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McGraphics TIPS OF THE TRADE

McClung Companies An Employee-Owned Company

Summer 2014

The 12 most useful printing and design apps

What's new in printing industry apps? The following 12 paper, printing and design industry productivity apps are currently available from Apple's App Store. All apps are compatible with the iPhone, iPod Touch and iPad.

Decimal to Fraction Converter Plus

This app converts terminating and repeating decimals into fractions, as well as fractions into decimals.

Paper Weight Calculator

This app calculates the weight of paper based on paper classification, basis weight or grammage, size, and sheet quantities.

Font Sizes

This app displays the size of 151 type fonts nearly identical to fonts printed on a physical medium. Display-type is generated up to 72 points and text-type up to 16 points.

Free!

PRINT A-Z

Over 2,400 printing, paper, pre-press, bindery and graphic communications related computer or business terminology definitions. Numerous definitions are supplemented by annotations and high-quality illustrations. The app requires an active Internet connection.

Book Thickness Calculator

This app calculates the thickness of books in millimeters from the number of pages, paper weight (GSM), and



cover thickness. The app also features a compensation function for books that have already been printed so that book thickness calculations of re-runs on identical paper stock, but different page counts, will be highly accurate.

Points Converter1

This app converts U.S. points to inches, millimeters, Didot points, picas and Agate lines.

Scaling for Enlargement or Reduction Version 1.1

This app scales the width and height dimensions of a rectangular area. Version 1.1 has a new icon and now accepts periods or commas as decimal marks.

Free!

Design Tools

This app is a simple utility for designers that provides key information quickly, such as color & unit conversions and paper & digital sizes.

myPANTONE

With this app you can access over 13,000 Pantone colors, including the new Plus series.

You can easily create color palettes and share them. This version supports the new Capsure Bluetooth device to wirelessly communicate color on-the-go.

Free!

Adobe Ideas

This app gives you the ability to draw freeform vector illustrations with a huge virtual canvas, customizable brushes and pressure sensitive stylus support.

Free!

Adobe Photoshop Express

With this app you can do basic editing such as crop and rotate; color editing for contrast and saturation; filters include vibrant, border, glow and much more!

Color Splash

This app lets you quickly give photos a dramatic look by converting them to grayscale and keeping your chosen detail in color.



UV coater arrives at McClung

UV coating is now available in-house at McClung with the arrival of the Kompac Kwick Finish 20.

The coater can apply UV coating on sheets up to 14x20" in size and can do flood and spot coating on gloss and matte stocks that are cover

weight and heavier text weight. UV coatings that can be applied include gloss and matte.

Advantages of UV coating include:

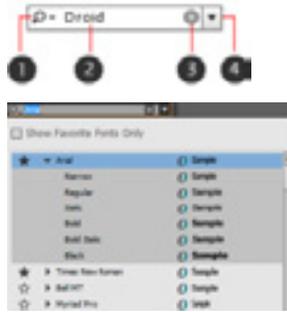
- Visual appeal
- Durability
- Protection
- Rub-resistance

In addition, the postal service is less likely to scuff or mar pieces that are UV coated.

Top 3 new things InDesign CC provides

InDesign CC has major enhancements to the **Font menu**. The new fonts widget has been added to the Character panel and Control panel.

1. Button to toggle between two search modes (entire font name or first word only).
2. Text field to display selected font name or search.
3. Clear search icon.
4. Drop-down to display the font list (all fonts or search result); clicking the arrow without typing anything displays all installed fonts.



If you click "Show Favorite Fonts Only," just the black star fonts will be listed.

You can now manage your favorite fonts by clicking on the star in front of the font. You can browse the fonts list with the arrow keys. On selection, the font is applied to the selected text for preview. Clicking the font name or pressing the Enter key commits the font and closes the Font List popup.

You can now generate and edit **QR code graphics** in InDesign. You can scale the object, fill it with colors and apply transparency. Find it in the Object menu. If you hover over the QR code a tooltip appears, revealing the content of the code.



And finally, InDesign CC is now a **64-bit application**, so it can use RAM beyond 3gb and general processing is faster.

LARRY'S WORD



Technology

by Larry Miles,
President and
CEO

Technology, technology, technology. It's all around us, and usually changing our lives in some way almost all of the time. (Most of that change is hopefully for the better.)

In this summer-time issue of *McGraphics* we're focusing on technology a bit ourselves. Page one focuses on some of the many digital applications (apps) available to professionals in the printing and design marketplace today. I hope this compilation is helpful and encourages you to try some of them yourselves.

We also focus on some of the changes offered in Adobe's latest version of InDesign CC. (And a number of you got in-depth instruction in InDesign, Photoshop and Illustrator during semi-annual training that we just completed.) As always, it is my sincere hope that when this newsletter arrives in your hands you are enjoying the beginning of a prosperous and successful summer.



McClung celebrated Dave Perkins' (left) 60th birthday with a pizza party on May 1. Dave is the Vice President/General Manager of McClung.

McClung honors employees

Employee awards were presented by McClung President and CEO Larry Miles at the company's annual meeting on February 5, 2014.



Danny Rhodes

Danny Rhodes, bindery technician, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year.

"Danny is a multi-talented bindery operator who is versatile and dedicated," noted JoAnne Estes, Bindery Coordinator. "He has great mechanical ability, which is a great asset to our company. I appreciate his can-do attitude. He has a pleasing personality and gets along well with his co-workers."

Craig Bennett was chosen Employee of the Quarter. He is an estimator, quality coordinator and leads the company's safety program.

"Craig is one of our most dedicated employees and has done a fantastic job leading our quality program and safety

documentation," commented Chip Bell, Sales & Office Coordinator. "This past fall McClung passed our state safety certification (SHARP) during the initial visit and no follow-up was required, which is an awesome achievement."



Craig Bennett

Sheila Southall was chosen Employee of the Quarter at McClung's quarterly meeting on May 5, 2014. She is the Pre-Press & Print Innovation Coordinator.



Sheila Southall

"Sheila has worn many hats since joining our team at McClung," commented Dave Perkins, Vice President/General Manager. "The past six months she has led the successful upgrade of our MIS system. The project is finishing ahead of schedule and will result in integration of several key programs into one, more efficient, package."

Did you know Danny & his wife's family sport is archery?



MCWORD OF THE DAY

UV Coating - A wet coating applied to paper and then instantly dried by ultraviolet light.

McQUIZ

How many presses (offset & digital) does McClung have? (output from all can be UV coated!)

E-mail answers to mcmarket@mcclungco.com by July 11. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift certificate!

Congratulations to Lesley Long Brady of Bridgewater College for winning last issue's McQuiz! Photoshop 1.0 was released in February 1990.



Since 1946 McClung Companies has coupled expertise and technology with commercial printing, so that our customers can streamline processes, support sales efforts and implement marketing initiatives.

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Did you know?

Today **the U.S. has 20% more trees** than it did on the first Earth Day, which took place in the spring of 1970.

American Forest & Paper Association