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NEWS

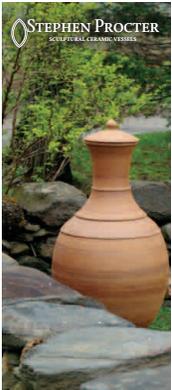
HPI Wins Four Awards in Print Competition

HPI won four awards in the annual New England Regional Awards of Excellence Competition presented by the Printing Industries of New England (PINE).

PINE selected HPI for a second-place "Award of Recognition" and three third-place "Awards of Merit." The "Award of Recognition" was earned for the "Annual Fund Anniversary Card" for Bennington College in Bennington, VT. The graphic designer was Carol Jessop, the photographer was Sue Rees, and the production manager was Sue Huggins.



The three "Awards of Merit" were presented to HPI for the "Summer Session 2009 Catalog" for the Northfield Mount Hermon School (NMH), a co-ed independent school in Mount Hermon, MA; the "Clark Chamber Music Program" produced for The Sterling and Francine Clark Art Institute in Williamstown, MA; and the

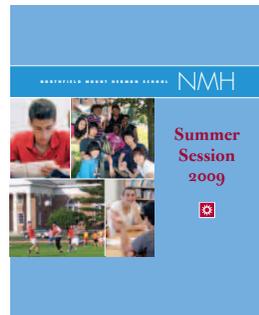


"Sculptural Ceramic Vessels Brochure" produced for sculptor Stephen Procter of Brattleboro.

The Stephen Procter brochure was designed by Laurie Indenbaum of Saxtons River, VT. The photographer was Jeff Baird. The Clark program was designed by David Edge, the graphic design and



production manager at The Clark. The NMH catalog was designed by Lisa Worden, the former design and production manager at



NMH. The photographers were Ed Judice, Glenn Minshall, John Peruggia, and Eric Poggenpohl.

The competition attracted 200 entries from 34 printing and imaging companies in New England. Awards were announced at the November 2009 gala in Framingham, Massachusetts.

Each entry was judged anonymously on its own merit in a category with similarly printed pieces by a panel of three non-New England printing experts. The judging criteria focused on technical quality and print execution.

PINE is a 120-year-old trade association serving more than 360 printing and graphic communications companies throughout New England.

Compound (VOC) content, hazardous air pollutants (HAPs), presence of heavy metals, and the toxicity of raw materials," according to NAPIM's website.

For offset sheetfed printing inks, like those which are used at HPI, the potential BRC index range is 30-80 (although 70 tends to be the highest value except for overprint varnish, which can register at 80-90).

The index value indicates the percentage of bio-derived renewable content by weight in ink formulation. The most commonly known bio-derived renewable material is soy oil, but there are actually a dozen or more bio-derived renewable raw materials that can be used to formulate green-friendly printing inks.

HPI uses four-color process inks manufactured by NAPIM member Hostmann-Steinberg, one of 14 ink manufacturers currently participating in NAPIM's voluntary BRC program. Hostmann-Steinberg's inks are certified with a BRC index of 60-70, at the higher end of the spectrum.

So, the next time you print a four-color project with us here at HPI, let us know if you would like the BRC logo displayed discreetly or otherwise on your publication, indicating that it was printed with bio-renewable ink.

For more information about Hostmann-Steinberg, visit the company's website at: www.hostmann-steinberg.net/

For more information about NAPIM, visit the association online at: www.napim.org/

GREEN

Bio-Renewable Ink Helps to Minimize Environmental Impact



We have frequently featured environmentally friendly paper in our newsletter's "Green" column, yet ink is becoming more "green" oriented, too.

In an effort to evaluate and minimize printing inks' environmental impact, the National Association of Printing Ink Manufacturers (NAPIM) in New Jersey offers a voluntary certification and labeling program to ink manufacturers. The program is designed to consistently measure, register, and communicate the Bio-Derived Renewable Resource Content (BRC) index of an ink as delivered to the printer.

"The BRC index is an important and quantifiable value that can be used in conjunction with the already established guidelines for safety, Volatile Organic

What HPI offers:

- Offset and digital printing
- Graphic design and desktop publishing
- Epson wide-format color proofing
- Computer-to-plate prepress technology
- Bindery and finishing services
- Online PDF pickup folder
- Online estimate and job requests
- Advice on paper and ink selection

"Being a one-person show in my office has its challenges, but working with you is not one of them."

— HPI client Carol N.

HPI Newsletter

DESIGN

Add Color, Not Cost to Your Design

Do you have a project coming up and want to design with more spot colors while being cost conscious? Have you heard of a “color build”? It is the process of building a new color by mixing or overlapping two or more other colors. (See our “Print” article below for more detail.)

Let us walk you through the process of creating your own unique color builds using Adobe InDesign as an example.

