature and density is imperative for obtaining successful results on 38# coated paper. Fold and line-up were also critical in maintaining the integrity of this special product. All quality issues mentioned above coupled with a demanding production schedule provided a challenging environment for the production of this very special magazine.*

Designer: Michael Belknap  
Separator: Meredith Content Center  
Engraver: RR Donnelley  
Printer: RR Donnelley

Press Manufacturer: Cerutti/Motter  
Substrate Manufacturer: NewPage Corporation  
Ink Manufacturer: Flint Group



# 2012 GOLDEN CYLINDER AWARDS

PUBLICATION | Lightweight Coated (Under 40#)-Catalog



Product: Talbots "Wish & Tell" Holiday 2011  
Submitted by: NewPage Corporation

*The catalog opens with an immediate challenge of carrying Talbot's "signature red" color consistently across the opening spread, which had an offset cover form and a rotogravure body form. It also incorporated a perforated customer take-away offer on the gatefold cover flap, which increased the challenge, but also the effectiveness of the piece.*

*Opening with red and finishing with glimmer, the printing is in excellent register, and crossovers are well color-balanced and perfectly bound for a seamless read by the customer. Color range runs the gamut from intense (red) to almost pastel (light lavenders and greens) with a fair amount of neutral grays—and all colors are well matched to the original swatches. Black merchandise is rich, but allows for a good read of details. Flesh tones are natural and consistent. Paper printed smoothly, with no skip dots and a smooth ink laydown. Last year, Talbot's moved from 34# to 32# on most of its catalogs, bringing postal savings and reducing paper consumption, which is an environmental plus.*

*The catalog was printed four-color using process inks and gloss UV coating on the gate, front and back cover. Adding to the difficulty of this job was the heavy ink coverage and full-page bleed throughout the body, plus the small reverse type, which made registration critical. Thin reverse type is a challenge for the press, but using a high tech Autotron System proprietary to Quad/Graphics, the press is able to execute the highest quality register.*

Designer: Talbots Creative  
Separator: Quad Graphics  
Engraver: Quad Graphics  
Printer: Quad Graphics  
Press Manufacturer: Cerutti  
Substrate Manufacturer: NewPage Corporation  
Ink Manufacturer: Quad/CRT



Jim Niemiec, NewPage Corporation with Hubert Metzger, Chema Technology president and Cylinder Society Chair, who made the presentations.



## PUBLICATION | Coated (Over 40#)-Retail



### Product: jcpenny Direct Mail-Rebranding Submitted by: RR Donnelley-Warsaw and jcpenny

*This entry may look like a catalog, but jcpenny considers it a retail direct mail. Both RR Donnelley and jcpenny were mutual winners in the category. For many years, the prepress has been accomplished through the combined talents of RR Donnelley Premedia and jcpenny Color Systems. The rebranding process brought a significant change with all information very confidential. The new workflow consisted of fewer pages, but more critical images which required added attention to detail and a challenge to think outside the box to achieve quality enhancements. Further complicating things, two different printers and three different plants ran the job with different presses, binding equipment, workflows and specifications.*

*A new paper was supplied, which had not been tested prior to live production. Using the 70 raster coated set-up achieved a good start-up. RR Donnelley included an eight-step brown scale into the press color bar, which allowed performing mini fingerprint tests, to tweak gradations prior to the next event. Additional color management included a color software program. The company had printed 60# gravure before, just not this finish or coating. There were some initial issues with smoothness and coating build-up in certain tones and color families. Another consideration to address in the pressroom was re-establishing and documenting new ink density targets for future jobs. The binding process was also a challenge. The crossover process was helped by moving 1/16" image from left to right and vice-versa in prepress. However, because of the time constraints, the pages were not rebuilt—they were adjusted.*

Designer: jcpenny Media Corporation  
Separator: RR Donnelley  
Engraver: RR Donnelley  
Printer: RR Donnelley  
Press Manufacturer: North American Cerutti  
Substrate Manufacturer: UPM-Kymmene Inc.  
Ink Manufacturer: Flint Group

# 2012 GOLDEN CYLINDER AWARDS

PUBLICATION | COATED (OVER 40#) – MAGAZINE



Product: Cover Tobacco Journal #5-2011  
Submitted by: Van Heertum Design VHD

As a design agency, we keep in mind the technical possibilities during the design process and can guarantee that our designs will be no problem in the production phase. The first run was Iriodine Rutile Sterling Silver, a pigment that gives a metallic look to the ink that is printed over it in the offset stage. The second run used Iriodin 6103 Icy White together with the Securalic 6103 GT. The first gives a pearlescent effect and the second one is a hidden pigment that is only traceable with a special infrared light or with a special sound meter. This pigment is used for brand protection. The next run was the gold color on the front side, a combination of Iriodin 323 Royal Gold Satin and 325 Solar Gold Satin. To show the new Moog press is consistent, we did this run two times over each other and printed point-to-point; this also increased color intensity. The next run was a primer to get a higher result of the metallic effect of the silver. We did proofs before running production.

