

FALL 2007

# **schmidt scene**

News and events for friends of Schmidt.

## **Print Solutions That Deliver**

Schmidt Announces New Tagline.

## **New Pressroom Leadership**

Dan Cook joins the Schmidt team.

## **Meet the Family**

An introduction to Litho Tech.

*Photo by Pat Renn, Color Management Administrator*

# Greetings

## and welcome to the Fall 2007 Schmidt Scene!

We have just wrapped up our business planning process and I'm excited to share that we are again making significant investments with new equipment and technology in 2008. Most notably, we will add another press to our current fleet of 16, which will allow us more capacity and reduced cycle-time to better serve you.

In addition to the press, we are investing heavily in our finishing area with both equipment and technology that will enhance our personalization efforts and provide you with a better return on your campaigns.

Our lead article covers the simple change we have made to our tagline, which now reads **print solutions that deliver**. This change was made to help define exactly what we do and how we differ from our competition. Our straightforward focus is and will always be to provide our customers with a printed product that performs beyond their expectations.

After almost six months in my new role as President of Schmidt, I want to point out something I have noticed from my new vantage point. Schmidt is a company flush with employees completely focused on serving our customers. I am absolutely thrilled with the level of service and professionalism we bring to you every day. I see us taking care of customers the way I would want to be served.

In closing, I say thank you for the trust you place in Schmidt and promise that we will stay faithful to our new tagline and continue to provide you with **print solutions that deliver**.

Warmest Regards,



Joe Ferguson - *President of Schmidt*



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# print solutions

# THAT DELIVER

## Tagline Changes With The Times

This year marks the 95th anniversary of Schmidt! It's rewarding to reflect back on how we've grown and evolved from our humble beginnings above a grocery store in 1912.

As we move into 2008, our tagline has been updated to provide a clearer picture of the value we bring to our customers. Our new tagline "print solutions that deliver" reflects that we are a printer of marketing material that deliver results such as leads, new customers/subscribers, web/store traffic and customer loyalty.

Journey back with us for a moment and see how far we've traveled.

### Evolution to a Marketing Printer

For nearly 70 years the Schmidt Printing Company was a family-owned commercial printer serving Rochester area businesses. In the early 1980s Schmidt took advantage of an opportunity to become a significant supplier of collateral print for the magazine publishing industry. The majority of these products were two and three-color insert cards.

To meet market demand, the card pack line of business was added in 1990 with the purchase of Dimensions in Marketing, a B-to-B card pack company. Schmidt quickly invested in additional collating and packaging resources to meet the needs of trade and niche publishers utilizing the card pack medium.

These two lines of business proved to be successful niches for our organization and enabled us to grow substantially for a number of years. Over the past decade, Schmidt's evolution has been in response to our customers' needs for increased marketing results, faster cycle time and lower costs.

### Beyond an Insert Card Printer

Magazine and catalog inserts remain a core part of Schmidt's business and we are committed to providing expert solutions for the publishing world. However, our solutions have evolved to meet the needs of our customers. A significant amount of the work Schmidt prints today for magazine publishers is high-quality, four-color direct marketing materials.



In addition, the same marketing print that provides results for magazine publishers, also meets the needs of multi-channel merchants, financial institutions and producers of consumer goods. Therefore, our tagline needs to encompass our customers in these industries as well.

### Packaged Results

One of the greatest areas of growth in Schmidt's business over the past few years has been in our card pack line of business.

As the B-to-B card pack market slowly dwindled away in the late 1990's, Schmidt had to analyze the viability of this product. A trend was recognized that showed growth in premium quality consumer marketing packages. Not only has our card pack business grown substantially in the US, it has expanded to Canada, Europe and Australia as well.

A product that was once simple, non-bleed cards printed on uncoated paper has shifted to full-color, bleed cards printed on coated paper stocks. Premium packages are now targeted toward specific market segments, include unique inserts and are being used for more than direct mail. Card packs continue to deliver cost-effective, measurable results to advertisers and new revenue to publishers.

### New Opportunities with Newspapers

In the 21st century, freestanding newspaper inserts (FSIs) have quickly emerged as a significant line of business for Schmidt. We print and deliver FSIs to newspapers across the country for business owners to generate leads and drive traffic into their stores.

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These small business owners benefit from our ability to print in large volumes and the agreements we have with hundreds of newspapers. The combination provides them with a convenient and affordable means to advertise in their local paper.

### Full Suite of Marketing Solutions

Schmidt provides a full suite of printed marketing programs, including magazine inserts, direct mail, card packs, newspaper freestanding inserts and other promotional items,

that deliver results.

Please keep us in mind for your print marketing needs. We're open to change and welcome new opportunities. Together we can create print solutions that deliver results for you!



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## Meet Schmidt's New Pressroom Manager

Schmidt is delighted to introduce you to our new Pressroom Manager, Dan Cook. Dan has 25+ years of professional trade and management experience in the printing industry and a passion for printing that dates back nearly a half-century.

