

# ideal PERSPECTIVES

Volume 23, Issue 1

A Newsletter from Ideal Printers

Spring 2011

ideal  
PRINTERS

## Bring your print to life via QR codes

### Have you scanned or printed a QR code yet?

**W**e at Ideal Printers were printing QR codes for our clients before we even knew what they were. Likewise, many people still do not know what a QR code is or don't even notice those mysterious square graphics full of data intended to drive a reader to action. Once you are aware of them, you'll begin noticing them on brochures, in magazines, on billboards, business cards, and even T-shirts!

A QR code is a way to connect the consumer to a website, coupon, video, etc. from wherever they are via their smartphone. Approximately 17% of Americans own a smartphone and some studies report that this number will be closer to 50% within a year. Japan was the front runner in use of QR codes, with Europe not far behind. It is now becoming more mainstream in the United States as well.

►How can I read a QR code, you ask?

Free QR App:

<http://www.quickmark.com.tw/En/basic/download.asp#>

Providing you own a smartphone, download an app (which is usually free) from your App Store. ►If I am printing a QR code on my brochure or newsletter, how do I know it works? Make sure whatever site you are bringing your reader to is mobile-friendly. Oftentimes, a QR code takes the reader to a site with too much data, which is difficult to read on a phone. Provide download information in case they do not already have a QR app on their phone. You may want to include a web link in case the reader does not have a smartphone and wants to access the link via their computer rather than their phone.



We are utilizing QR codes throughout this newsletter to give you an idea of various uses for a QR code. Ideal will be happy to help you apply an appropriate QR code on your next printing project. Just call us at 651-855-1100.

Or if you'd really like to shine, scan the QR code on this page for more information or go to the link to print a money-saving coupon good toward your next print project!

**Coupon QR link** ► <http://www.idealprint.com/shoeshineqrcode.html>

### INSIDE:

- Using QR codes to bring your print project to life!
- Customer Spotlight: 1006 Summit Avenue Society
- What the heck is "commercial" printing anyway?
- Lunch & Learn Gets Wings
- Ask Dr. Dylux
- One Printer's Perspective
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### Interested in comparing Digital versus Conventional Print?

For this issue of *Perspectives*, we ran the outside four pages on our Indigo digital press and the inside four pages conventionally to show the difference between the two methods. Decide for yourself!

# Ideal Customer Spotlight

It was Ideal's distinct pleasure to have the opportunity to produce a charming hard bound book for The 1006 Summit Avenue Society. This Society is dedicated to preserving the grace and dignity of the governor's residence.

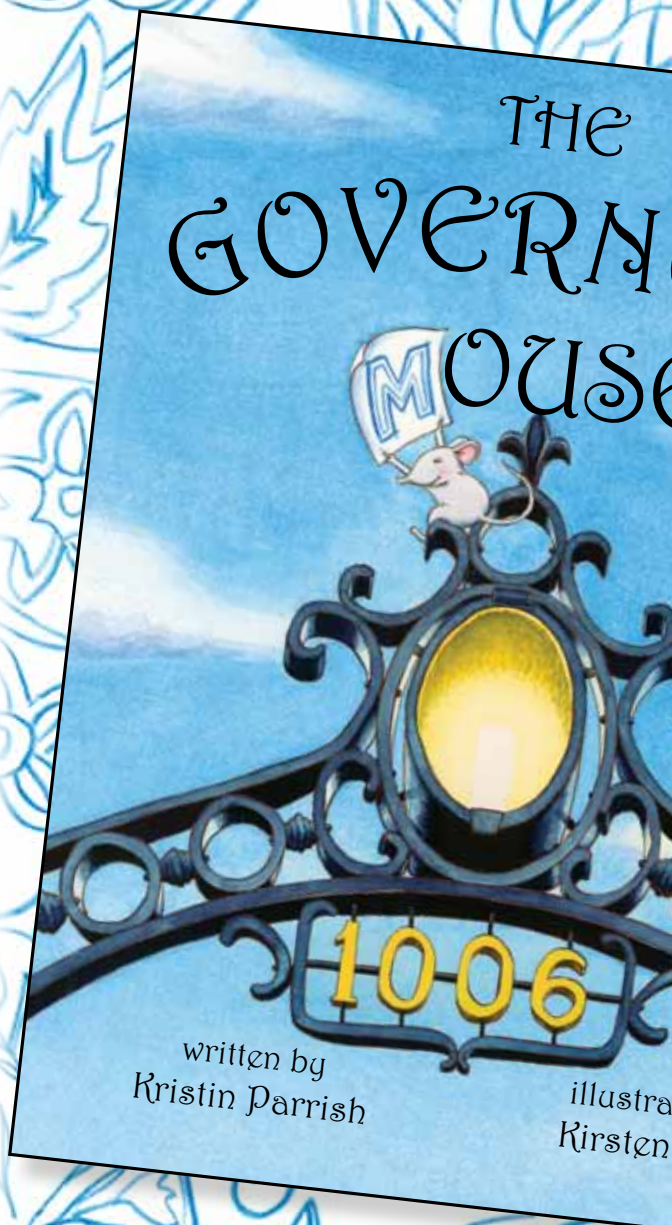
The book was written and illustrated to grab and hold the attention of children, but its visual appeal and local historical content would make it a welcome addition on any Minnesota coffee table.

