

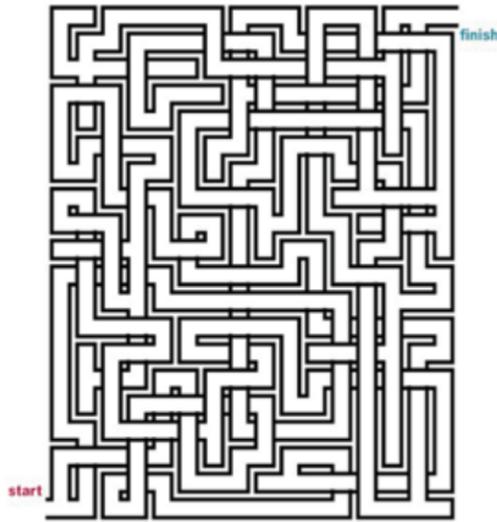
Fun & Games



VISION

A Packaging Industry Newsletter for the 21st Century

Winter Maze



What's a Wuzzle?

Talking 5280' 60 SECONDS	JUKE JUKE JUKE JUKE
POLICY	BL_E
FACE ↑ ↑ ↑	CTED

Snow Word Search
Reveal Snow Fact with Unused Letters!

CANADADRAZZILBH
ASTHEWORLDSCSEC
SONDCDRIFTSEOLD
LNEWSULTBUTCSNO
IWOIESNOWFORTSW
PLSWTLNICAYYTHI
PONABLLCQRASIP
ETALWATEUHTANA
RDNSNBNDUAEALS
YEOWNWWKFALLLOY
FKABOOREZBUSUTR
TCCWPNWOHUNDRER
DAAINSDMTHIRTYU
SPIXTCENATIMETL
LEVOHSRESNEZORF

BLIZZARD	ICE CRYSTALS	SNOW FORTS	STICKY
COLD	PACKED	SNOWBALLS	SUB-ZERO
DRIFTS	POWDERY	SNOWBANK	UNIQUE
FLURRY	SHOVEL	SNOWMAN	WHITE
FROZEN	SLIPPERY	FLOW	

BIGGER! FASTER! SHARPER!



DIGITAL IMPACT'S
NEWEST ADDITION!

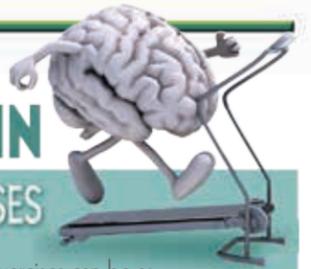
The Durst Rho 1000 Arriving the First Quarter of 2013

The VT Group is excited to announce that it has entered into an agreement with Durst Photo-technik to acquire a digital Rho 1000 wide-format flatbed continuous inkjet system. The new 98" wide UV system will be installed and operational at our Digital Impact facility in March of 2013. This state-of-the-art award-winning printer represents the global standard for large-format production digital printing, in terms of productivity, efficiency and image quality. The Rho 1000 features Durst's third generation Quadro Array 30M printheads, which include over 65,000 inkjet nozzles. Ink is recirculated constantly to maintain a consistent temperature and passes through a special degassing filter to remove any bubbles before it is pushed through the nozzles. This assures the consistency of the drop mass that leads to the precise placement of droplets resulting in exceptional 600-by-600 dpi print quality. The printer will be configured to run an 8-color ink set (CMYK, Lm, Lc, Orange and Violet). The expanded *Process Color Addition* ink set coupled with the advanced print head technology and ink management system allows for finer color gradients, truly exceptional skin tones and a vastly increased color gamut. All the inks are environmentally friendly and 100% VOC free. The printer can handle sheets, heavy boards, and roll media up to 8' wide and 1.58" thick.

The maximum printing length is only restricted by the media length. Parallel printing is supported for up to 4 precut sheets. The wide range of printable substrates includes: corrugated board, SBS, coated and uncoated materials, textured surfaces such as hard foam sheets, wood, soft foam sheets, aluminum, acrylic glass, polycarbonate sheets, etc. Vacuum belts and pin registration guides hold the media steady as it passes through the press ensuring meticulous print registration. Registration is accurate to +/- 0.5mm (1/64") and even front to back registration is precise, since sheets are always registered at the same edge. Production speeds of the new printer are remarkable as compared to previous models. The Rho 1000 can print 200 4'x8' sheets or boards per hour for line work and 100 sheets per hour in high quality POP mode that is equal to laminated offset print quality. The extensive versatility of the printer will provide Digital Impact with the capability to handle anything from one offs to production runs of 2000 units or more. Fast media change enables the printing of a whole campaign using different media in one operation. Since this printer can handle so many different sizes, thicknesses and materials, it's perfect for producing the sales or advertising kits

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BRAIN EXERCISES



Some brain exercises can be as simple as an intelligent conversation or reading something new. Others can be more involved, like doing crossword puzzles or solving lateral thinking puzzles. Here are some general brain exercises you can do anywhere, followed by a few ideas for exercising specific areas of brain function.

