

# PRINT + PACK

## NEWS

### NEW YEAR, NEW OPPORTUNITIES TO GET CONNECTED

The Spring semester launched with a bang as the Clemson Tigers won the 2018 College Football National Championship! If you've ever thought you'd like to visit Clemson, this might be your year.

The Sonoco Institute, with partners like OMET, X-Rite, NAPIM and others, is hosting a variety of events in printing and packaging at Clemson University this year. [Click here](#) to view the events calendar.

Coming up quickly, on Feb. 6-7, is [The Future of Flexo: New Year, New Technology](#) open house presented by OMET. Mingle with print vendors like Phoseon, Siegwark, Harper, DuPont and many others, enjoy speaker presentations, industry networking, OMET press demos and food - all for **FREE!** [Click here](#) to learn more and RSVP.

As always, the Institute will be hosting a variety of training events from month-to-month in flexo basics, process control, color management and more. Scroll down to learn about the spring happenings.

### CLEMSON TEAM BEGINS PRODUCTION OF TAGA JOURNAL

*Katie Treadaway, Graphic Communications Senior, is President of this semester's Creative Inquiry team for the Spring TAGA (Technical Association of the Graphic Arts) competition.*

**Sonoco Institute:** Tell us a little about yourself.

**Katie Treadaway:** I'm a Senior Graphic Comm student, graduating in May. I plan to join the industry after graduation and return for graduate school later. Last spring, I won the Rossini Scholarship and am wrapping up my flexographic research paper now. I'm hoping this will open some doors for me.

**SI:** Give us some background on the TAGA competition.



Treadaway leads TAGA session at Clemson

**KT:** The TAGA team is set up as a Creative Inquiry (CI) course at Clemson. There are TAGA chapters at most print schools across the nation and in Canada. What we do every year is design and produce a journal comprised of student articles and submit it in a competition to be graded against the other schools' submissions. Dr. Liam O'Hara is the President of TAGA and also our faculty advisor. The journals are partially graded on content, but more so on the formatting and production quality of the content. Being from Clemson and having so many resources, we're really expected to go the extra mile and produce everything in-house, rather than outsource the printing and other production pieces.

**SI:** Tell us more about the production of Clemson's journal.

**KT:** We will print 150-200 journals this year. A lot are taken to the conference for grading and distribution, but we also give copies to anyone who helps with material donations and other contributions. Last year, we thermoformed all of the covers because we thought it would give us more of an edge, since we could do it in-house. We try to do as much in-house as possible, like producing the corrugated cases. We also have to submit a digital e-book file with a mobile component. Printing, packaging, binding and case work are some of the production pieces we're working on this semester.

Some years, articles are selected for the journal based on a general theme. Last year, with all of the use of color, we focused a lot on student color articles. This year, we're looking for more technical articles, because we're going with more of an industrial-type book. We'll use a Chicago-style binding comprised of a hard spine and screws to hold the journal together. We're trying to make it a cohesive experience. All of the articles in our journal will be written by Clemson Graphic Communications (GC) students, usually coming out of the GC research class. Each student is required to write an article, and we will review and edit all of them.



Students at the 2018 competition in Baltimore, MD

Since we are going with a very industrial look, one of the ideas that we have is to print pictures of press diagrams and include a vellum sheet over them that shows drafting notes written on them. We'll showcase lab equipment at Clemson to demonstrate GC's capabilities here. Some of the diagrams may show historical equipment while many will be of current equipment.

**SI:** How much is produced at the Sonoco Institute?

**KT:** We use the Kongsberg a lot in the Prototyping Lab. We will use the OMET press if we can get availability on it, but we also have the Nilpeter in Godfrey. We want to do some varnishes this year, so that's a capability that we can do at either location. We sometimes use the computer lab at the Institute, since it has a lot of CAD and other software. We also hold meetings there, because it has really nice meeting rooms. All of the inks we source through Kariahlyn Lindsey at the Institute and she will often help connect us with other companies. The Sonoco Institute is definitely a resource that makes my job much easier.