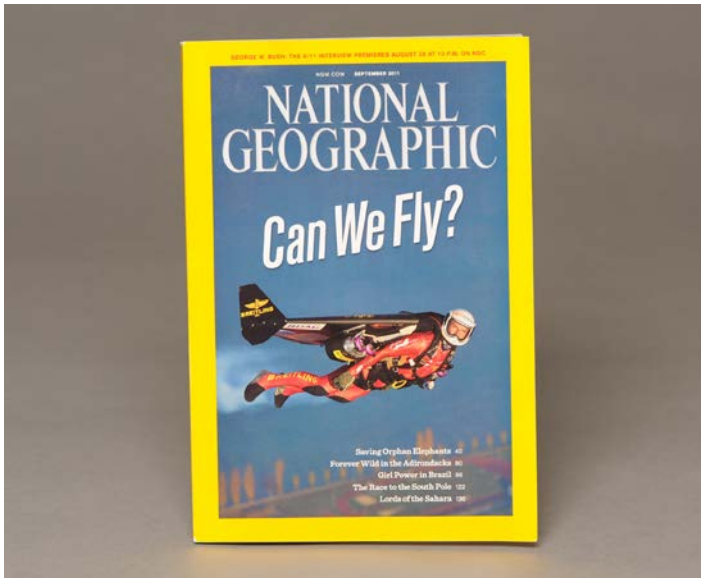
The pallets with the print sheets were carefully packed and transported back to Germany for the last gravure part on the Moog machine. For run 342, we chose a silver coating that is a new and patented product from Henkel. MiraFoil is a special silver ink with tactile touch. The proofs showed the material brought onto the paperboard through the special photopolymer plates of the Flint Group. We did this in gravure. The image, the roof of the Olympic Stadium, was perfect for this option. This entry tied with National Geographic submitted by Quad Graphics for the category.

Designer: Van Heertum Design VHD  
Engraver: GRT GmbH & Co. KG  
Printer: H.G. Moog GmbH  
Press Manufacturer: H.G. Moog GmbH  
Substrate Manufacturer: Iggesund Paperboard Europe  
Ink Manufacturer: Siegwerk Druckfarben AG & Co. KGaA



Achim Kurreck from H.C. Moog (left) and Frans van Heertum from Van Heertum Design VHD

## PUBLICATION | Coated (Over 40#)-Magazine



Product: National Geographic-Sept 2011  
Submitted by: Quad/Graphics, Inc

*National Geographic Society prides itself on the brand which they have built over the last 123 years and expect perfection for the magazine. This issue demonstrates how this publisher moves away from the norms of gravure printing to differentiate itself from other publications. While traditionally the editorial pages use gravure printing to recreate photographs, this issue took some of the advertising pages and printed them gravure instead of offset. These included Toyota, Bridgestone, Chase and Energizer. Both offset and gravure pages are printed on a 50 lb coated #4 dual purpose sheet to minimize noticeable differences between the two printing processes.*

*Some features that make this issue unique are the deep rich black backgrounds that frame the photographs, the small reverse type sets and the wide range of sizes and colors on the same set of cylinders. Some of the reverse type was designed with small fonts and fine serif fonts. The color reproduction was critical because each story had a different look and feel. In the Antarctica story, four-color process was used to reproduce the older black-and-white shots so they looked like the originals. The issue was well received and allowed Quad/Graphics to showcase beautiful photography with high-quality gravure printing. This entry tied in this category with the Tobacco Journal Cover submitted by Van Heertum Design.*

Designer: National Geographic Society  
Separator: National Geographic Society  
Engraver: Quad/Graphics  
Printer: Quad/Graphics  
Press Manufacturer: Cerutti  
Substrate Manufacturer: Verso Paper  
Ink Manufacturer: CRT- a division of Quad/Graphics



Ron Williamson, National Geographic Society (NGS); Bob Cedar, Quad Graphics; and Phil Schlosser, NGS with the National Geographic award.