Some Simple Brain Exercises

An entertaining brain exercise is to invent things in your mind. You can use many techniques for doing this. It can be as simple as looking at things and asking, "How could this be better?" Consider a clock, for example, and you might wonder if it would be better if you didn't have to look at it. Maybe a clock that periodically announced the time and even reminded you of appointments might be useful.

Other brain exercises involve puzzle solving. These can range from crossword puzzles to difficult lateral thinking puzzles, but a simpler, fun version of the latter, is the basic riddle. For example, "Why wasn't Bertha put in jail after killing dozens of people?" Because she was a hurricane. Whether riddles are easy or difficult, they get your mind thinking in new directions, and this is good for getting your mind out of its "ruts".

Inventing jokes is one of the more difficult brain exercises, especially if you haven't done it before. Just take a topic or a word at random, and find a way to make a joke with it. The word "justice" for example, could become "What's the one place in the world you can find justice?" In the dictionary! If you draw a blank after five or ten minutes, move on to the next word or topic.

Brain Exercises For Specific Areas

You may want to work on a particular area of your brainpower. Some of us have trouble with visual imagination, for example.

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This Quarters' Issue Contains:

BIGGER! FASTER! SHARPER!
The Durst Rho 1000

Have You
Heard About the
VDP Outbreak!

PRRST STD
US POSTAGE
PAID
PHILADELPHIA PA
PERMIT NO 86

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Packaging Industry News

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comprised of multiple pieces that are commonly distributed to retail stores. Given that digital printing supports variable data, printed pieces or kits could even be customized for a particular store or geographic region, without effecting production speeds.

The highly sophisticated and impressive Rho 1000 features production speeds with image quality levels previously unattainable from any commercial digital imaging platform. The speed, image quality, efficiency and versatility of this high-tech imaging platform will augment Digital Impact's already extensive range of capabilities



1000 for its exceptional productivity and output quality. The Rho 1000 will take its place next to the Rho 900 already in operation at the Digital Impact facility. Its exceptional versatility and high-speed output will contribute significantly to Digital Impact's production capacity and workflow efficiency and will provide customers with the added value and quick turnaround times they require in today's fast paced marketplace. According to a print industry study, by 2020 digital technology will have largely replaced screen and offset printing in markets that are mainly served at present by these processes.



and help us meet and exceed the requirements of our customers. As manufacturers bring their marketing messages closer to the consumer via in-store point-of-purchase displays or retail ready packaging, their need for shorter, more customized runs is sure to grow, increasing the demand for high quality digital printing. Digital Impact will be well positioned to satisfy that demand, equipped with the most versatile, automated devices for producing corrugated signage, packaging and displays. Although most of the demand for large-format digital printing relates to short run packaging, the Rho 1000 produces event signage, trade show exhibits, backlit displays and signage, window and wall graphics, outdoor as well as some architectural signage that needs high end printing.

Choosing an innovative wide-format digital printer to add to Digital Impact's facility was not taken lightly. Bob Mormile (President of the VT Group) and his team spent six months researching and visiting sites in North America and Europe evaluating the most advanced digital printing equipment available. They studied production samples and provided print files to several press manufacturers so they could print samples on their equipment in various quality modes and on various substrates. After careful consideration, the team selected Durst's Rho

The average run length per job printed with UV inkjet has increased dramatically over the last ten years and customers are finding that highly advanced inkjet printers like the Rho 1000 can not only deliver jobs faster and at lower cost than other print processes, but can offer the added benefit of variable data printing. Manufacturers can respond to market trends more quickly, customize graphics to a particular audience and order shorter runs that result in storage and logistics cost savings.

The VT Group is committed to providing our customers with the highest quality products and services. Our goal is to help them meet their objectives and succeed in very competitive markets. To this end, VT regularly utilizes its financial resources to invest in the most advanced

Canada has the worlds second coldest but snowiest national capital with an annual snowfall of about two hundred and thirty six centimeters.



equipment, technology and training available. The Rho 1000 is an innovative, new generation, high production printer with a significantly expanded color gamut providing exceptional image quality that will meet or exceed customer standards and provide them with a true selling advantage in today's volatile marketplace. Digital Impact, founded in 2004, is one of the pioneers of rigid large format digital printing for packaging, displays and signage. Acquiring the Durst Rho 1000 coupled with its already state-of-the-art production facility and unsurpassed experience assures that Digital Impact will remain an industry leader and continue to be recognized as one of the premiere large format digital printing operations on the east coast.

