Leading Flexography Vendors Update Cal Poly Press With Gifts Valued at $75,000

SAN LUIS OBISPO -- Cal Poly's Graphic Communication Department recently upgraded its technical capabilities in flexography press education with gifts of equipment valued at more than $75,000 from several industry partners.

The Graphic Communication Department, which offers flexography education in regular academic courses and professional industry workshops, has expanded its flexographic press laboratory by adding two additional print stations to its Mark Andy Inc. press, making it an eight-unit press. In addition to the two stations, Mark Andy Inc. also provided a lamination/cold foil unit.

UVTechnology Inc., a subsidiary of Mark Andy, provided a single-lamp UV curing system and I.Kela Co. added a rotary hot-foil system to the press. SIMCO Industrial Static Control also provided an Ion-O-Vac Mark I double-sided web cleaner to improve print quality.

Malcolm Keif, professor of flexography education, said, "The extra units and added systems will allow the Cal Poly press to produce graphic-rich images combined with value-added processes common in the wine-, beverage- and beauty-label industries. This important industry support will allow us to better explore expanded gamut printing methods and enhance the overall contemporary education offered by Cal Poly in flexography."

Harvey Levenson, head of Cal Poly's Graphic Communication Department, said, "This expansion of our flexographic technology capabilities is crucial in ensuring that the education we provide is up-to-date and reflects the technology of some of the leading suppliers in the field. The improved press will also help our growing involvement in providing industry seminars and workshops through Cal Poly's Graphic Communication Institute."

The Graphic Communication Institute is the Graphic Communication Department's branch that offers services to industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

With over 33,000 square feet of modern laboratories, Cal Poly's Graphic Communication Department is one of the largest of its kind in the United States. All of the major traditional and digital printing processes are taught through four concentrations: printing and imaging management, electronic publishing and imaging, design reproduction technology, and individualized study in graphic communication. The department offers a Bachelor of Science degree in graphic communication and is accredited through the Accreditation Council of Collegiate Graphic Communications.
For more information about academic programs, call (805) 756-1108, e-mail grc@calpoly.edu or go online to http://www.grc.calpoly.edu.

For information on programs for industry, call (805) 756-5170 or e-mail hhinder@lcalpoly.edu or go online to http://www.grci.calpoly.edu.

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(NOTE TO EDITORS: For a photo to accompany this news story, please contact Jo Ann Lloyd at 805-756-6530 or jlloyd@calpoly.edu.)