- First make sure that the two spot colors you would like to use are in the Swatches Palette. If not, you will have to add them. (See our Fall 2009 article, “Six Easy Steps to Add Spot Colors to Your Palette,” archived online.)
- Go to the Swatches Palette fly-out menu and select “New Mixed Ink Swatch.”
- When the new dialogue box opens, select the boxes to the left of the two spot colors you would like to use to create the new mixed ink swatch.
- Adjust the percentages of each spot color to create the desired color.
- Give a customized name to your new ink swatch. For instance, “30% Yellow, 20% Blue” or “Green for Project A.”
- Press the Add button to the right of the dialogue box. The new swatch will appear in your swatch palette.

Repeat the steps above for additional mixed ink swatches. Remember, if the swatch is one you will be using frequently, add it to your swatches palette with no projects open so that it will appear for every new project.

PRINT

“Color Builds” Can Save Ink and Plates on Press

After reading how to create a “color build” in the “Design” article above, maybe you would like to understand how it translates to press? The basic principle is that by using percentages of screens (or tints) of two different spot (or Pantone) colors, you can create what appears to be an extra color in your design . . . without needing the extra ink and plate on press.

A color build is accomplished on press when tints of the two spot colors slightly overlap at different screen angles. What is a “screen angle”? Think of it this way: an image or color is composed of rows

of dots. To create a third distinct color by overlapping the two original colors, the dots in one color must be shifted slightly (like turning a dial), so that the rows of dots blend with each other rather than overprinting on each other.

Intrigued by color builds? We have focused this article on achieving color builds with Pantone colors, but they can apply to CMYK process inks, too. You can simulate the look of a Pantone color in a 4-color project, without adding a fifth plate to the job. See the extended version of this article on our website.

For further reference, see “A Walk Through the Offset Printing Process” in our Spring 2009 newsletter and “Achieve More ‘Color’ While Saving Money with Spot Screens” in our Fall 2008 newsletter, archived online.

SERVICE

Business Tips for Twitter and Facebook

Nervous about entering the social media fray? Uninterested? Procrastinating? In any of these cases, shake it off and take another look. The timing has never been better and it’s easier than you think to get your toes wet — without becoming overwhelmed or over-budgeted.



No longer is “tweeting” and becoming a Facebook “fan” only for young people socializing on the Internet. More and more businesses are participating in the social networking phenomenon as they recognize its value. In fact, 2010 is expected to be the breakout year for social media to go mainstream for business.



The best part of social media (besides being free) is that it’s constantly evolving, so everyone is still learning. Yes, some Twitterers are wiser and more experienced — that just means their postings are good “tweets” for you to follow and learn from.

Here at HPI, we have been establishing our Twitter and Facebook presence over the past several months and can offer these pointers that might be useful for you:

- Listen and observe first. Facebook Fan Pages are open for public viewing. See what others are doing, emulate the ones you like.
- It isn’t about sell, sell, sell. (In fact, that’s discouraged.) It’s about sharing useful, interesting, educational information.
- Write about what you know. Become a knowledgeable resource. Build trust and respect amongst the social media community.

- It’s enough to do 2-3 postings a day, 2-3 days a week. No need to go overboard. Quality over quantity.
- Write your own original Tweets plus Retweet postings you like. (It’s a compliment to RT someone.)

Twitter and Facebook are only two of the many social media channels, but good places to start. Follow our tweets at twitter.com/HPIvermont and find us on Facebook.com to become a fan. We post articles and links related to printing, design, paper, green efforts, and social media.

Note: See an extended version of this article on our website for links to how-to articles and benefits of social media.

“We’re living at a time when attention is the new currency.”

— Pete Cashmore, born in 1985
 Founder/CEO of popular social media blog, Mashable.com;
 2009 Inc Magazine “30 Under 30” &
 2009 Forbes’ Top 25 Web Celebs

TRIVIA

Test Your Knowledge!

This quarter’s trivia question is: **What is the name and year of origin for the first English-language newspaper published on a daily basis?**

Please submit your answer via email (info@howardprintinginc.com) or fax (802-257-1453). The first 25 correct submissions we receive by March 1, 2010, will be entered into a drawing for one \$25 prize. This quarter’s prize is a gift certificate to the Vermont Country Deli in Brattleboro, Vermont, and online at www.vermontcountrydeli.com/.

We look forward to receiving your submission! Thank you!

Answer to last quarter’s trivia question: “The paper that U.S. currency is printed on is composed of what material(s)? 25% linen and 75% cotton, with red and blue synthetic fibers of various lengths distributed evenly throughout the paper.”

Please note: Limit one submission per customer. May not be combined with any other discounts/offers. Maximum value of this offer is \$25. No cash value; no cash or credit back. Other restrictions may apply.

PrinterSpeak:

TWITTERATI – Similar to glitterati, but applied in this case to the most celebrated or sought-after people whose “tweets” are followed by most everyone on Twitter. (See our “Service” article in this newsletter for further explanation.)

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See the HPI Newsletter archive online at: www.HowardPrintingInc.com/newsletter/index.htm
 Your suggestions, ideas, recommendations, questions, and comments are welcome.