

SPRING  
2005

# HenneganNews

## An Exciting and Dynamic New Technology Comes to Hennegan

By Bob Ott, Jr.

Quite recently, The Hennegan Company purchased a new Heidelberg SM-102 12 Unit Perfecting Press for its growing Sheetfed Department.

A team of Hennegan talent tested both the Heidelberg and one of their competitor's equipment. The field was narrowed down after a cursory evaluation of many manufacturers by Hennegan management at GraphExpo 2004 in Chicago. After a rather forgettable press test in the U.S. of

Heidelberg's competitor, a group from Hennegan consisting of Mike Reinert, Jim Tillery and

Bob Ott, Jr. flew to Germany for a brief but enjoyable press test experience. We viewed the printing of solids, screens, register tests and stochastic printing in the evaluation process.

One of the biggest concerns we had about all the manufacturers was in finding a press that either eliminated or minimized the two-sided character of perfecting printing. Heidelberg has achieved this with the advent of their new Perfect Jacket Plus. All the members of the team were impressed with the results and their feelings were later confirmed by the analysis of Gary Briney, our VP of Quality, after his examination of our test sheets.

What will be different about this press? Most importantly, this fine press allows us to print 6 colors over 6 colors, *in a single pass.*

One of the 6 units can be an

aqueous coating either on the top or bottom of the sheet. This ability to coat utilizing a printing unit is unique to Heidelberg and is called a *Modular Coating System (MCS)*. This MCS can be installed on either unit 6 and/or unit 12 and it replaces the blanket washer. So we have the tremendous versatility of running 5 color plus varnish over 5 color plus aqueous or 5 color plus varnish over 5 color plus aqueous or 6 color over 2 color. When perfecting, the sheet can only turn after unit 6. The press also has the ability to print up to 12 colors 1 side of a sheet.

The new feeder and delivery are also very impressive. They are more sophisticated than any other presses available. The press delivers a sheet printed 2 sides at 12,000 an hour with virtually no turbulence in the delivery. An opportunity to print better and faster has reached a new pinnacle for our customer and for us.

When you are printing a sheet 2 sides at 10M to 12M an hour, a concern for the quality of that sheet and how you monitor it becomes critical. This is where the *Prinect Image Control* steps in to determine perfection. This unit allows the pressman to spectrophotometrically measure the entire printed image in a matter of seconds and update the ink keys with the touch of a screen. This unit will also be capable of printing out the amount of quality control test pulls and the deviation throughout the run.

Another labor/material saving and quality enhancing feature is

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the ink line feed system which automatically fills and monitors the level of ink in the fountains. This feature will reduce the minor surges in inking caused by refilling fountains at various intervals instead of at a constant rate.



### Magic of single pass printing

Probably the greatest of the material savings will be achieved by the addition of the *Cut Star Plus* Sheeter. Simply, it allows us to run rolls rather than sheets. The efficiencies from getting rolls rather than sheets can be as great as 40% material savings. In addition, short grain sheets directly off of a roll present none of the traditional problems associated with printing short grain. Our new press will still have the capability of running sheets, as well.

All in all, Hennegan looks forward to the new challenge. We see a marked improvement in productivity and material savings, while perpetuating our legendary quality. One makeready for 2 sides will eliminate spoilage, will circumvent 2 passes, will address the combatting of spray powder from the first pass, and many other problems.

As we go forward, we are all confident that this sort of enhancement to our sheetfed department will be critical in augmenting our vitality and growth. Printers without this capability will be hard pressed to compete.

Another way to look at this new acquisition is that: "Hennegan welcomes its new short run web press".

## Faster & More Efficient Proofing

By Gary Briney

Recent improvements in computer hardware, monitor displays, and Internet technology have made it possible for The Hennegan company to embrace mature digital workflows and offer to our customers a shorter prepress proof approval process. This new maturity in technology comes through brightly in our suite of new soft proof offerings, which we call *Hennegan MicroProof*.

The Hennegan Company now offers the benefits of substantial cycle time reduction to our customers interested in taking advantage of this state-of-the-art technology. Our process offers two distinct tiers of involvement. It can be used by anyone who has Internet access; without the need to purchase any expensive equipment or software. This browser-based solution makes it possible for The Hennegan Company to post images and plate ready PDF pages in a secured viewing environment through the use of a broadband Internet connection. This viewing capability is permissible by invitation only and is password protected for maximum security. Comments can be noted using a variety of robust tools provided in the browser page. Markings and annotations can be made to the image or the page that can then be immediately synchronized with any other user that is logged on to the same image or page. A virtual chat room focused around an image or a page is now a reality. In addition, it all happens in "real time". That's why this fine component to our comprehensive offering is called *RealtimeProof* by the manufacturer. This process can be very helpful for expediting cloning issues on images and marking type corrections on final pages.