There is a brief history of the mansion which was built for lumber baron Horace Irvine in 1912 and donated to the state in 1965. The balance of the text is a quick little tour of our governor's mansion, written in verse, as seen from the perspective of fictional resident mouse Herb — purely fictional, we trust, as we are sure no real mice are allowed to reside under the mansion's stairway!

As you might imagine, a mouse is not very tall, so the illustrations allow you to visualize the mansion's features from floor level. This also gives the reader a close-up look at some of the guests' shoes. For a little variety, Herb also alights momentarily on a ledge below the grandfather clock's face and also on top of the grand piano, from where he sees things more as we might see them in person.

The text was authored by Kristin Parrish. The book's design and all of its illustrations were created by Kirsten Sevig. Ideal worked closely with Kirsten to arrive at the eventual paper choices and physical makeup of the book. As deadlines approached, Kirsten actually finished her colorful illustrations in our new small conference room.

The books are available to all who visit the mansion as well as online at [www.minnesotasbookstore.com](http://www.minnesotasbookstore.com).



## Mechanical specifications of the book are as follows:

- 32 pages, 8½x11. Printed four color process and satin aqueous coated.
- Covers printed four colors and gloss laminated.
- End sheets printed four colors and satin aqueous coated.
- Hard bound at Muscle Bound Bindery.



## Dare to compare!

This page of *Perspectives* was printed on our Indigo digital press and the facing page was printed conventionally on our 5-color Komori press to show the difference (or lack thereof) between the two methods. Decide for yourself!



## What the heck is "commercial" printing anyway?

We say we are a "commercial" printer; what does that mean? Not being sure, I Googled it. In .19 seconds Mr. Google found 2,390,000 references to commercial printing. Nowhere did it clearly define what the "commercial" in commercial printing really means. Actually, I guess I didn't open up all 2.4 million links. So, why should we call ourselves a commercial printer? Here is our dilemma:

We print books but you wouldn't refer to Ideal as the "book printer." We print forms, but you wouldn't say Ideal the "forms printer." We print publications, but you wouldn't say Ideal the "publication printer." We print catalogs, but you wouldn't say Ideal the "catalog printer." We print annual reports but you wouldn't say Ideal the "financial printer." We print labels but you wouldn't say Ideal the "label printer."

And the list goes on and on...

This is beginning to sound like we could be a "Jack of all print and master of none." Not really! Because the same disciplines apply to all of the above it would be more correct to say "master of all."

So what should we call ourselves, if not a commercial printer? How about "lithographer?" That has a nice ring to it, and certainly most of our projects involve lithography. However it ignores the fact that we also do Print-On-Demand (POD), online sites, Quick Response (QR) codes, Persistent Uniform Resource Locators (PURLs), digital printing, bindery, die-cutting, mailing and fulfillment. We could call ourselves a "sheetfed offset printer" but we only talk like that when we are talking to other printers. Again, it ignores the other services we provide.