When Dan was 12-years old, his passion for the trade was born while taking a printing class in junior high. At the same time, his father was an ad manager for Northwest Airlines and Dan often accompanied him on press okays.

Dan's father bought a used Pearl letterpress for Dan as a gift. The 7 x 11 platen press was built in 1896 and was housed in the Cook family basement. This provided Dan hands-on experience in the craft as well as customer service in his teen and college years selling items he printed.



Dan graduated with honors from the University of Wisconsin – Stout with a Bachelor of Science degree in Graphics Arts and a minor in education. Following graduation, he became an instructor of color separation and litho presswork at Hennepin Technical College in Eden Prairie and Brooklyn Park, Minnesota.

After 11 years as an instructor, Dan decided to pursue a career in management as the Pressroom Manager for Jefferson Smurfit Corporation/Container Corp. of America, a multi-national union folding carton manufacturer.

For the past 15 years, he has managed pressrooms, prepress departments, equipment and material procurement, quality assurance and entire operations for several printers in the Midwest and Texas. Dan's notable achievements include:

- Constructing a plant for National Computer Systems (NCS) in Austin, Texas. This involved building construction, the purchase and installation of equipment as well as identifying and filling staffing requirements. He accomplished this in three months and the plant was profitable the second quarter of operation.
- Recommending and implementing a program to initiate cost savings in support of just-in-time materials stra-

tegy program for American Express and NCS.

- Managing budgets in excess of \$27 million that support commercial printing activities involving over 300 employees working three shifts, six and seven days a week.
- Training on many types of multicolor sheet fed and web offset presses as well as digital presses. Dan is particularly well versed in quality control and process improvement for commercial printing in prepress, lithographic offset and bindery operations.

Most recently, Dan was the Digital Prepress and Press Supervisor for the Legal and Regulatory division of Thomson West. The leadership opportunity at Schmidt caught his eye as a way to significantly reduce his commute from Canton, Minnesota.

The extra time at home enables Dan to spend more time with his wife and their three Springer Spaniels. He can also spend more time rebuilding one of four presses he has in his garage. He still has the one his father gave him!

We're excited to have Dan leading our pressroom operations. His extensive background combined with his passion for quality printing is a great addition to our team.

# managing COLOR

## PMS Color Swatch is Best For Accuracy

Schmidt is committed to helping you achieve quality color by increasing your understanding of how color is created. In the last issue of the *Schmidt Scene* we shared how paper plays a role in the reproduction of color. Another significant factor is the output device, especially when PMS colors are involved.

Output devices such as monitors, printers and printing presses output color differently. Monitors produce color by combining red, green and blue additive light. Printers, proofers and presses use cyan, magenta, yellow and black inks to replicate full color reproduction. Offset printing presses also have the ability to use PMS colors.

The Pantone Matching System (PMS) uses combinations of 13 primary colors, black and transparent white to create a wider range of colors than what four-color printing can produce. The printing industry commonly refers to them as PMS or spot colors.

As a buyer of print, you know that PMS colors are typically used when marketers want to insure color consistency for a brand across all marketing materials and mediums.

What some print buyers don't know is that printed proofs do not accurately depict how a PMS color will print as a spot color because it is being built from the four process inks in the proofer. Therefore, the proofer is limited to only reproducing colors within the four-color process gamut.

There are some proofing systems that claim to be able to produce spot colors, however, it's been Schmidt's experience that nothing is more accurate than using a PMS color swatch. The exception is when attempting to create a PMS color using the four-color process. In this case, the proof will be close. However, there are still some variances simply because the printing process is different.

Schmidt's Color Management Administrator, Pat Renn, highly recommends using a PMS color swatch specific to the type of printing process as well as the paper being printed on. There are PMS color books for coated, uncoated and matte stock papers, as well as for four-color process printing.

As indicated in the last issue of the *Schmidt Scene*, paper has an impact on how the color reproduces, so you want to be sure you are comparing "apples to apples".

Press operators at Schmidt use PMS color swatch books as their guide to matching color on press and not proofs when printing with PMS inks. This way, they can be sure to meet your color expectations.

In summary, when color match is critical for a PMS color, we recommend breaking that color out as a fifth color and using a PMS color swatch instead of a proof to communicate what you want the color to look like.



# meet the FAMILY

## Litho Tech

From a few brochures to a large print run catalog and everything in between, Litho Tech means it when they say “Your need is our niche.”

Located in Bloomington, Minnesota, with a track record approaching 50 years in business, Litho Tech is driven by their customers.

This commitment to their customers and each other is evident with 65 percent of their 85+ employees having over 20 years of service.

The years of expertise and service provided is a proven part of Litho Tech’s culture that has established long-term relationships.

### About Litho Tech

Since 1960, Litho Tech has been producing manuals, books, proposals, newsletters, brochures, index tabs and many other quality printed items.

Litho Tech’s variety of press sizes and offset printing capabilities makes them a one-stop shop. They print materials ranging from one to six-color with aqueous coating. Digital imaging, in black or color, compliments their press capabilities and provides short run options and variable on-demand applications.