# 2012 GOLDEN CYLINDER AWARDS

PUBLICATION | COATED (OVER 40#) – CATALOG

**Product:** 2011 Target Holiday Toy Catalog  
**Submitted by:** RR Donnelley/Scout Sourcing, Inc./Target/UPM

*This entry was a mutual winner for all four companies: RR Donnelley/Scout Sourcing, Inc./Target/UPM.*

**Target:** The tone and visuals of the Holiday Toy Catalog were very simple and clean, just like the aisles of Target, using lifestyle imagery to enhance products and the brand, with just enough “magic” to portray the season. The challenges were in marrying two different size formats (8.25x 9.8125” and 8.25x8.8.125”) and substrate weights (MyBrite 57.4# and 47.3#) for the catalog and coupon book to ensure one cohesive catalog while maintaining a bright and colorful look throughout and managing the logistics of numerous different versions that were delivered via Direct Mail, Newspaper and in-store.

**Mylykoski/UPM:** The partnership between Mylykoski/UPM and Scout Sourcing, Inc. to supply paper for the 2011 Target Holiday Toy Catalog began during the Gravure Publishing Council Conference in November 2010 in Naples, FL. The more we discussed the project, the more sense it made to combine the strengths of both companies to help Target achieve their goal of a successful holiday catalog.

**Scout Sourcing:** Our initial collaborative meeting with the Target Holiday Toy Catalog team covered most of the parameters of the



project. Numerous paper options were discussed and determined that My-Brite— a No. 3 coated wood-free product with greater than 10% recycled content and PEFC certification, specifically designed for rotogravure printing— was a uniquely perfect fit. Numerous sample catalogs were produced with three different page counts and three different basis weights to establish look, feel and help calculate distribu-



Mutual entry winner for the Target Toy Catalog with Jan Lindquist, Target; Walter Vail, Scout; Nancy Walsh, Scout; Cathy Scalise, RR Donnelley; Deb Schuh, Target; and Craig Nelson, UPM.

tion costs. The final decision was to produce a 32-page catalog on 57.4# No.3 CWF, with a 20-page coupon book on 47.3# No. 3 CWF inserted in the catalog at the bindery, along with a gift card applied to the outer back panel. While Target reviewed the sample catalogs, Scout worked with the mill in Platting, Germany to establish production schedules to produce approximately 8,800 short tons of paper during mid-summer, and plan the logistics to deliver paper in a timely manner to three different Donnelley printing plants for a five-week printing window.

**RR Donnelley:** Regarding cylinder making, the engraving gradations and set-up was developed through analysis of supplied files and proofs utilizing brown scale analysis (L\*a\*B\* readings). This process allows evaluating print characteristics, color families (ECI charts) and improves gradations based on customer inputs and historical data. Evaluation enabled us to adjust the engraving process to increase weight and color saturation. Weight has previously been a challenge with white-on-white images and fine lines including antennas on remote control cars and puppet stings. Gravure has a huge advantage in reproducing saturated colors due to superior ink trapping conditions on press which allow for detail in shadow areas that can't be replicated in other processes. Finally, this job was engraved with Hell Klichograph K6 technology—a previous Golden Cylinder Award winner for supplier innovation.

**Press considerations:** This job ran in three different facilities due to time constraints and reduction of distribution costs. Color was established quickly because we replicated density targets, ink viscosities and temperatures. This methodology and the gravure process created a consistent final product regardless of which facility the catalogs printed. Also, the gravure process allowed us to achieve a full range of color including fine highlights to bright saturated colors. One of the unique challenges was to match the color bars on each of the corresponding pages.

**Finishing:** The distribution of this catalog included delivery to newspapers, as well as direct mail. Three fourths of the direct mail recipients received a gift card, which was applied to the back cover. This gift card had offerings that corresponded with the coupon barcodes contained in the catalog. The gift cards were Selectronically applied, along with the binding of the coupons, in order to deliver a more personalized offer, which simultaneously optimizing postal savings.