Somewhere along the line, many years ago, some person or persons must have decided we needed a one-word adjective that could include all of these printers whose specialty is not specializing. We don't know what other options they might have considered, but somehow they arrived at "commercial." It is the kind of word that says it all without really saying anything. I found that Webster had several definitions, one of which is "done for profit." Don't we wish that statement were always the case?!

When all is said and done, we're okay with being listed under the heading "Commercial Printers." However, if you just want to think of us as that "pretty good printer named Ideal which is just north of downtown St. Paul," that is okay too!

# Lunch & Learn Gets Wings

Located in Florida, Time Customer Service (TCS), a Time Warner Company, is a valued client of Ideal Printers. TCS invited their Ideal representative Mona Schomas to their facility to present a Lunch & Learn. Here she brought Ideal Printers to her primary contacts, since distance makes it difficult to get to Minnesota. Mona played a video that she had taken while following one of their projects as it went from electronic prepress, proofing and plating, through the pressroom and bindery, then through the back door. The TCS buyers were able to see our equipment and how it operates, plus “meet” some of the people who work on their print projects.

Following the Lunch & Learn, more people were invited to the table where Mona presented “Printing 101” by providing an overview on printing and paper as well as answering questions about our industry, equipment, etc. You may view this presentation slide show by scanning the QR code at the end of this article.

The Print Productions Supervisor at TCS, said in an email to Lana Siewert-Olson, “...I am very grateful for the printing overview that Mona provided to my team and a few others who I invited to sit in. That was the main event and everyone was thrilled to have the opportunity to participate. Thank you for making this happen for all of us!”

If any clients are interested in a personalized Lunch & Learn, please contact your Ideal representative and we will do our best to accommodate your request.

QR link > <http://www.idealprint.com/paper101.html>



**Capitol Direct:** *We were delighted with the quality of printing and the fast turnaround.*

“Hi Bob! They were thrilled! Thanks for making me look good (again!).”

**Anton Group:** *We love our banner!*

**Gander Mountain:** *\_\_\_ in the mailroom just said you are her hero! You already know this but you are mine as well! Thank you so much.*

**Casa De Esperanza:** *The cards just arrived and look great!*

“You’re a peach! Thanks also for the good response to the annual report reprint. Both the buyer and her boss are pleased.”

**Center for Mission:** *To our brochure team, we are all very pleased with our brochure! This thank you goes out to all of you for your part in bringing it to fruition. We are blessed to be working with you and acknowledge with gratefulness your gifts and talents.*

“The books are here now – I just want to express my gratitude to your delivery people. They were extremely helpful and I appreciated them unloading all of those boxes for me.”

## A sampling of Customer Testimonials

(We love 'em...  
keep them coming!)



TOP  
100  
WORKPLACES  
2011

StarTribune

Ideal Printers is proud to announce that we have been chosen as one of the StarTribune’s 2011 Top 100 Workplaces in the Twin Cities in the small business category! Thank you to our clients, vendors, friends and families for your confidence in us!



## And Along Came John...

*John Moore called me about 20 years ago and offered to sell printing for Ideal. This came as a bit of a surprise. I had known John for about 30 years but not all that well. He knew people I knew and I knew people he knew. His demands weren't that great. He needed business cards, a desk, a phone and a straight commission compensation plan. My response was, "Can you start tomorrow?" Thus began a relationship and a friendship that remains strong today.*

*John brought more than sales to Ideal. We were a 29" shop with 29" presses and a 29" mindset. Our thinking had yet to accept that we might some day compete with the major players in town — all of whom had 40" equipment. John helped us to make that transition. He had several strong connections in the special interest publications business. With this magazine business came the realization that printing four pages at a time just wasn't going to cut it. Another light getting brighter was the fact that "you can put a smaller sheet on a larger press, but you cannot put a larger sheet on a small press." Thus started the transition to 40" equipment; first two-color and then four-, five- and six-color presses. We have John to thank for getting us onto that right track much faster than we might otherwise have done so.*