465 Penn Street
Yeaston, PA 19050
www.vtgrouponline.com
610.259.4090

VT Graphics: Flexographic Design, Flex-Press, Plates
Digital Impact: Large Format, Short Run, Digital Printing
OEM: Creative Design Services

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Connecting to You!
The VT Group has joined the cloud of social networking. We are excited to launch these sites which will serve as an on-line portal into our weekly operations. As regularly as possible, we plan to update these sites with: Newsletters, Announcements, Images from Projects, Industry Updates and more. Follow us on "Twitter" and "Linked In" or Like us on Facebook to be part of "The Evolution". Stay tuned as we share more information connecting to you.

Packaging Industry Trends

Have You Heard About the **VDP Outbreak!** It Can Make Your Next Campaign **INFECTIOUS!**

Variable Data Printing (VDP) is an innovative printing process made possible as the result of the digital revolution. Most everyone is familiar with the merge data features of popular word processing software. Businesses have been taking advantage of this time-saving and economical technology for years to tailor and print their marketing message to individuals or groups. Letters, postcards, flyers and other advertising collateral are customized efficiently to obtain the maximum desired impact on a prospect. When marketing literature is personalized with your name and address, you are more likely to read, or at least start to read the content, to determine if it carries a message that is of interest to you.

Now this valuable technology is beginning to migrate to the world of wide format digital printing. As large modern high production digital presses like Durst's Rho 1000 come on line, manufacturers and retail stores alike can benefit from VDP. Whether the need is for retail ready packages, POP displays, marketing kits or window graphics, print runs of up to 2000 units or more, can be customized according to demographics, region or even a specific store. VDP allows all sorts of variable data to be included in a print run including bar codes, QR codes and price points. Images, text and colors can all vary within a print production run in order to deliver graphics that are generated for a specific target audience. Prior to the advent of wide format digital

presses, printing various versions of packages or displays for a marketing campaign was much too expensive. Each version would incur a cost for a graphics specific printing plate and a labor charge for the changeover on press. The prohibitive costs resulted in generic graphics that were designed to appeal to all types of people living anywhere. That was fine at the time but marketing studies have established that the more a company can connect on a personal level with a shopper, the more likely they can influence their buying decisions. Today's technology offers a more personalized approach at a reasonable cost. Companies understand they are never closer to prospective buyers than at the point of purchase in retail stores. They are allocating their resources to study the demographics of regional shoppers and developing the most appropriate type of in-store print graphics to best communicate their marketing message.

Wide format digital imaging systems utilizing VDP capability now offer manufacturers and retail stores enhanced marketing opportunities. The ability to print customized graphics on packaging, displays and signage not only allows them to take advantage of regional demographics but the fast production speeds of modern digital presses lets them react quickly to new trends or competitors' advertising programs.

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To be architects, we would want to improve that. This can be done by concentrating on scenes in one's mind. Imagine walking through your home, for example, and repeat the process until you can easily "see" everything in each room.

For better concentration, practice identifying "mind" irritations. Anything that's going on just below the surface is sapping your ability to concentrate. Become aware of these things, and you can put them on a list or otherwise dismiss them. More formal meditation practices can help with this, but simple mindfulness exercises may be enough to let your natural powers of concentration function.

Simple brain exercises to strengthen your memory can be the repetitive use of any memory techniques. For example, mentally placing a list of items to be remembered at predetermined locations in your house, and seeing them there in an unusual way (think cucumbers dancing in the microwave), is one such technique. Just imagining where you'll see a person next, and calling to them by name in your imagination is a good way to remember names.

Get a little wild to develop your creativity. See things and imagine something absurd, like flying lights. For more than just an exercise in imagination, though, you have to create some sense of the image. For this example, I'm thinking there might be a market for little lights on helium balloons. With a more or less neutral buoyancy for the balloons, a party could be full of colorful, floating, moving lights.

Recent research makes it clear that exercising your brain makes it work better. A more active brain has even been shown to postpone or reduce the incidence of age-related decline of mental function. So why not start today with some simple brain exercises?

VT Group 2012 Holiday Festivities!



Above: New employees sing for their supper! A VT Group Holiday Tradition!
Right: Bob Mormile Jr. President/CEO presents VT Graphics founder Robert T. Mormile with the "Flexographic Brave Heart Award" and corresponding battle sword for his meritorious dedication and self-sacrifice to advancing the field of graphic development, flexographic platemaking and sales.