**SI:** How have you been involved with TAGA?

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**KT:** Last year was my first year. I was the materials coordinator and was responsible for opening dialogues with companies to get donations for the journal. We had to source the thermoformed cover, paper for the inside, spiral binding and more. Some of the companies we work with are Mac Papers, Siegwirk and Printcon. Thankfully, through the resources at Clemson, we were able to make the corrugated containers completely in-house. We even contacted Clemson's architecture department to use their CNC machine to make a thermoform mold – a lot of Clemson departments and outside companies are willing to help. This semester, I have been asked to step in as President since the two presidents last semester moved on.

**SI:** What are you looking forward to as President?

**KT:** It's been a struggle so far being the only president this semester. I really want to make sure the students in the CI get a hands-on experience. One thing that sets this apart from the other CI's is that you get hands-on experience in so many different aspects of production. With TAGA, you really have to plan from the ground-up and problem-solve creatively to get this massive project completed within a year. The first (fall) semester is all about design, and the second (spring) semester is all about production.



**SI:** What does the timeline for this project look like?

**KT:** Our first deadline this semester is January 31 to have the complete digital file submitted for the content to be reviewed by the panel of judges, including the articles and splash pages. The conference itself is over Spring Break in Minneapolis, MN.

**SI:** Who will be attending the conference?

**KT:** We really encourage the officers to go since they are so enthusiastic about the final product, but the entire team is invited to attend. The GC budget is really great about setting aside funds for Juniors and Seniors, so if you're an upperclassman you get allocated a certain amount to attend conferences. We also have a budget that can be used to get other students to the conference. As many people as we can get to go will be great.

**SI:** What does this year's TAGA team look like?

**KT:** There are three officers besides myself – Lauren Sauder, vice president, Trey Bowe, design lead and James Weaver, materials coordinator. Different from past years, we've combined the design lead with the social media intern for TAGA. I really like having a smaller team because I think it will help make decision-making more effective. Overall, we have 13 students participating, including myself. The numbers always fluctuate between first and second semester, especially since there are more design than production-oriented students, but that's pretty consistent with past years. The team is a little smaller than initial years because the course now only offers one college credit hour, while other CI's can offer as many as three credit hours. I was kind of nervous about coming in and leading late in the game, but everyone has been cool with me here.

Follow [@clemsontaga](https://www.instagram.com/clemsontaga) on Instagram to receive updates from the team.  
Visit [www.printing.org](http://www.printing.org) for more info on TAGA.

# SPRING INDUSTRY TRAINING SCHEDULE

Spring 2019 is full of industry training and networking opportunities hosted at the Sonoco Institute. Click the events below for more info or visit [www.SonocoInstitute.com/Events](http://www.SonocoInstitute.com/Events) for the full calendar!

## INTRODUCTORY COURSES

FLEXO FOUNDATIONS SEMINAR  
[May 29-30, 2019](#)

PAPERBOARD PACKAGING SEMINAR  
[February 27-28, 2019](#)

## INTERMEDIATE COURSES

INTRO TO PREPRESS WORKSHOP  
[April 30 - May 2, 2019](#)

## ADVANCED COURSES

PROCESS CONTROL FOR FLEXO SEMINAR  
[February 19-21, 2019](#)

## SPECIALTY COURSES

EXPANDED COLOR GAMUT SEMINAR  
[April 9-11, 2019](#)

## PARTNER EVENTS

THE FUTURE OF FLEXO: NEW YEAR, NEW TECHNOLOGY PRESENTED BY OMET  
[February 6-7, 2019](#)

X-RITE FUNDAMENTALS OF COLOR APPEARANCE AND QUALITY CONTROL  
[March 6-7, 2019](#)

AICC FLEXOGRAPHIC PRINTING: RAISING THE STANDARD  
[January 23-24, 2019](#) • [May 22-23, 2019](#)



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