*I think John looked at his move to Ideal as a way of sort of easing out of the large printer world and transitioning into the world of the semi-retired. That transition went on for about 10 years that were certainly good for Ideal and, I trust, beneficial to John also. It has been perhaps 10 years since John fully retired. I should learn as much from his retirement as I did from his days at Ideal. While I tend to suffer from tunnel vision, pursuing the same interests year after year, John has explored the world from many angles.*

*He has sailed for months at a time on large freighters; he has motored to major historic sites and museums throughout the USA; and he recently toured the Ukraine with customers he brought to Ideal many years ago. That is another thing about John; he rarely loses*

*contact with people that were important in his past. In this case it was a customer, but it might have been an RIT schoolmate, a high school friend, or most anybody who lives in or ever lived in North Dakota. My guess is that they all are delighted to see him in person or hear from him. He has many interesting tales to tell. I am glad he occasionally includes me in this complement of people he chooses never to forget. Who else would keep me informed of where I should go, what movies to see and which books to read?*

*In between his national and international journeys, John finds a lot to keep him away from the TV at his home in Minneapolis. He has forever been a "three or four times around Lake Harriet" kind of daily walker where he gets to know the regulars personally. In recent years he has expanded that to covering 13- to 18-mile routes around the city. If you think that is pretty good for a man in his early 80s, try this some time — more than once he has walked 20+ miles from Cannon Falls to Red Wing, taken a nap, and walked back again. And I shouldn't omit the Sparta to Elroy trail; 20 some miles and uphill both ways.*

*Well, that's a little bit about our friend John. I don't know yet what prompted him 20 years ago to call and suggest that we should get together. But I am glad he did.*

