

**THIS QUARTER'S
CONTEST:
RANDOM TRIVIA**

Congratulations to the winner of last issue's contest: Roger from M.B. Bank. Go ahead and take a few minutes to test your trivia knowledge of these random facts. Email your answers to marketing@elkgrovegraphics.com by April 30, 2010. Please include your name, company, and phone number. One winner will be chosen from all correct entries and will receive a \$100 gift certificate to Macy's.

1. Which president on Mt. Rushmore is wearing a jacket?
2. Great white sharks have a lifespan of: a) 20 years, b) 30 to 50 years, or c) 10 years
3. True or false — all snakes are deaf.
4. What was the first brand of ice cream taken aboard a space shuttle? Was it Ben & Jerry's or Edys?
5. How much of Earth is covered by deserts — one-fifth, one-fourth, or one-eighth?

EMPLOYEE SPOTLIGHT

› Tracy Robertson
SALES REP



BIRTHDAY: May 1

BIRTHPLACE: Chicago

HOME: Riverside, IL

FAMILY: Husband Bruce, kids Brian, Lauren and Erik

FAVORITE THING ABOUT MY JOB: The nice people I work with

FAVORITE FOOD: Mexican

HOBBY: Traveling

A MOVIE I'D WATCH OVER AND OVER: "It's a Wonderful Life"

FAVORITE SPORTS TEAMS: Bears and Sox

I'VE TRAVELED TO: Brazil, Ireland and Bermuda

I'D LIKE TO GO TO: Bermuda again for my 25th wedding anniversary

FAVORITE SEASON: Spring

FAVORITE HOLIDAY: Thanksgiving

IF I HAD THE CHANCE, I WOULD: Take extended family to the Grand Canyon

WHAT MAKES ME LAUGH: My kids and my girlfriends

BEST CHILDHOOD MEMORY: Sunday outings with my Dad and seven brothers and sisters

ONE THING THAT MAKES ME HAPPY: Family

LIFE PHILOSOPHY: Be thankful for every single day

Presorted
Standard
U.S. Postage
PAID
Palatine P&DC, IL
Permit No. 7052

elk grove graphics
1200 Chase Avenue
Elk Grove Village, Illinois 60007

INSIDE THIS ISSUE

- Intelligent Mail
- Design Tips
- Ask the Printer



"INTELLIGENT MAIL" STREAMLINES POSTAL SYSTEM

The US Postal Service went "live" with its Intelligent Mail (IM) program in May 2009, and since then, an increasing amount of commercial mail has carried a new type of barcode. This innovative change has been one of the largest technological advances for the mailing industry in the last 20 years, but also one of the most confusing. Today, there are more options and requirements than ever — multiple barcodes, documentation procedures, service levels, service types, and just plain services.

Intelligent Mail is not just about barcodes. The Postal Service developed this new system to enable end-to-end visibility and reporting on mail as it travels through the mail stream.

What is the IM Barcode?

Different length bars make up the barcode, which gives it added capacity to pack a lot of data about the mailpiece into the code, much more than in the previous used POSTNET. Scanning the piece during its journey through the postal system allows for constant tracking in near real time, making it easier for companies to rely on specific delivery dates.

In addition, the IM barcoding will allow the Post Office to build a performance measurement system. This will drive better service and offer the ability to see where problems exist and fix them.

What's Ahead

From May to December of last year, over 900 million pieces were processed with Full Service Intelligent Mail, and soon, this will replace today's POSTNET barcode on automation-compatible mailpieces. In May 2011, mailers will be required to use the IM barcode to obtain automation prices.

The Post Office is offering incentives to adopt the IM barcode now on mailers. Mailers that use Full Service Intelligent Mail will receive free ACS information and details about when their mail entered the postal system, which is known as "start the clock." There are also some price discounts available, all part of the effort to transition the industry to the IM barcode more quickly.

Full and Basic Service Levels

The Postal Service offers two IM services — full and basic. The full service offers more benefits for mailers but requires more effort and investment. The barcodes are unique and more complex. Basic IM only requires that the mailers use an IM barcode on each mailpiece, which must contain routing information for the delivery address.

The new IM system has yielded excitement but also some worry about how to implement the new requirements. For more information about Intelligent Mail, check <http://ribbs.usps.gov>. As always, your Elk Grove Graphics representative is also available for help and questions with your printed mailers.

ASK THE PRINTER

Q: How does Elk Grove Graphics monitor color so it is consistent throughout the press run?

A: There are a few different ways color can be measured. We use XRite brand Spectrodensitometers. Sounds like something out of a sci fi movie, but with these devices, we can read solid ink density, screen values, trap, print contrast and L*a*b* color values.