Their 24/7 online ordering system provides the ultimate in flexibility. Customers access Litho Tech’s secure website with a password to view available products and place their order. Products include items such as manuals, business cards and brochures.

In addition to their extensive print production services, a wide variety of binding, assembly, fulfillment and distribution options are offered as well.

Custom Cover, a unique packaging company under the same roof, brings together the resources that enhance a project and, ultimately, the customer’s image. A list of products offered includes: vinyl ring binders, silk-screening, embossing, foil stamping, portfolios, easel binders and turned edge binders.



### Their Mission

Litho Tech’s mission is to be the first choice for commercial printing and vinyl products, fostering long-term success for our customers and ourselves by:

- Providing an unsurpassed variety of superior quality products.
- Exceeding our customers’ expectations by focusing on service, solutions and value.
- Dedicating ourselves to advancement in technology while maintaining environmentally sound processes.
- Cultivating a professional environment that is based on mutual respect, fulfillment and growth.

### Connect with Litho Tech

Litho Tech’s customers have found it helpful to read “Point of Focus”, a monthly e-newsletter offered on the company’s website. “Point of Focus” contains tips and resources for preparing documents for print.

To learn more about Litho Tech and Custom Cover or read “Point of Focus”, visit their website at [www.lithotechusa.com](http://www.lithotechusa.com) or contact Warren Becker in Customer Service at (952) 888-7945.





Photo by Chris Rowen - *Biller*

# Message

## from Jeff LaGosh

Hello from Byron, Minnesota! Thanks for taking the time to check out the fall edition of the "Schmidt Scene". Our goal is to keep you up to speed with market conditions, as well as changes here at Schmidt. Hopefully you find the information shared helpful.

The lead article in this issue talks about the changing of our tagline to "**print solutions that deliver**". On the surface it may seem inconsequential, but we feel these words more accurately describe what we do. We pride ourselves on delivering **results**. Whether that means **delivering** additional subscribers, **delivering** increased store traffic or **delivering** a better return on investment of your print advertising dollars, everything we do is geared around meeting your expectations as a customer of Schmidt.

We have started negotiations with our major paper suppliers for 2008 tonnages. The paper market has shown signs of upward price movement over the last few months and away from the stable prices we enjoyed earlier this year. Our goal will be to establish competitive pricing with some protection against volatile market surges. I will keep you posted as the process unfolds.

Just a reminder as the holiday season approaches, schedules can get tricky when everyone is looking for the same delivery dates. Please be aware of these peak production periods (typically the last week of November and the last two weeks of December) and make arrangements with your Account Manager or Sales Consultant if you have projects scheduled to deliver during these times. The earlier we can get started on your project the better chance we will have to make your schedule.

One final note - Thank you to all customers who were flexible with their mailing schedules during August and September. Your flexibility helped us take care of everyone who was trying to avoid the 40% postal hike implemented this May. We are making adjustments to accommodate the increased demand for paper wrapped packages in 2008.

Thanks again for allowing Schmidt to be your business partner. Until next time....

Jeff LaGosh - *Vice President of Sales & Marketing*



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**schmidt**

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# faces of schmidt



**Kim Hansen**  
- Sales Consultant

Kim became a member of the Schmidt sales team in June after graduating from Minnesota State University in May with a Bachelor of Science Degree in Marketing. While going to school, Kim worked as a Custom Quoter at Label Works, a Schmidt sister company.

Kim's focus as a Sales Consultant is on growing Schmidt's card pack line of business. In addition to servicing customers in Schmidt's traditional markets, she is identifying and pursuing clients in new markets.

When Kim's not at Schmidt, she enjoys renovating her condo and spending time with friends and family. She expresses her creative side by making jewelry, painting, drawing and taking photographs. For entertainment, Kim watches movies, plays card and board games, tries new recipes and shops.



**Annette Allen**  
- Account Manager

In July, Annette joined the Customer Service Team as an Account Manager. She brings 12 years of customer service experience with her from the Social Division of Carlson Craft, a Schmidt sister company. For the past three years, she was supervising one of their outbound call centers.

Annette primarily serves Schmidt's magazine and direct mail customers. Annette, along with her service team, oversees the entire production process from order entry through final delivery.

In her free time, Annette enjoys shopping, creating scrapbooks, knitting and spending time with her friends and family.



**Melissa Senst**  
- Account Coordinator

While looking for a career change from the hospitality industry, Melissa heard many great things about Schmidt. She decided to pursue an opportunity to join Schmidt's Customer Service Team and was hired in April. Her experience as a restaurant manager required the ability to work in a fast paced environment and provide a high level of customer service, making her a great addition to Schmidt's team.

In her role as an Account Manager Coordinator, Melissa performs the same tasks as an Account Manager. However, she serves fewer accounts and is responsible for coordinating her service team's work flow to ensure all orders are entered within 24-hours.

Melissa likes to spend time with her husband, Scott, and their black lab Oden. They enjoy outdoor activities, especially fishing and being with friends and family.



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