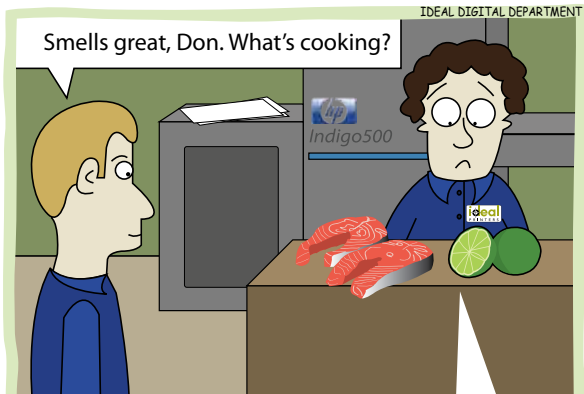
*Thanks for your time.*

Howard Siewert

## DIGITAL BYTES

RYAN DUNAISKI

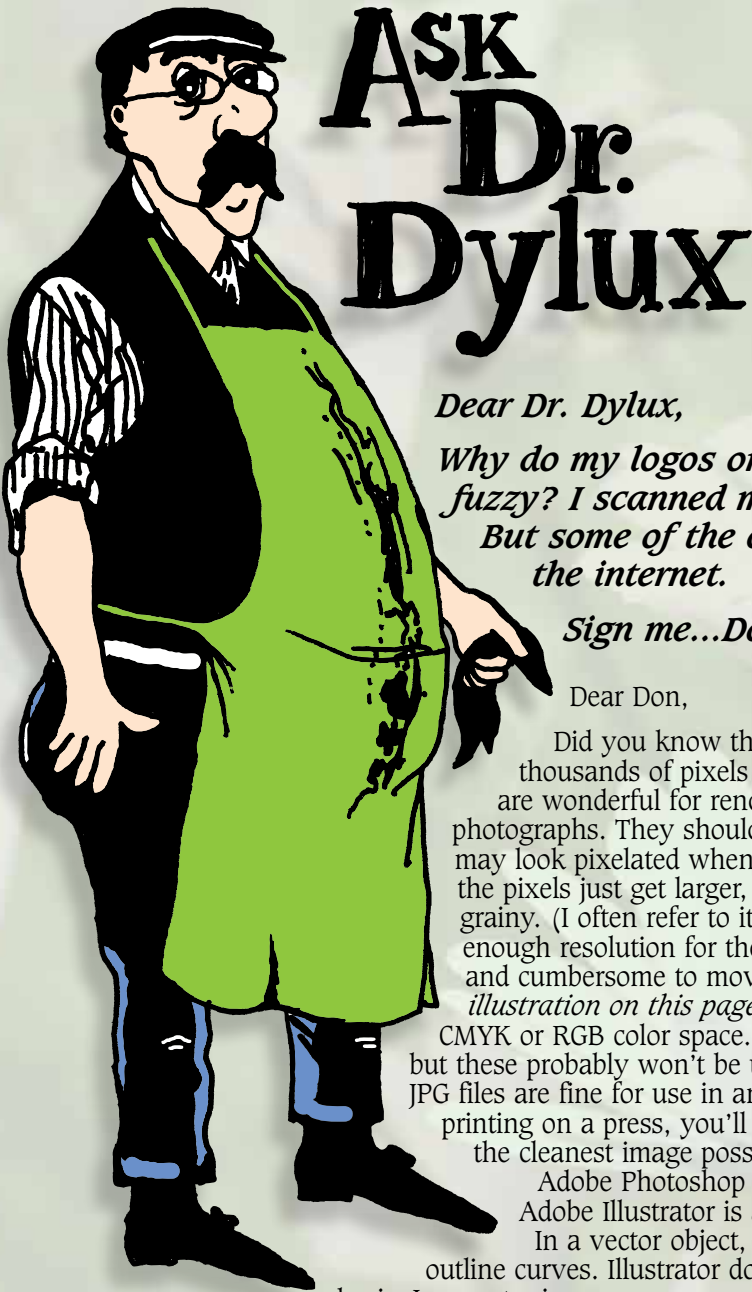
IDEAL DIGITAL DEPARTMENT



Smells great, Don. What's cooking?

**COOKING!** Who has time for cooking?

We have a press check in an hour and we're supposed to **match** salmon and lime!



# ASK Dr. Dylux

*Dear Dr. Dylux,*

*Why do my logos or graphics sometimes look fuzzy? I scanned most of them at 300 dpi.*

*But some of the others I downloaded from the internet.*

*Sign me...Don T. Wannabefuzzy*

Dear Don,

Did you know that a raster image is made up of thousands of pixels (little squares)? Raster images are wonderful for rendering rich, full-color images like photographs. They should not be enlarged in size because they may look pixelated when printed. When you resize a raster image, the pixels just get larger, making the image appear distorted and grainy. (I often refer to it as "jpegitis!") Besides, files that have enough resolution for the print process are typically very large and cumbersome to move from computer to computer. (*See the illustration on this page.*) In a raster file, you generally choose a CMYK or RGB color space. Sometimes you'll run across a duotone but these probably won't be usable in most office programs. GIF and JPG files are fine for use in an office environment, but for high quality printing on a press, you'll need a vector-based logo so you'll have the cleanest image possible.

Adobe Photoshop is a typical photo editing application and Adobe Illustrator is a vector-based drawing application.

In a vector object, any spot colors can be assigned to the outline curves. Illustrator does not render images on a pixel-by-pixel basis. In a raster image, a square would be made of thousands of pixels.

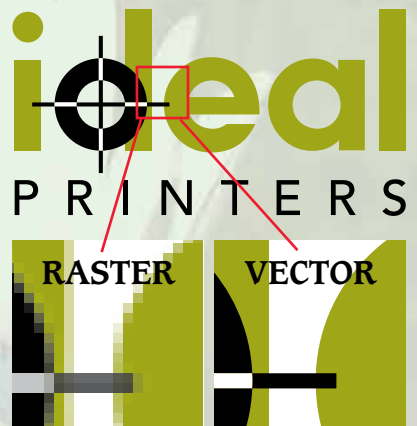
In a vector-based object, the same square would be made of only four points, one on each corner. These vector points basically allow your computer to play Connect the Dots. If you resize a vector-based image, it loses little or no detail. The vector points spread out and the computer just redraws the image. These files are usually drastically smaller in size too.