**Designer:** Target  
**Engraver:** RR Donnelley  
**Printer:** RR Donnelley  
**Press Manufacturer:** North American Cerutti  
**Substrate Manufacturer:** Myllykoski/UPM  
**Ink Manufacturer:** Flint Group

## The Gravure Association of America (www.GAA.org)

The Gravure Association of America (www.gaa.org) provides information about all the GAA activities at your fingertips, as well as updates on what is going on at the Gravure Education Foundation (GEF). Some of the highlights of this valuable resource include:

- **Gravure Magazine 2012 Buyers Guide**, which contains comprehensive information about companies in all segments of the gravure industry—including packaging, product and publication printers. Equipment and materials suppliers are also listed, as well as gravure training programs and educational institutions.
- Current and archived issues of **Gravure Magazine**, the only technical trade magazine that's dedicated to the publication, packaging and product gravure process.
- A comprehensive search engine with the complete library of all GAA's whitepapers, and other pertinent technical information
- An internal social networking feature that will enable you to connect with GAA members through forums, blogs and classified ads. You'll be able to share ideas, ask and answer questions, and exchange information.

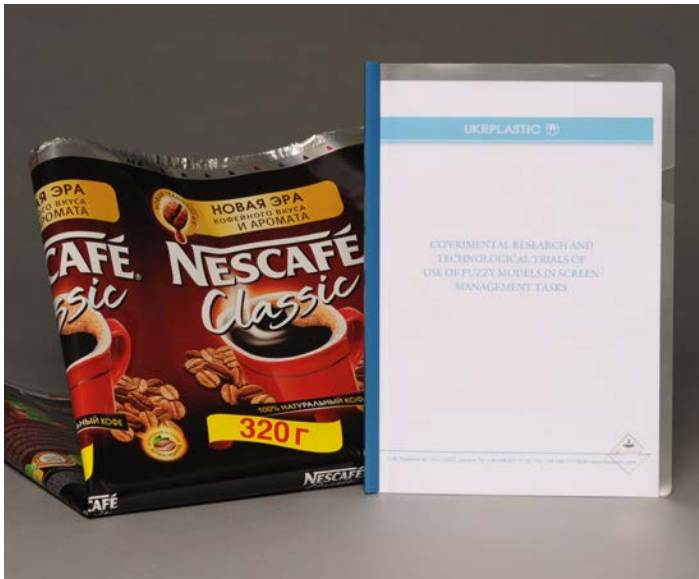


**These new online services and GAA social networking capabilities are available only to members. You can obtain information about becoming a member on the website.**



# 2012 GOLDEN CYLINDER AWARDS

## TECHNICAL INNOVATION | Image Preparation Prior to Engraving



**Product: Nescafé Classic**  
**Submitted by: UKRPLASTIC**

URKPLASTIC has developed and patented new software that allows avoiding local moiré in light and dark tones. Due to the use of fuzzy logic elements (fuzzy models) under certain raster filling parameters in each CMYK color, the screening algorithm automatically changes from regular to FM screening and vice-versa without additional intervention of the prepress engineer. Thus, press parameters are automatically considered at regular screening, such as dot gain, corners of rasters, and the parameters are then changed for FM screening. All parameters are received earlier at equipment testing (fingerprint).

From previous experience it is known that the situation when, for example, C = 0%, M= 10%-15%-20%, Y= 20%-30%, K- 30%-40%-50%, there is a danger of moiré occurrence. Such and similar situations are called "special." The program automatically finds "special" situations and transforms color separation file. The method has been tested and has shown positive result.



Oleksandr Galkin from UKRPLASTIC

## TECHNICAL INNOVATION | Cylinder Manufacturing



### Product: Dirol Submitted by: UKRPLASTIC

The offered entry has been developed by Kraft Foods Company and prepared for printing by UKRPLASTIC. This sample shows unsurpassed quality of a stochastic screening in rotogravure printing which leads to a completely new use of this method for file processing. Size (line thickness) of the tests, received by stochastic half-toning, is 0.07-0.09 mm. This is, practically, a micro-text, received due to absolutely even line edges as a result of a joint work of stochastic half-toning and laser exposure. Recently, the requirements to the information placed on foodstuff packing have become more stringent. The printers that print in rotogravure on non-absorbing materials experience difficulties because of ink spread, uneven edges of lines, etc. It is due to stochastic half-toning that this complicated problem has been solved.



