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California Polytechnic State University

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FOR IMMEDIATE RELEASE

## **Cal Poly Celebrates Printing Week With National Speakers, Dedications, Donations**

SAN LUIS OBISPO -- Cal Poly's Graphic Communication Department celebrated International Printing Week recently with a world-class lineup of talks by representatives from leading companies in the graphic communication industry.

Representatives from Allison Systems, Packaging Arts, the Flexographic Technical Association, Spectrum Label, and DeCrevel Stamping and Embossing Dies discussed some of the latest developments in creative graphics and packaging during the four-day annual event.

In addition, authorities from Goss International, Muller Martini, Castle Press, Kodak Polychrome Graphics and MAN Roland conducted seminars on printing management and technology. And Xeikon, Xerox, Electronics for Imaging, Hewlett-Packard, Heidelberg, Wallace and AdMail Express explored some of the latest trends and developments in digital and variable imaging.

During the celebration, Cal Poly dedicated the Goss International Printing Laboratory, a new building named for Goss International. The building was built solely to house the university's Goss Community four-high web publication press and is the only building on campus to house a single laboratory. The press, also donated by Goss, is used for teaching web printing technology and producing the university's full-color student newspaper, the Mustang Daily.

The day also featured the dedication of a Muller Martini Presto collator-stitcher-trimmer donated to the Graphic Communication Department's Finishing Laboratory.

Werner Naegeli, president of Muller Martini, accepted a plaque commemorating this "partnership in education" between Cal Poly and Muller Martini.

Cal Poly also dedicated a new direct marketing/mail laboratory, sponsored by AdMail Express. Brian Schott, president of AdMail Express and a Cal Poly alumnus, is responsible for the creation of the lab, which brings together technology from Scitex Digital, Pitney Bowes, MCS, BCC Software, Peoplesmith Software and Sure-Feed Engineering to teach students about inkjet variable data imaging and mail-inserting technology in a one-of-a-kind laboratory in graphic arts education, said Harvey Levenson, head of Cal Poly's Graphic Communication Department.

Xerox announced the donation of a DocuColor 2060, and Electronics for Imaging donated the raster image processor for the system. Hewlett-Packard announced plans to upgrade the department's HP/Indigo TurboStream to an HP 3000 digital press.

A highlight of the week was the International Printing Week banquet, featuring Bruce James, the recently appointed public printer of the United States, as the speaker. James told an audience of about 200 of his plans to reinvigorate the Government Printing Office with 21st century management thinking and technical processes. During the banquet, the Wallace Corp. presented the Graphic Communication Institute at Cal Poly with a \$10,000 check for the third year in a row. The institute conducts research, testing, product evaluations, seminars, workshops and conferences for the Graphic Communication Department.

The week ended with a Career Day, during which companies displayed their wares and met with students interested in employment and internships. Among the participating companies were AdMail Express, Brown Publishing Co., Consolidated Graphics, Graphic Arts Center, Lithographix, MAN Roland, Moore, Pace Lithograph, Quebecor World, R.R. Donnelley & Sons Magazine Group, Spectrum Label, The Ligature, the U. S. Government Printing Office and Wallace.

Cal Poly's Graphic Communication Department has 300 majors and 33,000 square feet of modern laboratories covering nearly all printing, imaging and related processes. It is the largest program of its kind in the Western states and is heavily supported by industry. The department offers a Bachelor of Science degree with concentrations in design reproduction technology, electronic publishing and imaging, printing and imaging management and individualized study in graphic communication. The students are drawn from the top 10 to 15 percent of their high school or junior college graduating classes. Founded in 1946, the department has more than 2,500 alumni.

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(NOTE TO EDITORS: If you would like electronic images of the events, please contact Jo Ann Lloyd at (805) 756-1511 or [jllloyd@calpoly.edu](mailto:jllloyd@calpoly.edu).)

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