

Printing NEWS

Capital Printing Honored for Green Initiatives

Capital Printing Corp.'s (CPC) green initiatives struck gold as its corporate identity program was awarded a Gold medal by the Art Directors Club of New Jersey (ADCNJ) at the 47th Annual Awards Show May 2, at the Birchwood Manor in Whippany.

The Middletown-based offset printer also took home a Silver medal for its green-direct mail piece, *Nature's Nature, Empower*, and a Bronze for the Capital corporate brochure.

Founded in 1941, the ADCNJ is a statewide, non-profit organization of art directors, graphic designers, illustrators, photographers, art educators, and other creatives whose talent and services contribute to excellence in the design and production of advertising, promotion, and publishing.



ADCNJ accepted 639 entries across 174 categories including consumer advertising, business/trade advertising, editorial design, design, electronic/interactive design, and pharmaceutical design. Ninety-eight awards were distributed, including 12 Gold, 30 Silver, and 66 Bronze.

In the spring of 2007, CPC received its Forest Stewardship Council (FSC) and Sustainable Forest Initiative (SFI) certifications and in January 2008, obtained its ISO 9001:2000 certification. The visibility of these certifications kick started the rebranding of the company, which was necessary to match its green initiatives.

CPC enlisted Rice Design, a seven-year client of the corporation and an award-winning, boutique design firm located in Manasquan, NJ. Since paper and printing can directly affect the environment, Capital's brand was aligned with the removal of lamination and UV coatings, which were replaced with environmentally-friendly aqueous coatings.

NEW PRODUCTS *paper & consumables*

Find the Right Size

Seal added new roll sizes to its range of Post Shield Floor Guard film. The new 50-inch x 200-foot, and 60-inch x 200-foot rolls accommodate wider applications. Post Shield Floor Guard is recommended for floor graphics, pop-up trade show exhibits, and other high-traffic applications requiring a durable, pressure-sensitive overlaminate.



The film offers slip and scuff resistance, and its textured vinyl surface easily masks finger-prints and surface dirt. It features an aggressive acrylic adhesive that makes it ideal for media such as polyester-based white films. For more information, visit www.sealbrand.com.



Hanging Tough

Reschen added Expolite Poster Profiles to its range of Expolite display solutions. The profiles allow users to quickly and easily hang posters from the ceiling or mount them to a wall. Designed for retail promotion and point-of-sale applications, Poster Profiles permit rapid poster change-out without removing the profiles from their assigned locations.

The Expolite Poster Profile system consists of top and bottom profiles made of silver anodized aluminum, two plastic mounting strips, end-caps, and hanging loops. A wall-mount kit is optional. For more information, visit www.reschenbrand.com.

Reusing Tango

Woodstockers Corp. expanded its coated cover product line to include 10 and 12-qt. Tango Advantage Recycled C15 and C25. Tango Advantage Recycled delivers the same surface, printability, and consistency in graphical print and packaging ap-

plications as Tango Advantage containing 50 percent post-consumer waste. The Tango Advantage is tied to the Sustainable Packaging (SPC) agreement and wood procured by The Programme for the Endorsement of Forest Certification (PEFC) when. For more information, visit www.woodstockers.com.

More Uses for!

Aqua Based Technology (ABT), a high viscosity ad with repositionable plastic water-based, pressure-sensitive properties at low weight coating and energy levels at film thicknesses of .008 to .010 pounds per sq. ft. For more information, visit www.abt.com.

Helpful Hints

The Paper Mill Store introduced the heaviest cover papers manufactured by Monarch Paper Mills, Mohawk Fine Papers, and Finch Paper. *Atmos*, *Next*, *Southshore Script*, and *Finch Fine* are the new brands available in weights ranging from 120 to 200lb. covers. These cover papers are ideal for projects that require premium, superheavyweight ink.

The Paper Mill Store also introduced Handling Hints for our envelope. It offers online. It events include information on how to best handle the paper, and for more information, visit www.papermillstore.com.



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