You can also easily apply spot colors by using a drawing program because each vector point has information in it telling your computer how to connect each point with straight or curved lines, and with what color to fill in the closed shape. In the printed image, the vector points are invisible. Because the computer only has to keep four points in its memory, it is much easier for it to render vector-based images. Illustrator primarily uses a vector-based drawing mode to allow for scalability and clean lines.

Good luck with your next project and have fun creating new artwork using the proper tools! Hopefully you will be seeing more clearly very soon, Don!

## Dr. Dylux

*Send your perplexing print-related questions to Dr. Dylux at: [epp@idealprint.com](mailto:epp@idealprint.com). He'll try to answer them in an upcoming newsletter.*



## News Around Ideal



Jason Sandberg



Jay Van Loon  
and Leo Hopf

**Ideal needed additional seating but instead gained 17 new employees!**

*L to R sitting: Terry Shattuck, Kelly Jensen, Jim Fuller, Jason Ek, Kevin Bauer, Trish Olson, Donald Schmalz and Dawn Danneker. Standing: Sue Dopkins, Peter Davis, Chad Verville and Phil Pribyl. Martin Bucio-Garcia is squeezed in under the table!*

# Who's New at Ideal?

While other companies may have been downsizing in 2010, Ideal Printers was shopping for additional lunchroom chairs. That is because we were fortunate to be able to hire nine people with expertise in the world of digital print and bindery, as well as mailing, when we acquired Riverpoint. Our increased capacity led us to add to our sales force which in turn necessitated additional Client Service Engineers, and so on and so on.

In 2010 we welcomed 17 new full time employees and they are (in alphabetical order):

**Kevin Bauer** – Digital Bindery, **Martin Bucio-Garcia** – Mailing, **Dawn Danneker** – Mailing List/Regulations, **Peter Davis** – Account Representative, **Sue Dopkins** – Account Representative, **Jason Ek** – Client Service Engineer, **Jim Fuller** – on-line site development, **Leo Hopf** – Account Representative, **Kelly Jensen** – Great Clips Customer Service, **Greg Lindgren** – machine bindery, **Trish Olson** – Finishing, **Phil Pribyl** – Client Service Engineer, **Jason Sandberg** – Digital Bindery Supervisor, **Donald Schmalz** – Indigo Operator, **Terry Shattuck** – Client Service Engineer, **Jay Van Loon** – Account Representative, and **Chad Verville** – Receiving.



To meet everyone, scan this QR code or go to:

► <http://www.youtube.com/watch?v=aPGuyWsQuCE>

*Greg Lindgren never has a problem finding a chair during the evening shift!*



## Bob Trevis Retires

Account Representative **Bob Trevis** retired in 2010 and will be spending more time holding a fly rod! Our new Account Rep **Sue Dopkins** will gradually step in to oversee his accounts.

Good luck and happy fishing, Trev!



## 2010 Team Player Award Winner

A belated congratulations goes to **Deb Sudtelgte**, Accounts Receivable/Receptionist, who was the unanimous winner of the Team Player of the Year Award for 2010. She is much appreciated for her great attitude, dedication and attention to detail. Congratulations, Deb!





# Thank you, Neenah Paper!

Back in October, Neenah Paper hosted a Paper Mill Tour Experience for local Twin Cities participants. Included in that mix was our own Mona Schomas and valued client contact, Jennifer Kirscher. Giving the customer a first-hand view of how sustainable paper is made is a great way to educate clients on the variables of papers and how a truly fine paper can enhance your printing. In addition to the wonderful Neenah Mill experience, Jennifer and Mona were able to cheer on their favorite team (and the 2011 SuperBowl Champions), the Green Bay Packers at Lambeau Field. *Go Pack Go!*

To learn more about Neenah Paper, visit them on the web at [www.neenahpaper.com](http://www.neenahpaper.com) or follow Kim Shannon on Twitter: <http://twitter.com/NEENAH PAPER>.

*Ideal Perspectives* is printed 4-color process on 100# Futura Digital Dull Text; 4 outside pages on a Digital Indigo press and 4 inside pages on a 5-color Komori press.



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