

CU PACKAGING NEWS

celebrating 9 years

THE SONOCO INSTITUTE OF PACKAGING DESIGN & GRAPHICS at CLEMSON UNIVERSITY

Celebrating Nine Years

Chip Tonkin, Director

Reflecting back on the past nine years, it is very satisfying to see the Institute's transformation from a simple concept with potential, to a living, breathing entity that provides real value to our students and industry partners, every day. This is a testament to the passion and dedication of supporters who see beyond the corporate buzzwords (synergistic, collaborative, out-of-the-box, real-world, collision space) and recognize the Institute's potential to provide unique services in a way that simultaneously benefit the students and faculty members in our programs.

It is always a challenge to balance the specific needs and wants of our external partners (whether it's a piece of equipment, new technology or time on press) with student opportunities and faculty needs. The bottom line is that we recognize the entire Institute is funded by industry support. From a business perspective, it must cater to industry needs in order to survive. But the real trick has been to strategically pick partners, projects and directions that, by their nature, offer unique opportunities to students and faculty.

This is an imperfect process – this idea of walking the line between being a business and an educator - but every time I get a chance to tour a new person (whether it's a potential corporate partner, a new student or

faculty member) through the facility to explain what we do, it is gratifying to see the light come on. The students have the same effect on me. We have a growing number of students that, more or less, live in the building and become part of our team. While it is bittersweet that, about the time they really start to contribute, they leave, it is also very fulfilling to watch their transformation along the way. The students end up with great employment opportunities for being a part of the Institute's story.

We look forward to continuing in our mission of education, research and industry collaboration to discover, develop and deliver advanced solutions for tomorrow's printing and packaging value chain!

**Partner with
the Sonoco Institute
& let us help you!**

By joining our Corporate Membership Program, you allow us to:

- Provide professionally staffed and equipped research, development and demonstration facilities
- Ensure top-quality seminars and workshops for your employees' continuing education
- Host interdisciplinary networking and business development events
- Stimulate cutting edge graduate student developments



GRAD SPOTLIGHT

Allie Ayers

BS in Graphic Communications
[2016]

MS in Packaging Science
[2018]

As an undergraduate at Clemson University, I chose to major in Graphic Comm with a minor in Packaging Science. The unique path I took within my degree led me to the opportunity to receive my Master's in Packaging Science at the University, which I will be completing this summer. The abundance of late night hours spent in the Sonoco Institute helped me to develop a passion for both packaging design and graphics.

As part of my graduate program, I have spent a significant amount of time researching the printing and converting of anti-microbial coated films.

Through all of this, I have learned that the possibilities within both programs are endless, you just have to be willing to find and shape them into your unique path. The Sonoco Institute has been a valuable resource for me, because of the connections and networks made within my time spent here.



70th Annual TAGA Competition

Walker Knight

While many students were preparing to enjoy the first few days of their Spring Break, eight members of Clemson's student chapter of TAGA were headed up to Baltimore, Maryland for the 70th Annual Technical Association of the Graphic Arts Conference. The yearly conference is intended to "provide a worldwide forum for sharing and disseminating theoretical, functional and practical information on current and emerging technologies for graphic art, print production and related processes." The conference featured three days of exciting technical talks with some of the biggest industry leaders from across the globe. Topics this year ranged from color management and faithful art reproduction to smart packaging and printed electronics. New to the conference this year was a Student Industry Focus Session, giving students the opportunity to interact and discuss their future in the industry with leaders from numerous well-known firms.

The primary reason for the student chapters to attend, however, was to participate in the Student Publication Competitions. Beginning in the Fall semester, Clemson's TAGA team began designing a journal to showcase research conducted in the GC program during the previous year. Production began in the spring once design and editing had been completed. The team can be proud of the ambitious project they manufactured this year featuring expanded gamut CMYK printing, vivid cold foil splash pages, a three-dimensional thermoform cover and a custom corrugate case. Clemson's journal went head-to-head with journals from four other universities to compete for the Kipphan Cup, awarded to a publication that "excels in technical content, print quality and design." This year the award went to our friends from Ryerson University in Toronto, Ontario, Canada. But Clemson's team did not leave empty handed; they gained a wealth of new knowledge, close friendships and excellent networking opportunities!



SNAXPO 18 Tradeshow Recap

On March 12-14 the Institute attended the SNAXPO conference in Atlanta, GA to showcase its' virtual reality (VR) CUShop. The VR CUShop is a virtual reality platform for consumer behavior research in packaging design.

"We had a great time networking and showing off our capabilities," said Kayla Rogers, Marketing Director. "It was a great opportunity to test the VR in a large space and it worked out well. We look forward to expanding our VR applications."

Mark your calendars!

