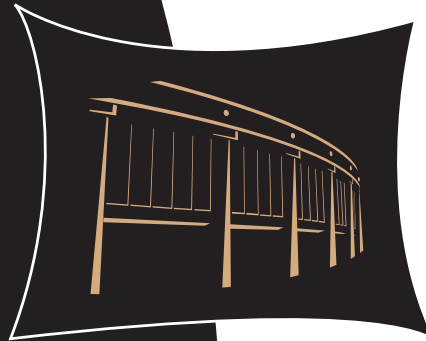


IMAGE'N IT

A Newsletter from Printing Services
Purdue University

Vol. 6 No. 1
Fall 2002



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New Appointment

Steve Cook was recently named Assistant Director of Digital Operations. Steve has been with Printing Services since August 1980, when he hired in as an Offset Press Operator. In 1988 he stepped up to Supervisor of Pressroom and Copy Centers, and in 1998 became the Special Projects Manager, a position he has held until this new appointment.



During his years as press and copy center supervisor, he researched, developed and implemented the use of variable data in outgoing correspondence. One of the earliest examples was with the Vet School and condolence cards that they would send out weekly to clients that had recently lost a pet. The card utilizes three or four pieces of information that change based on the client. This continues as a regular weekly job today.

Many of the mailings from the Development/Advancement operation utilize not only variable data in a letter, but a pledge card and closed face envelope; a prime example of one-to-one marketing.

As Special Projects manager, Steve has been key in launching BoilerCopyMaker, revamp/remodel to our inventory area, installation of our 2-color press, introducing CD duplication, and updating of various production process through out the operation. At the same time, Steve was a resource for the copy center operations.

Now Steve will have an opportunity to concentrate his efforts in all aspects of digital production. As he takes over copy centers, he will also be finishing up one last special project which is integration of a digital workflow and Computer-To-Plate production to prepress operations.

At Printing Services, the only thing that is constant is change. Steve will be reviewing the quick copy areas to determine how we can better serve the campus community. One potential area will be document scanning so we may serve as a resource for departments wishing to have documents scanned. We wish Steve well in his new assignment. If anyone has any "digital" projects where Printing Services may be of assistance, please contact Steve.
(sccook@purdue.edu)

CTP in Our Future

Initials seem to rule the world, and in printing, CTP stands for Computer-To-Plate. In the traditional production process a computer generated graphics file is run out to film. The film is assembled and masked for the image to be burned onto a metal or polyester plate. This plate is mounted on the press, and impressions in whatever color are made. CTP eliminates the film portion of the process. Metal plates are imaged directly from the file.

This technology is coming to Printing Services this fall. In addition to CTP, we are also adding software to standardize the file processing (referred to as a “workflow”) prior to plate making, and a new digital proofing system as well.

Changes of this nature affect customers in different ways, but we intend for our commitment to quality production to translate into your quality publications. As we bring the technology in, we will have information sessions for those customers heavily involved in the graphic arts.

Use Ariba with Printing Services

Printing Services is one of the catalog vendors for Ariba. Right now, many departments are ordering business cards, stationery, and some of our stock papers through Ariba. Printing Services receives the Ariba order by email.

You are welcome to utilize Ariba for ordering beyond the catalog items. If you have a job for any of our areas, the order authorization can come through Ariba, and you can place files on our FTP server, drop off or send over any disks with your files. For most projects, we will still need hard copy with the order to verify fonts, graphics and placement.

The Ag Communication Service places all their orders with us by Ariba. They email a specification to us, we respond with a quotation and the Ariba order references the quotation pricing. They also attach their specifications in Ariba as Word® documents. Since many projects will also have a disk, and or hardcopy printout of the graphic file, Printing Services will pick this up from the department if requested.

So, give it a try. Chuck Tuttle (catuttle@purdue.edu) can be of help as you are placing your first order in this manner. Estimates can be requested by emailing: printingservices@purdue.edu or utilizing our estimate page <http://www.adpc.purdue.edu/PhysFac/prnt/Services/estim.htm>

Building Access

As you come to Printing Services in the future, you may be asked to sign in and wear an ID badge if you need to go out into the production area. So please stop by the Front Counter, or the Shipping Desk (if you come in at the dock area) before going into or through the production area. If you already wear a University ID badge, you will just need to sign in/out.

New Identity/Brand for Purdue

For over twenty years, the Griffin has appeared on business cards, stationery and promotional items galore. This fall, Purdue will take on a new “identity.” While the details are still being finalized, this will mean changes in those business items that we use daily to identify ourselves with Purdue University.

At Printing Services, this dramatic level of change affects design but to a greater extent, production.

For both stationery and envelopes, all the graphics will need to be reset, new plates made and then go into production. Since the campus has known about the change in identity since January, many departments will be at the re-order point for supplies. We would not be surprised to see a rush of orders once the new logo is unveiled.

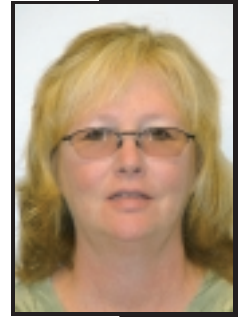
Printing Services is working through scenarios that would simplify the order process for the regular supply items of stationery, envelopes and business cards.

Campus Address Changes

At Purdue we are familiar with addresses like 1841 PRNT or 1067 FREH. . .but this isn't very descriptive to potential students/staff, other campus visitors or delivery drivers. It also isn't very descriptive for essential services like effective 911 emergency responses; and keeping the University positioned to maintain reasonable service from USPS. With the unveiling of the identity, and the eventual reprinting of all business correspondence for the University, it is a good time to update addressing as well. Information on the addresses assigned to your building, as well as a refresher on appropriate address format will be coming out as the identity is unveiled.