Oleksandr Galkin from UKRPLASTIC

# 2012 GOLDEN CYLINDER AWARDS

## TECHNICAL INNOVATION | Inks and Substrates



Product: Solid Gold-Barking at the Moon 28.5  
Submitted by: Fres-co System USA

*Solid Gold selects ingredients from around the world to provide premium sustenance for our canine and feline family members. The expectation of excellence is met by the features of this package and by the superiority of the gravure printing process. Separations accommodate the combination of clean bright solids for banners and text along with the soft features of the painted process illustrations amid fading stippled shadows to create warmth and engage the consumer.*

*"Barking at the Moon" sparkles like the night sky even in the light of day through the utilization of transparent inks and a holographic substrate. This item reverse prints on a clear poly in seven tightly registered colors and laminates to three additional structures along with a registered water-based, solventless, glossy anti-skid which is surface printed in gravure on the outside. This process is completed in-line in a single pass. The valve on the finished package allows compression to stack and palletize which allows for a space reduction in shipping while the nearly invisible anti-skid feature keeps the packages from slipping off one another. Gravure printing lets Solid Gold's "Barking at the Moon"...shine.*

Designer: Visual Solutions  
Separator: Fres-co System USA, Inc.  
Engraver: Southern Gravure  
Printer: Fres-co- System USA, Inc.  
Press Manufacturer: Cerutti  
Substrate Manufacturer: Fres-co System USA, Inc. (printed poly)  
Ink Manufacturer: Siegwirk Ink/Sun Chemical Corporation



Trish Goffredo accepted the award for Fres-Co System USA, Inc.



## TECHNICAL INNOVATION | PRESS



### Product: Sears Canada-Soft Proofing Submitted by: RR Donnelley-Warsaw

Sears Canada, PI Media and RR Donnelley have expanded the soft proof workflow from a prepress proofing process to press proofing with no workflow changes for either Sears Canada or PI Media. PDFx1A files are supplied to RR Donnelley as final files and used for soft proofing. Sears Canada gradations were developed through press fingerprinting before production, to minimize variations between the file and production press. In addition, an eight-step brown scale is incorporated into press color bar on every press form to allow mini fingerprint tests. Additional color management includes a color software program.

The majority of Sears Canada forms run on the three-meter presses capable of delivering up to 144 pages at once or three 48-page signatures. Because gravure is a stable and predictable process, the soft proof workstations are "near press" rather than on press. This allows the company to optimize the availability to more presses and ensure color stability by providing a more consistent temperature and color controlled environment. While soft proofing is not new to the industry, this use has an unexpected twist. Soft proofing allows moving the printing from Canada to the US, expanding international markets. This eliminates a two-day delay in US customs for hard copy proofs. Using the system, the company ran 114 gravure press forms totaling 18,144 pages and saved approximately 228 days from the production cycle because of the elimination of hard copy proofs. It also saves materials and energy, which went into making hard copy proofs.

Designer: Sears Canada

Separator: PI Media

Engraver: RR Donnelley

Printer: RR Donnelley

Press Manufacturer: North American Cerutti

Substrate Manufacturer: UPM-Kymmene Inc. (Primary supplier, due to volume of paper needed, some supplied by Verso and NewPage Corporation)

Ink Manufacturer: Flint Group



# 2012 GOLDEN CYLINDER AWARDS

## TECHNICAL INNOVATION | Packaging



**Product: Overprint on Already Printed Packaging  
Submitted by: Rotoprint Sovrastampa SRL**

*The company specializes in modifying already printed packages (allowing the recycling of the same) either in tetrarex, elopak, combibloc, cluster, cases, blisters, microwave boxes or in any kind of reels, single or multi-layered. Our specialization enables us to create personalized mock-up, change EAN codes, prices, weights, expire dates... modify ingredients, names of product inside packaging, corporate names, add the product tracing, EEC labels, PaO, promotional advertising, "Scratch & Win," transform the basic image of the packaging and so on. Its customers include Alcan, Amcor, Chiquita, Coca-Cola, Henkel, Masterfoods, Danone, Del Monte, Kraft Food, Nestlé, Royal Canin, Parmalat, Procter & Gamble, Unilever, Reckitt & Colman, Manetti & Roberts, Tetrapak.*

*This overprinting offers a wide range of benefits: reuse updated stock material; update packaging graphics, law inscriptions or product ingredients; postpone purchase of new materials; avoid further weight on the ecosystem; save transport; and save disposal costs.*



Giancarlo Arici (left) and his son Giovanni Luca Arici from Rotoprint Sovrastampa SRL.