UPCOMING EVENTS at the SONOCO INSTITUTE

- Expanded Color Gamut: April 17-19
 - Digital Plates & Screening for Flexo: May 30-31
 - Corrugated Packaging: June 6-7
 - Intro to Prepress Workshop: June 26-28
- Learn more at sonocoinstitute.com/events

Expanded Color Gamut Seminar, April 17-19

Clemson's Sonoco Institute of Packaging Design and Graphics is the perfect place to come learn about the ins-and-outs of Expanded Color Gamut (ECG) for package decoration. This seminar uses state-of-the-art software, color management and production flexographic equipment to allow attendees to put their hands on the ECG process workflow, while engaging with industry experts around this exciting and beneficial technology.

"The greatest potential to reduce costs in packaging printing is to reduce the use of custom spot colors," said Mark Samworth, Color Product Specialist with Esko. "Expanded Gamut Printing, also known as 'Fixed Ink Set Printing' enables every job to be printed with the same set of 7 process inks. The only change from one job to another is the plates" he continued. "Join us at Clemson University's Sonoco Institute for a 2.5 day class combining classroom theory with prepress and press room hands-on implementation with every step of the expanded gamut process."

The ECG seminar has recently been modified to fit into a shorter, two-and-a-half day session to better fit your schedule.

Hands-on sessions will include: Defining Expanded Gamut Inks and Creating Standards; Press Calibration and Characterization; Selective Gamut Expansion and Spot Color Conversion; Production Color Separation and Proofing; Production Printing and Process Control Analysis; Converting RGB or CMYK to 7C in Adobe Photoshop.

Presentation topics will include: Why Expanded Color Gamut for your Packaging; Defining Expanded Gamut Inks and Process Limitation; Color Tolerances, Process Control and Managing Expectations; Proofing Options and Considerations for Expanded Gamut; Implementing Technology and the "Tipping Point."

The institute hosts seminars, workshops and trainings every month at the university. To register online for the Expanded Color Gamut Seminar, visit SonocoInstitute.com/Events, or contact Bobby Congdon at Rcongdo@Clemson.edu.



APRIL 4TH IS GIVE DAY!

We want to thank everyone who has supported our mission. This includes industry partners, donors, members and more! **THANK YOU** for giving your time and resources to make this a successful collaboration.

To make a monetary donation to the Institute for Give Day, call Development at 864-656-5896

TECH CORNER

Check out what's new at
The Sonoco Institute!

ESKO XPS CRYSTAL



The innovative XPS Crystal optimally combines UV main and back exposure. Unlike UV frames using lightbulbs fluctuating in output the XPS Crystal uses UV LEDs which don't need warm-up time and always emit consistent radiation. A simultaneous and optimally controlled UV main and back exposure produces highly consistent digital flexo plates.

On May 30-31, 2018 the Institute will be hosting a Digital Plates and Screening for Flexo Seminar where this new equipment will be utilized publicly for the very first time. Get a behind-the-scenes look at optimizing all of the variables in the plate selection process and conduct several print trials with all of the variables on multiple substrates, with both UV and water-based inks. More info [here](#).

STAY CONNECTED
We're always working on
something new!



Upcoming FTA Forum

On May 6-9, 2018 the Sonoco Institute will be attending and participating in the Flexographic Technical Association (FTA) Forum in the heart of Indianapolis! Printers/converters, print buyers, prepress providers, designers, suppliers, students and educators will be present.

On Sunday, May 6, Bobby Congdon (Assistant Director) will be presenting alongside Jeffrey Scheutz (Sonoco Products Co.) on the Sonoco FRESH initiative. Learn first-hand about this partnership to optimize the fresh food lifecycle.

On Wednesday, May 9, Congdon will be joining a group of panelists including Kevin Dittman (GPI), Joel Engelberth (Esko) and PJ Fronczkiewicz (Flint Group) to discuss a Troubleshooting Survival Guide. The session is co-chaired by Catherine Hayes (APR) and Jason Cagle (MacDermid Graphics Solutions), two close partners of the Sonoco Institute.

Throughout the week, Clemson University (The Sonoco Institute and Graphic Communications) will be exhibiting the virtual reality CUShop and the Sonoco FRESH initiative at INFOFLEX, booth 822.

"Sonoco is very excited to formally introduce Sonoco FRESH to the packaging industry," said Scheutz. "We are already getting inquiries on how to get involved with this exiting initiative, so having the opportunity to share the vision at these popular conferences will serve as a call to action across the entire fresh food supply chain," he continued. The initiative will also be presented at the Sustainable Packaging Coalition (SPC) Impact 2018 meeting in San Francisco, CA on April 24-26.

In addition, the University will be bringing eight students from Graphic Communications and Packaging Science to the FTA Forum to exhibit in the booth, network and attend sessions.

We look forward to meeting our industry partners and new faces in May.

THE SONOCO INSTITUTE OF PACKAGING DESIGN & GRAPHICS

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