Now when color is the issue, our higher tier of soft proofing implementation is required. This consists of a computer, an approved high-end flat panel display, a calibrated viewing station, and software that enables the calibration of the entire system. This component of our proofing suite is called *Matchprint Virtual Proof*. Through the use of these calibrated tools, everyone viewing the image or page will see color displayed just as it would appear as if it were output to a hard copy proof from one of our two high-end proofing devices at The Hennegan Company. Sophisticated color science has been expertly engineered into this all-digital process that now enables a virtual soft proof and a hard copy proof to match anytime throughout the approval process...affordably and seamlessly.

The excitement surrounding this new and relevant technology is understandable when the approval process is reduced not just by hours, but by days for our valued customers, and all with the same superlative quality you expect from The Hennegan Company.

## Personalization: Dynamic Growth

By Greg Wallace

When I joined the team at The Hennegan Company 4 years ago, I came to make a contribution and create a new chapter in the history of this company. We were always a highly respected printer, and now we were looking to augment our list of products and services that we could offer our customers. The personalizing of catalog printing that we were producing seemed to be a natural growth

opportunity for us while being able to keep things simple and uneventful for our customers. In addition, we had the opportunity to offer a larger, more comprehensive offering to our respective marketplaces.

What happened in very short order is quite noteworthy. In addition to facilitating personalized products for our current customers, we began to do more printing volume with them because *we could* personalize the printing. Our core business has grown to more closely reflect our valued customers contemporary needs, and subsequently we have benefited tremendously in our partnerships with our customers. In fact, personalization has opened up a whole new marketplace for The Hennegan Company to service marketplaces where we weren't competitive before the advent of our digital personalization offering.

Once the first couple of customers were on board, we had proven that our mailing, fulfillment and personalization offering reflected the same superlative nature as our offset printing talent. The explosive growth and success of our new department required more human resources and equipment to handle the workload. We mailed more pieces in January of 2005 than we did in the entire first year we offered our service, and that was not the first month we've had that kind of success. Overall volume was up in 2004 by 650% over 2003, and the 2005 volume could easily see triple digit growth for the second straight year.

The Hennegan Company has always been considered a highly

regarded printer *and* now a mailer too. The true growth in this marketplace is just getting started.

## Servicing Unique Customer Needs

*By Gary Briney*

Each day at Hennegan we receive a variety of different proofs from across the country that have been produced on devices manufactured by a variety of vendors. Each proof has its own unique characteristics and foibles. Some may be rendered using a three color process, some may use a random dithered dot, some conventional dots, and some may not conform to SWOP or GRACoL color standards.

We pride ourselves at Hennegan for taking a proactive approach to level the incoming data and produce a predictable result at press. Incoming proofs are evaluated and profiled to our demanding standard.

Most recently we received a proof with a very heavy black and very light 3 color (due to heavy GCR). Because of the rigorous prechecks we perform, we recognized the need for considerable plate curve adjustment. These corrected curve adjustments enabled the press crew to achieve an outstanding match to the supplied proof which otherwise would not have been possible without plate remakes, press delays, and an inconvenience to the customer.

The lesson is that we are very comfortable at manipulating technology and workflows to accommodate the most unique customer conditions. At Hennegan, this principle is not a program, it's a way of life.

## Generous Spirits

*By Nancy Jacobs*

Last September, I was once again witness to the generosity that epitomizes Hennegan employees. Day after day, I saw shippers around the facility being filled with personal care items and canned goods. The Butler County Chapter of The American Red Cross was the recipient of the personal care items collected and had this to say: "Thank you so much for your efforts in coordinating the collection of Comfort Kit items . . . These important items are vital toward helping the immediate needs of fire and disaster victims in our area, providing the comforts of home to those facing devastating situations." The canned goods collected were distributed to Manna Food Pantry. Their reaction to the overwhelming response was to say: "The tremendous contribution of food to the Manna Food Pantry is greatly appreciated. Many families will be blessed as a result of your sacrificial giving."

