

Kaminer & Thomson joins forces with McClung

McClung Companies has integrated Kaminer & Thomson, a Charlottesville printer since 1969, into its full service graphic communication organization of printing, mailing and integrated marketing services.

By joining forces, one of Charlottesville's highly-regarded printing companies will become part of an organization well-known for its leadership in technology, quality product and exceptional customer service. Anne Cleveland, owner of Kaminer & Thomson, will continue as account manager for her clients at McClung.

"It's an honor to welcome Anne into the growing McClung family," noted Tom Trevillian, McClung President and CEO. "She has served our industry for many years with integrity and skill, earning the respect of her customers and peers."

Cleveland added, "I am excited about being able to offer a wider range of services to my clients, while at the same time maintaining my personal and professional commitment to high quality printing and customer service."

The combined company will operate out of McClung's facility in Waynesboro.



"It's an honor to welcome Anne Cleveland and her Kaminer & Thomson customers into the growing McClung family."

—Tom Trevillian

Your Dedicated Sales & Service Team!

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Hello!
Are you ready for some serious mouse training?
InDesign? Photoshop? Direct Mail? Designing for Digital?
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mcmarket@mcclungco.com

Top 11½ new features in Adobe CS4

I have always enjoyed getting my hands on the newest and latest software, and Adobe's new CS4 package has been no exception.

Here are some of the coolest new features that I found.

All CS4 applications

1. Visually compatible color. The Kuler control panel lets you select color themes from a community-driven generator. For a particular color you can also select complementary, analogous, triad, compound, etc., colors.



2. Smart guides. Smart guides, smart measurements and smart dimensions give you precise feedback when you are designing to let you know where you are on the page. (*InDesign and Illustrator only*)

3. Tabbed documents. Multiple documents open as tabs in each application, just like in your browser. You can have multiple documents (even Story Editor in InDesign) open at the same time and they won't obscure each other.

4. Compact frame view. All your open files can be in one frame, so that if you enlarge or reduce the frame, all the open windows resize as well. At the top of the frame is the "application bar" which gives you quick access to the "arrange documents" menu. (*Mac only*)

InDesign CS4

5. Rotate page views. Finally, you don't need to contort your head at awkward angles to temporarily view a layout designed at 90° or 180°!

6. Constrained placement of graphics. If you draw a frame while placing a graphic, it will constrain to the proportions of the graphic.

Photoshop CS4

7. Content-aware scaling. Helps you fit an image into a small space without cropping. Photoshop analyzes your photo for non-critical areas like sky and leaves other parts intact.

8. Adjustment layer improvements.

These layers, which allow you to edit non-destructively, now have their own panel. You can apply the adjustment to a specific tonal range by clicking on the image and dragging.

Illustrator CS4

9. Multi-page documents. You can have up to 100 "artboards" that all appear on the same workspace. They can even be different sizes, so you could have a poster and a business card in the same document. You can save, export and print these artboards independently or together.

10. Blob brush. The tool melds any overlapping paths into a single outlined form, no matter how scribbled or chaotic your painting. Your resulting image can be filled, outlined and styled like any vector object.

11. Gradient enhancements. You can adjust the gradient with a slider bar in the object itself. You can also adjust opacity in a gradient, so background objects can show through.

11½. Separations preview. You can now preview your color separations just like in InDesign, albeit with less options.

Don't be afraid to give your CS4 files to McClung! We have the newest versions here! If you have any questions about the new CS4 features, call Rick Bukoskey at extension 30, or myself at extension 37.

—Paul Groff

Over and under and through the woods

Overs are extra finished pieces that the printer delivers above your requested quantity.

Printers print extra material for a number of reasons. First, printing presses don't stop on a dime, so printers must overprint to be sure you receive your desired quantity. Printers also plan overs to accommodate potential waste in subsequent bindery and finishing operations.

A widely accepted practice in the printing industry is to charge for

up to 10 percent of these overs, so be sure to plan for that additional expense. You can specify "no overs" prior to doing the work, but you must be willing to take less than your specified quantity as a result. You can also limit your overs to a specified percent, if it is specified prior to doing the job.

Contact your McClung sales rep or customer service rep if you have any questions.

—*"Viabasics Estimating,"
International Paper*

Greener ink

The ink pails at McClung have received a new look recently. We are now using "HyPlus 100" Toyo ink for our process printing.

HyPlus 100 is a completely solvent-free ink that we have found delivers excellent results, has very good rub resistance, dries to a high gloss and will not chalk or ghost.



HyPlus's environmental credentials are impeccable:

- Formulated without petroleum ink solvent
- Made from renewable resources, including soy and linseed oils
- Extremely low VOCs (volatile organic compounds) (*less than 3%*)

Our standard Pantone inks continue to be Braden Sutphin's "Earth Pride" inks which also contain no petroleum oil.

McClung honors employees

Employee awards were presented by McClung President and CEO Tom Trevillian at the company's annual meeting on February 2, 2009.

Paul Groff, graphic designer, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year to memorialize the loyalty and dedication of its namesake to the company. Established in 1995, the award is based on recommendations from fellow workers.

"Paul's role at McClung has continuously evolved throughout the years," noted Sheila Southall, prepress coordinator. "In a progressively changing environment, Paul's ability to multi-task is essential. In addition to his regular design and variable data responsibilities, Paul took the lead in McClung receiving FSC certification."

Paul has worked over four years at McClung and has 15 years of graphic design experience. He and his wife live in Harrisonburg.

Everette Tucker, a digital imager, was chosen Employee of the Quar-



Everette Tucker, Tom Trevillian, and Paul Groff.

ter at McClung Companies. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.

"Everette continues to be an asset to the organization with his strong work ethic and willingness to take on new responsibilities," noted Dave Perkins, McClung Vice President. "From digital imaging to operator of our digital press, he has met every challenge head on, and with success."

Tucker has worked over three years at McClung and has 18 years of printing experience. He lives in Stuarts Draft.

TOM'S WORD



What is your greatest asset?

by Tom Trevillian,
President and CEO

Are you a believer...that employees are a company's greatest asset? It is not the processes, products, or systems. You may be terrific in those areas. However, without the right people that are highly motivated, world class performance is highly unlikely.

In our industry, which is viewed as not having much differentiation between printers, we continue to be rewarded with industry accolades and recognitions. We recently received **24 Best in Print** awards on behalf of our customers. For the 2nd consecutive year we were named a **Management Plus Company** (one of only 17 in the USA).

Without outstanding people we would have been average, not industry leading.

All of our staff are carefully selected for job match. Most importantly, once they join us we strive to make them a part of our vision to be the best. Yes, I am proud of our people. That is why I made them owners. **Every employee has stock in our company.** An unusual step for a company our size, but we decided if they really are the most important asset they needed to be treated like it.

With employees as stakeholders this has a tremendous advantage for you. They are highly motivated to deliver your product **on time, on target and at a competitive price.** Yes, it's true: we want to make a believer out of you.

McQUIZ

What does the Kuler control panel allow you to do in Adobe CS4?

E-mail answers to mcmarket@mcclungco.com by May 5. Be sure to include your name and phone number. One name will be drawn from all correct entries and will receive a cool gift certificate!

Employees of McClung Companies not eligible to enter. **Congratulations to Bill Finn at SNL Financial for winning last issue's McQuiz!**

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The really great man is the man who makes every man feel great. —G.K. Chesterton