Since its inception in 1979, the Basic Gravure Seminar has provided pertinent information about the gravure process to thousands. The program focuses on today’s issues by providing increased laboratory and press-side experience. Whether you are a printer, supplier, or print buyer, new or old in the industry, here is your best opportunity to learn more about gravure—the only seminar specific to the gravure process.

Gravure is a robust process that has been subject to more than its share of “folklore” solutions. The new challenges of the process and customer demands make it essential to formalize this approach. The Basic course is designed to separate the “myth and legends” from the theory and best practices. Primarily designed to teach a solid foundation to those new to the process, the seminar also fills knowledge gaps of experienced practitioners who have not yet had an opportunity to be formally trained in the practice of gravure.

Who Should Attend?
Pressroom supervisors, press operators, print buyers, designers, ink suppliers, paper suppliers, engravers, and management... anybody with a stake in improving the consistency of graphic quality from concept through press.

Course Topics

- **Printing Concepts**: Color Theory; Separations and Prepress; Comparison of Printing Processes; Uniqueness of Gravure; and Safety
- **Process Control**: Environment Issues; Fingerprinting; Identification Use of Standards Relevant to Printing; Reference Workflows; Quality Assurance; and Troubleshooting
- **Equipment**: Presses-Overview and Recent Advancement; Dryers-Traditional and Recent Advancements; and Converting
- **Print Unit Components**: Ink Compositions-water, solvent, radiation curable; Ink Proofing; Color Standards; and Color Measurement
  - **Image Carrier**: Cylinders; Engraving/Ink Release; and Cylinder Proofing
  - **Ink Transfer**: Ink Stations; Doctor Blades; and Impression Roller
  - **Substrates**: Film, Paper, Foil, Complex Laminates; and Surface Treatments-ESA, Corona, Chemical

The Basic Seminar can be taken by itself or in conjunction with the Advanced Pressroom Seminar. It combines “hands on” learning with online, self paced training. Participants will attend the seminar at WMU all day Monday through Tuesday and Wednesday morning. Courses will be supplemented with online training information. Participants have the opportunity to register for Advanced Pressroom Training which continues Wednesday afternoon through Friday morning.
The GAAmericas Advanced Pressroom Seminar takes the gravure process to the next level in gravure pressroom training. Utilizing the framework built during the GAAmericas Basic Gravure Seminar, this course will provide in-depth discussion and hands-on training in areas pertinent to today’s gravure pressroom.

Focusing on the gravure press fingerprinting process, you will learn to identify and isolate variables that feed the press including substrate, ink, press, pre-press and cylinder parameters. Determining how to develop optimum press settings resulting in predictable print results will be taught. At the conclusion of the course, you will have the knowledge to successfully complete the long process of fingerprinting a gravure press.

Who Should Attend?

Pressroom managers, press operators, quality managers, prepress managers, cylinder manufacturers, ink manufacturers, sales managers and end-users involved in print production.

Course Topics

- Advance color theory, proofing and color management
- What is fingerprinting and how can it improve your process
- Finding the optimum running parameters
- Implementing the fingerprinting procedure
- Test cylinder design and print evaluation
- Involving your inks, solvents & substrates suppliers
- Press-side practical applications
- Press-side color matching and evaluation
- GAA online operator certification program

The Advanced Pressroom Seminar can be taken by itself or in conjunction with the Basic Gravure Seminar. It combines “hands on” learning with online, self paced training. Participants will attend the seminar at WMU all day Wednesday through Thursday and Friday morning. Courses will be supplemented with online training information.
About the Instructors

James Davis Harris, Technical Manager for the Gravure Association of the Americas
Mr. Harris has over twenty five years experience in a fast-paced service and manufacturing environment. He attended the University of Richmond’s School of Business with emphasis on Management Skills for Front Line Management, Southwest Missouri State for project management, and the Sandler Sales Institute, completing their Foundation Course. JD began his Gravure career in 1985 with J.W Fergusson and Sons Inc. For ten years he worked as a machine operator, as a team leader, as a CPI trainer, and as a Gravure Supervisor. Since 1995, JD has been a plant manager, manufacturing manager, technical sales executive, manager for printing, laminating, and slitting; and a regional sales manager before returning to J.W Fergusson & Son’s as the National Accounts Manager until they closed in 2006. For the past five years JD has been employed and/or consulted with four major label printing companies.

Assisting Instructor Alexandra Pekarovicova, Ph.D. Western Michigan University
Dr. Alexandra “Sasha” Pekarovicova is a Professor at the Department of Paper Engineering, Chemical Engineering and Imaging, Western Michigan University, Kalamazoo, MI, where she has taught rotogravure process since 1997. She received her M.S. and Ph.D. degrees in Chemical Engineering from Slovak Technical University. Her research interests are mainly in gravure spot color printing, ink and paper interactions, printability analysis, ink chemistry and printed electronics. She received several prestigious grants and awards from UNESCO and NATO. Sasha has over 130 peer-reviewed publications and conference articles, and holds 5 patents.

Questions?
Contact Phil Pimlott at ppimlott@gaa.org. Or, call 201.523.6042

Online registration available at www.gaa.org
Register On-line at www.gaa.org….or fill out the form below.

Name__________________________________________ Title___________________________

Company_______________________________________ Email__________________________

Address_______________________________________________________________________

City/State/Zip___________________________________________________________________

Phone___________________________________ Fax__________________________________

Emergency Contact________________________________ Phone________________________

Food Allergies/Special Needs______________________________________________________

Fees

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<td><strong>GAAmericas Members</strong></td>
<td>$ 1,995</td>
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Payment

☐ Check enclosed (payable to Gravure Association of the Americas)

☐ Credit card: ☐ VISA ☐ MasterCard ☐ American Express

Account #:___________________________________________ Exp. Date: ____________

Signature: ___________________________________________ Sec. Code: ___________

GAAmericas Event Cancellation Policy

Substitution from the same company may be made at any time. Cancellations requested in writing and received a full 14 days before the event will receive a full refund. Cancellations received in writing less than 14 days before will be assessed a $150 fee to cover administrative costs. People who do not show will not receive a refund. GAAmericas assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.