I have been involved in Hennegan's United Way Campaign for many years and have always been proud of my fellow employees and the way that you give so generously to people who are in need. Our 2004 campaign generated \$37,649.96, the highest ever. This represents 65.4% participation, which is much higher than the community or industry average.

Your generosity is making our region a better place for all of us to live and work. Your contributions support critical services and innovative efforts that help more people than you can even imagine. Thank you!

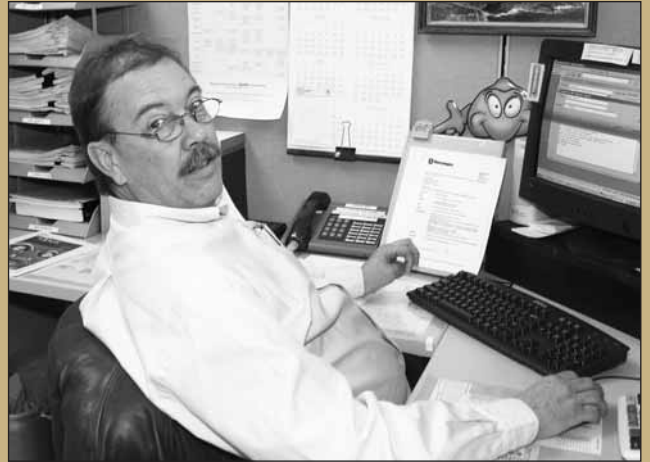
I must also thank the volunteers that pulled everything together. Their help was invaluable.

Through our campaign we had some great raffle prizes which included airline tickets, dinners, hotel stays, Reds tickets; Coney Island tickets; shirts; and vacation days. Congratulations to our 17 winners.

# Faces in the crowd at Hennegan



*Bill Kaun, Web Department*



*Ken Wirth, Estimating*



*Paul Reis and Bill Zeilman, Planning Department*



*Kathy Melvin, Prepress Department*



*Dave Hollinbaugh, Sheetfed*



***Ron McDermott, MIS***



***Wayne Birchwell and Arner Dugum, Bindery***



***Tony Day, Sheetfed***



***Bill Rahn, Planning***



***Charlotte Harness, Bindery and friends at her retirement party***

## Leadership Lions

Congratulations to our fellow associates Darel Darlington (Web), Jeff Meyer (Maintenance), Tom Riga (Art & Design) and Tracey Ruggles (Customer Service), our latest additions as Leadership Lions. To quote from their nominations:



**Darel Darlington**

“Darel strives for excellent quality at all times, and constantly tries to make a job a little better even after the customer has left the press.”

“Tracey displays consistent calm under pressure, works to understand the project and communicates a positive attitude, is respected by her sales team, and works well with customers.”



**Tracey Ruggles**



**Jeff Meyer**

“Jeff has a can-do attitude and desire to learn, has excellent preventive maintenance skills, and his attitude and interpersonal skills enable him to get a multitude of positive comments on his performance.”

“Tom is very creative at generating sales ideas and finding suppliers to do the unusual, and everything he does is very professional.”



**Tom Riga**

***Please recognize their efforts and congratulate them!***

## THE HENNEGAN COMPANY SWEEPS 2004 PIANKO PRINT EXCELLENCE AWARDS

The Hennegan Company was the principal winner at the 2004 PIANKO Print Excellence Awards. This event was recently held at The Drees Pavilion in historic Covington, Kentucky, a facility offering a beautiful panoramic view of the Cincinnati skyline. These Print Excellence Awards are of particular value to all of us at The Hennegan Company because it is a wonderful showcase for our local printing community, which is one of the largest in the country. The Hennegan Company swept the gold category, capturing 15 out of a total of 26 eligible awards.

Hennegan also won six silver awards and 2 bronze awards. This type of recognition is more about our valued customers than it is for us. Our true passion is in helping our customer's visions come to fruition. These awards validate that we do indeed make our customer's dreams come true.



### Promotion Spotlight



***Congratulations to the following on their recent promotions:***



#### **ROBERT OTT, JR.**

Bob, Jr. was recently promoted to CEO of the corporation, in addition to his position as President. Bob is a seasoned executive with a proven track record as an industry leader. He has consistently provided outstanding leadership and guidance throughout his career, and he will continue to successfully lead our efforts and strategies at creating value for our customers.

Bob, Jr. is a 4th generation printer and leader in The Hennegan Company's long and esteemed history within the commercial printing industry.

