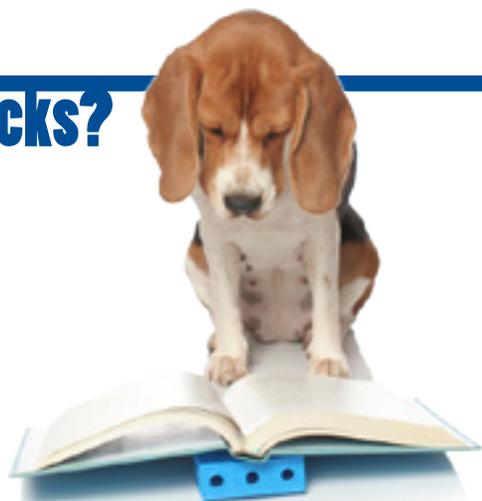


# Who says an old dog can't learn new tricks?

## McClung Fall Training Schedule

InDesign CC ..... Oct 10, 1-4 p.m.  
Photoshop CC ..... Oct 17, 1-4 p.m.  
Telling your Business Story  
Using your Website ..... Oct 31, 1-3 p.m.

Register today! Seats fill up quickly!



# Go To [McClungTraining.info](http://McClungTraining.info)

# McGraphics TIPS OF THE TRADE

McClung Companies An Employee-Owned Company

Fall 2014

## UV coating shines at McClung

Do you want to wow your audience without breaking the bank? Consider the newest feature at McClung: UV coating!

UV coating is a very glossy, shiny plastic coating applied to the printed paper surface and cured on a special machine using ultraviolet light. UV coating hardens, or cures, when it receives ultraviolet radiation.

UV coating makes your printed piece eye catching and is perfect for products such as postcards, hand-out sheets, presentation folders, business cards and catalogs, or any product that can benefit from a rich, glossy and dynamic look.

Advantages of UV coating include:

- **Visual appeal and depth.** The place where the UV coating has been applied is raised, giving your piece a 3D feel. Details pop and stand out.

- **Colors appear brighter and more vivid.** When used on deep, rich colors like blues and rich blacks, the end result almost appears wet. This can be highly effective with image-rich projects like catalogs. It's a very stunning shine.
- **Gives a unique look to your piece, making it stand out in the crowd.** Even your business card benefits from the high-gloss finish!
- **Rub-resistance, protection and durability for repeat handling.** If your piece is going to be handed out or be mailed, the coating helps resist smudging and marking, allowing the piece to keep a sharp, high-quality appearance. Another great use is for a piece that is handled a lot, such as a book cover.
- **Environmentally friendly.** UV coatings are free of solvents. Unlike solvent-based coatings, UV coatings are less flammable and do not emit volatile organic compounds when cured.

There are a few cases when UV coating is not the best choice: when using

text weight paper under 100#, when using uncoated stock, when you need to write on the piece, or on the addressed portion of a mailing piece.

McClung's Kompac Kwik Finish 20 coater can apply UV coating on sheets up to 14x20" in size. McClung 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.

Want to learn more? Contact your account manager, Anne Cleveland, at 540-941-7703 or email her at [annec@mcclungco.com](mailto:annec@mcclungco.com).



## Welcome!

I can't wait to hand out our 2015 calendar which will showcase our UV spot coating & artwork from local artists.

-Larry Miles



# What is "Augmented Reality" all about?

Augmented Reality (AR) is one of the newest technologies to hit the print and communications world. What's it all about?

In short, AR takes objects in the real world (such as a printed page) and adds a layer of digital information to "augment" the experience.

For example, this page of McGraphics has been augmented with the smartphone app "Layar" to include access to a video, the McClung website and some photos here at McClung.

To access the special content, download the free Layar app on your smartphone, scan this page, and discover the interactive content!

AR technology is breathing new life into traditional print media. Here are some examples of what AR can do.

IKEA has taken AR to an advanced level in their 2014 catalog. You can take the printed catalog and use your smartphone to see what a piece of furniture will look like in your home.

Johnson & Johnson's Band-Aid has introduced AR to its bandages. Scan the Band-Aid and you'll get a show featuring Kermit, Missy Piggy or Gonzo. While a little gimmicky, it can be used to reassure an injured child.

For a printed piece announcing the upcoming theater schedule, the organization could overlay short videos of the productions. In a clothing catalog, you could overlay the photo of a dress with a slide show of the dress in different colors. A sign in a museum could provide content such as music, a video of the event depicted, a link to buy a replica of the item in the museum shop, etc.

An everyday example of AR that has been around for some time is the first-down lines displayed in football game broadcasts.

AR allows one to combine print and digital media types in innovative and engaging ways. To learn more about AR, contact us here at McClung. We will be glad to help you navigate the changing face of communication!

—Paul Groff



INTERACTIVE PRINT



Download the free Layar App



Scan this page



Discover interactive content

## Dedicated employees at McClung

McClung is a great place to work and many employees have been here a long time. Here's a special recognition of the four employees who have been here 25 years or more.



Left to right: Tim Key (digital imager, 25 years), JoAnne Estes (bindery coordinator, 35 years), Robert Henkel (bindery technician, 26 years) and Robert Vincent (estimator, 28 years).

**I love working at McClung because of the family atmosphere. Also, I appreciate the opportunities and challenges that each day brings.**

—JoAnne Estes

## McClung honors employee

Michael Miller, digital press operator, was recently chosen Employee of the Quarter at McClung's quarterly meeting on August 4, 2014.

"Michael is very quick to help wherever he is needed," commented Pennie Miller, Mailing/Digital Coordinator. "Besides running the digital presses, he has learned how to operate several machines in the mail room and do variable data processing."

Miller has worked one year at McClung and lives in Afton.

Did you know Michael has been a lifelong Steelers fan?



Dave Perkins (left) congratulates Michael Miller.

## LARRY'S WORD



### 5 ways to differentiate

by Larry Miles, President and CEO

I read an article last week entitled "5 Ways to Differentiate Yourself from Your Competitors." Here they are in case you were wondering: *Communicate often, Be unique, Avoid "old-school" image, Embrace social media, and Keep your website up to date.* (If doing these things is what differentiates you, then many organizations and businesses must be lagging behind!)

Regardless though, I'll use this list to highlight a couple things here at McClung Companies. In reverse order, I hope you'll check out our new website [mcclungco.com](http://mcclungco.com) (completed this summer). If you like it, please tell us about it on our Facebook page (which you can reach directly from the website).

Not sure how a 68-year-old company avoids the "old-school" image, but hopefully the spot UV coating on this newsletter helps a little. As for being unique, well as you read the article about "augmented reality," please download the app, scan the page and watch for yourself how we are unique.

Finally, as far as communicating often, I'm not sure that "often" is the right word, but through email, our website, our Facebook page, and our printed newsletters, I hope we're communicating with each of you as "often" as you prefer, and in a format that suits your own individual needs.

## MCWORD OF THE DAY

**Bleed** - The part of the artwork beyond the trim edge. If art goes to the edge, it needs to extend 1/8" over the edge to avoid the possibility of white showing.

## McQUIZ

What is the oldest football team in the AFC (American Football Conference)?

E-mail answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by October 17. 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 Jaime Penney of Bridgewater College for winning last issue's McQuiz!**



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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- Internet Marketing
- Mailing
- Marketing Strategy
- Offset & Digital Printing
- Training
- Website Development



## 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