In the past, the standard for color measurement was solid ink density, however within the last decade, our industry has been transitioning to the L*a*b* based color value system.

This method expresses color as a numerical value where "L" defines Lightness, "a" denotes the red/green value, and "b" represents the yellow/blue value. This gives the actual color, not as the previous density system, which measured the depth of a color.

Another method of color control is reading a gray patch on the color bar. We can quickly see if the gray balance is shifting from neutral without reading each individual color, and we can detect minor color shifts before they are visible to the eye.

Reading screen values is a measurement of the dots in tonal or tinted areas. We use this information to trouble shoot problem areas and make a change on press. Trap refers to ability or inability of an ink to accept the next ink printed on top of it. Poor trap can cause color shifts in some color combinations.

We use all of these methods and more to measure and control color, making sure we produce the highest quality product possible.

DID YOU KNOW?

- In 2008, 57 percent of all paper consumed in the U.S. was recovered for recycling?
- The pulp and paper industry gets more than 60 percent of its power from renewable resources.
- Each year, the forest industry plants 1.5 billion seedlings in the U.S.
- Recycled paper uses 50 percent less energy than manufacturing paper from virgin timber.

1200 Chase Avenue | Elk Grove Village, Illinois 60007 | p. 847-439-7834 | f. 847-439-0182 | www.elkgrovegraphics.com

ELK GROVE GRAPHICS WINS ANOTHER AWARD



Elk Grove Graphics is proud to announce that our company has again been awarded a "Best Workplace in America" honor for 2009. This is the tenth consecutive year that Elk Grove Graphics has been given this prestigious award. We were one of only two companies in Illinois to receive this honor.

This is an annual award, sponsored by the Master Printers of America, a committee of leaders belonging to the Printing Industries of America. The award recognizes graphic arts companies for their outstanding human relations efforts which contribute to a successful workplace, including management, work environment, training and development opportunities, recognition and awards, workplace health and safety, financial security, and work-life balance.

DESIGN TIPS

Before sending files to us, here are some tips:

1. Define Page Size and/or Bleeds. Page elements that bleed should extend 1/8" past the page boundary. The page dimensions should be exactly the same as your final trim size.
2. Provide bitmap images at adequate minimum resolution. Try to use images that are at least 300 dpi. Anything lower may produce poor quality. Keep in mind that any image copied from a website is almost always 72 dpi and will not print with good quality.
3. Include all import source files, links and images. If you are using an image editing program like Photoshop, you may want to include the layered PSD file so if any minor adjustments are needed, we could make them.
4. Include all fonts. Every font used in your document should be sent with the files. Font problems may occur if we substitute, or time may be lost if we have to contact you to provide fonts.
5. If you are printing in four color, make sure that all the colors are set up as CMYK. Any images should also be converted to CMYK from RGB before sending us the files. If we convert them, there may be some undesired results. If your project is printing with spot colors, make sure all colors are set up with the proper PMS numbers.
6. Reference PDF. Along with all source files, it's helpful to send a reference PDF. We can use this as a guide to make sure your printed piece will be exactly as you expect.

FRANCISCAN MINISTRIES PROVIDES AFFORDABLE HOUSING

Providing affordable housing to more than 3,800 residents in four states, Franciscan Ministries focuses on families, independent seniors requiring assisted living services, and persons with special needs including those living with HIV/AIDS and physical disabilities. Franciscan Ministries' housing sites are located in Colorado, Illinois, Iowa and Wisconsin. Several sites have received awards for excellence in management and maintenance.

Franciscan Ministries' mission is to provide quality, affordable housing in an environment that promotes wholeness of life within ourselves and our communities. A customer of Elk Grove Graphics, Franciscan Ministries distinguishes itself from other housing providers by offering service-oriented management which gives individuals and families the opportunity to enhance their quality of life and encourage fundamental change of social and economic systems.



Started more than 35 years ago by the Wheaton Franciscan Sisters, Franciscan Ministries was incorporated in 1983 as a division of Wheaton Franciscan Healthcare. The housing organization is resident focused and integrates housing with services to enhance the independence and quality of life for the residents served. Services promote a mutually caring and safe environment characterized by respectful relationships. Through the well-integrated professional network of support services, residents are given hope, growth and opportunity.

Extra encouragement may be required to foster strong, connected communities where people can grow to their potential. Through the delivery of services, residents experience beneficial outcomes that improve the quality of independent living, overcome barriers to success and move toward economic self-sufficiency. Making this kind of investment in people's lives can lead to astonishing results. Franciscan Ministries believes that providing services, in conjunction with housing, can only improve the outcome for children, families and older adults living in its communities.

To learn more, visit www.fm-inc.org.