#### **MICHAEL FLEURY**

Mike was recently promoted to Executive Vice President, National Sales for the corporation. Mike has the vision and the wealth of experience necessary to lead the sales division forward in our full service strategy that provides our valued customers the best leading solutions in print and print related services. Our value proposition of providing customers the very best and most consistent printing that technology will offer today is what Mike embodies everyday. Prior to his current position, Mike served in a number of senior management positions in both sales and manufacturing at The Hennegan Company.



### Salute to Retirees

Nine of our associates retired in 2004 and first quarter of 2005. Their total years of service amounted to 217 years, 24 years average. Ladies & Gentlemen, you will be missed by all of us:

#### **Bindery:**

Allen Stambaugh	<b>41 Years</b>
Roger Holden	<b>20 Years</b>
Charlotte Harness	<b>29 Years</b>
Coleman Waford	<b>14 Years</b>
Jim Deaton	<b>17 Years</b>
Steve Hudgens	<b>27 Years</b>

#### **Prepress:**

Dan Schabell	<b>31 Years</b>
Jim Wysong	<b>21 Years</b>
Jim Heichelbech	<b>17 Years</b>

***We congratulate you and wish you the best of luck!***

### **MARK YOUR CALENDARS!**

The 2005 Hennegan Company Picnic will be at Coney Island on Sunday, September 11th. Plan on having a great time!

# Some new faces at Hennegan . . . and some that have been around!

## New Employees in 2004 and First Quarter 2005

### Sales:

Carl Back                      Mike McDaniel  
Mark Bystedt                 Rick Rainey  
Irving Haight

### Marketing:

Eric Roberts

### Customer Service:

Andy Isacson                 Diane Ollberding

### Color Analysis

Jerry Drury                      Jim Hancock

### MIS:

Ron McDermott                 Mark Weyhe

### Administration:

David Roncaglione

### Estimating:

Rick Krummen

### Planning:

Bill Zeilman

### Ink Jet:

Paul Woodruff

### Pre-Press:

Rick Dierna

### Shipping/Receiving:

Bill Martin                      Melanie Roaden  
Bob McCann                      Mike Webster

### Sheetfed:

Josh Leger                      Mike Schero  
Shane O'Brien                 Greg Stevens

### Web:

Randy Burns                      Joe Martin  
Charles Christman                 Mike Messer  
Jeff Fjordbak                      Tony Parker  
Robert Leturno                      Josh Schero  
Jim Loomis                      James Tackett

### Bindery:

Brenda Adkins                 Carolyn Peelman  
Chris Baynum                 Robert Sanders  
Pamela Browning                 Sona Sleight  
Charlene Jones                 Matt Stanton  
Duston Logan                 Randall Steuart  
Jared McCarthy                 Roy Unthank  
Lloyd McCoy Jr.                 Chad Wagner  
Lloyd McCoy Sr.

## Years of Service

Please recognize our esteemed associates who have reached milestones in 2004

### 35 Years

*Jim Boschert, Sales*  
*Jim Jones, Administration*



**Jim Boschert**      *35 Yrs.*

### 30 Years

*Don Fleck, Administration*

### 25 Years

*Mike Cox, Letterpress*  
*Mike Reinert, Sheetfed*



**Jim Jones**      *35 Yrs.*

### 20 Years

*Bob Cahal, Bindery*  
*Patty Craven, Bindery*  
*Brenda Ferrell, Bindery*  
*Roger Holden, Bindery*  
*Dave Kattelman, Sheetfed*  
*Mike Kuhn, Sheetfed*



**Don Fleck**      *30 Yrs.*

### 15 Years

*Les Beebe, Sales*  
*Dave Cornett, Maintenance*  
*Rich Crank, Web*  
*Sandy Harvey, Bindery*  
*Mike Kuhl, Letterpress*  
*Joe LoBello, Sales*



**Mike Reinert**      *25 Yrs.*

### 10 Years

*Greg Abbott, Sheetfed*  
*Charles Ball, Maintenance*  
*Mike Barnes, Bindery*  
*Mike Butler, Jr., Bindery*  
*Charles Cure, Sales*  
*Kathy Griffin, Bindery*  
*Jim Jester, Bindery*  
*Joe Lloyd, Sheetfed*  
*Scott Mitchell, Web*  
*Ray Pratt, Bindery*  
*Rick Pratt, Bindery*  
*Mike Raidy, Pre-Press*  
*Maggie Ray, Color Analysis*  
*Doug Rickey, Ink*  
*Michelle Tucker, Bindery*  
*Bill Walker, Web*



**Mike Cox**      *25 Yrs.*