New Mailing Operator

Deborah Sweet accepted the mailing operator position in our mailing area. She started work on August 19. Deborah has been with the university three years, previously working for Building Services. She lives in Lafayette and has a daughter. We would like to welcome her into our operations.



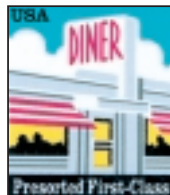
For a Nicer Look to Your Mailer

When you receive a piece of mail you normally look at the address panel first. So a first impression is important. As an option to using a permit on the piece, a bulk or first class stamp looks very nice. The only additional cost is one penny per piece. The extra investment adds a look of professionalism and the piece does not look like “just another junk piece of mail.” You can request the use of the stamp in place of the permit at Printing Services. As an added bonus, your remaining pieces are more easily used for other purposes without the permit printed on them. As with the permit, the minimum piece count for non-profit is 200, and first class is 500.

Another way to get your mail opened is to use a closed face, or non-window envelope with the stamp. We're all used to getting our bills and advertising mail in window envelopes, and often discard, unopened, windowed mail that is not recognized as a bill. Using our high quality inkjet or laser envelope printers, the address on the envelope looks more personal. And, matched to a letter or other insert inside, potentially can generate a better response from your prospects.

Using the variable data from your databases, Printing Services can prepare a mailing that personalizes each insert, places them into personally addressed envelopes, and uses a stamp for postage. While not every mailing is suitable for this detailed attention, consider it for your next project. For more details about personalizing your next mailing, contact any of our customer service representatives at 494-2006.

Stamps



Permits

Non-profit Organization
U.S. Postage
PAID
Purdue University

First Class
Presort Mail
U.S. Postage
PAID
Lafayette, IN
Permit No. 221

Printing Services is Proud to Announce Winners of the IPMA Printing Competition

by Amy Davis

Selected projects were printed at Printing Services during the 2001 calendar year. In January 2002, we entered the pieces into the International Publishing Management Association Annual Print Competition. The IPMA In-Print competition is for in-plant printers, which include large corporations and universities—any organization with an internal print operation, like Purdue. These pieces competed with others from all over the world including: Phillips Petroleum, SAFECO Insurance, Boeing, Hershey, Allstate Insurance, World Bank, Anheuser Busch and Sunkist. Other university winners include University of Illinois, University of Oklahoma, Louisiana State, University of Cincinnati, Ohio University, University of Washington, University of Missouri and University of Minnesota, to name a few.



Press operators at Printing Services take pride in their work.

We're out there competing with some heavy hitters. It is satisfying to see the jobs that have passed through our hands be placed among those produced by such large companies and universities. We keep our eyes peeled for potential submissions throughout the year and often designers in our prepress make sure that we get samples of things they want to have submitted. It is not always the showiest, most colorful pieces that receive awards. When it comes time to select the best of the best for potential categories, we have to keep that in mind not to select only the process color work. Often, the one or 2-color jobs get the best recognition.

The Purdue departments awarded at IRMA In-Print this year:

University Development Office Year End Mailing, designed by Jim McCammack of Purdue Marketing Communications was awarded First Place in the "Special Projects" category. It was entered with other projects that were one or more colors. There was a separate category for full color items.

Agricultural & Biological Engineering Spring 2001 Newsletter was awarded First Place in the "Newsletter" category. It was entered with other projects that were one or more colors. There was a separate category for full color items.

Purdue Memorial Union Catering and Events Wedding Pocket Folder, designer by Becky Chapman of Purdue Memorial Union was awarded Third Place in the “Pocket Folder” Category.

Congratulations! Hats off to you, your designers and the coordinators of these projects. We understand the diligence it takes to put these projects together and are happy to share the reward with our customers.

Special Recognition

Recently the Purdue Football Information Guide made an appearance in the ESPN website in an article discussing the increasing sizes of Media Guides and their use as recruitment tools. Brandon Ray, a designer at Printing Services, created the cover. It is very satisfying to see pieces that are designed in our operation recognized on a national level. Check it out! <http://espn.go.com/sportsbusiness/s/2002/0814/1417937.html>

From the article:

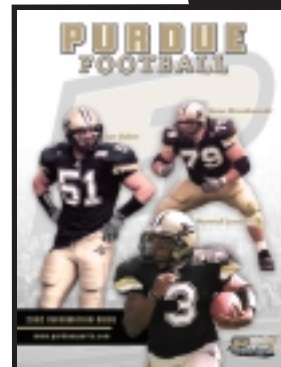
“...We’d be kidding ourselves if we said that we take pride in having the smallest media guide in the Big Ten,” said Tom Schott, Purdue’s sports information director, who started the push for more statistics and pages in 1999. “In 1998, we walked into Big Ten Media Day and someone said, ‘Well, at least Northwestern’s is smaller than yours.’”

Since then, Purdue’s media guides have grown from 188 pages to 204, 256, 308 and now 352 pages this season—all without an increase in font size.

Certainly, thanks to the team’s winning ways in recent seasons, Purdue has more to boast about than just the size of its media guide. Together, they become an effective tool to lure recruits to the burgeoning Big Ten power....”

Best of Show Award

Earlier this year, Purdue Memorial Union was awarded Best of Show at the 2001 Addy Competition for an entry that was produced here at Printing Services. It was a simple, yet creatively designed piece, which folded down to be what is called a “cootie catcher.” It was produced on our Xerox Docutech. We cannot however take credit for the folding, which was done by the PMU Catering and Events Office staff. Becky Chapman of PMU is the designer.



Printing Services
250 South Intramural Drive
West Lafayette, IN 47907-2032
Telephone: 765.494.2006
Website: www.adpc.purdue.edu/PhysFac/prnt

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Route this to: _____

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