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FOR IMMEDIATE RELEASE

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Cal Poly to Host Two-Day Seminar on Latest Flexography Standards, Practices

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Top leaders in the graphic arts industry will be speaking at a two-day seminar focusing on the latest trends in flexography standards and practices at Cal Poly August 14-15.

The Graphic Communication Institute at Cal Poly, along with the Technical Education and Services Team of the Foundation of the Flexographic Technical Association (FFTA), will host the seminar on the newly created FIRST 4.0, the fourth edition specification, titled "Flexographic Image Reproduction Specifications and Tolerances." FIRST is designed to help brand owners, designers and converters work toward a common goal by using standardized procedures and best practices for graphic reproduction.

The speakers include some of the best-known presenters on the subject of standards in flexography and how to implement standards to achieve controlled, repeatable printing. The speakers include Mark Mazur, Dupont's Cyrel Packaging Graphics; Jean Jackson, Allison Systems; Carl Cecil, Color Resolutions; Bill Whitefield, MPI Labels; Richard Black, All Printing Resources; Brian Lawler, Cal Poly; Joe Tuccitto, Flexographic Technical Association; and Malcolm Keif, Cal Poly.

FIRST 4.0 details process optimization and control practices for the flexographic process. "I am excited that we are able to bring FIRST to printers and converters for the first time in the form of a seminar," said Dupont's Mazur, chairman of the prepress subcommittee of FIRST. "We are going to actually walk the process from start to finish using a simulated job – from design, to prepress, to press."

Keif, coordinator of flexographic education at Cal Poly, said, "FIRST facilitates repeatable, controlled flexographic printing, regardless of the print segment. Corrugated, flexible packaging, labels and envelopes all benefit from using FIRST."

The seminar costs \$499, which includes a copy of the FIRST 4.0 book, lunches on both days, and dinner on Thursday. For additional information and to register, visit: <http://grci.calpoly.edu/workshops/flexoFIRST.html>.

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About the Graphic Communication Institute at Cal Poly (GrCI)

The GrCI (www.grci.calpoly.edu), is the arm of Cal Poly's Graphic Communication Department that provides services to industry. The focus of the GrCI is on research, testing, product evaluations, consulting, in-plant training, seminars, workshops and conferences. The Institute offers custom training as well as general and proprietary testing and research using the 33,000 square feet of laboratories housed in the Graphic Communication Department.

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