

## Welcome to Avery News Special Edition – Avery Services & Customer Support

Dear Customer,

This special edition of Avery News is fully dedicated to the subject of "Avery Service & Customer Support". This unique concept has been developed in order to improve productivity and efficiency with Avery materials. It has been rolled out all over Europe, and you can now make use of the advantages!

In this issue we will tell you all about the new services. With the Avery Graphics **"On Site Support"**, an Avery specialist will visit you or your customer on site in order to give dedicated advice on colour management, or the application of printed or sign cut media. During special **"Customer Events"**, our team will come to your event, such as an open house, local exhibitions, or to train your sales force. The **"Avery Graphics Application Workshops"** are already well established. These workshops give hands-on training in specific modules. Another additional service we are offering to you or to your customer is the concept of **"Profiling"**. During a work session at your or your customer's location, the most optimal settings will be developed for printing with Avery media on a specific Digital printer.

You can also read about our distributor; Udesens from Denmark, who has already experienced an Avery Application & Colour management workshop.

Also, we will bring the initiator and manager of this new department – Guido de Jong - into the spotlight.

We hope you enjoy reading this Avery News Special on **Service & Customer Support**.

Avery Dennison Graphics Division Europe  
Marketing Team

### Take a seat to make your professional life easier!

### Profit from one of our Avery Graphics Workshops!



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## On Site Support

Over the years our customers have asked us for **"On-Site-Support"** on a regular basis. Of course we have always advised them accordingly. Recently we have formalized our advice by offering a true On-Site-Support. In this concept, Avery experts will come to your, or your customers facility when you need advice on specific matters like digital printing, sign cutting or the application of graphics.

In the area of **Colour Management** the Avery expert will work together with you or your digital printer in order to optimize the colour settings, drying times and print speeds for the specific Avery media you want to print your jobs on. During the application sessions, our **application specialist** from the field will guide and coach you during the critical steps of the application process.

The "On Site-Support" can be given throughout Europe, and most of the times in your own language. The sessions will always be given by a certified Avery specialist in the area of digital printing or application of graphics. The Avery On-Site-Support is subject to a small charge to cover the costs. Your Avery Graphics contact person can tell you more about it.

## In the Spotlight: Guido de Jong

### Who is Guido de Jong?

I'm a 'young' father of a beautiful baby girl, with a lot of energy to be spent on my career, my family and friends.

### What are the role & responsibilities of Guido de Jong?

Marketing Manager Services & Customer Support

### What kind of experience does Guido de Jong have?

My professional roots are at the Technical University in Delft, the Netherlands. I have learned to develop ideas into commercial products or services at the faculty of Industrial Design.

After my first job at a small Dutch Industrial design agency, I joined a well-known multinational to become manager of the product development department. Since I strongly believe that a company should be marketing-driven, I switched to Avery Dennison to join the Marketing department, starting as Technical Marketing Manager. As of beginning 2006, I'm happy to lead a new Marketing Team focussing on services and support.



### What is Guido de Jong's vision of the department?

Avery Dennison Graphics Division Europe will be the partner of choice for graphics solutions by making it easy to buy and use our products and services. Our team will make sure that we "practice what we preach". We are extending our market from self-adhesive vinyl to graphics solutions. Currently we are already offering all kinds of services to make it easy to use our vinyls. In the future this portfolio of services will include even more value-added services to offer complete Avery graphics solutions.

### What is the value for the Customer?

Satisfaction, exceeded expectations and higher profit!  
By choosing for Avery our customers will get access to all kinds of services to increase quality, reduce waste and broaden their solution capabilities.

### How does the Service Department look like?

Our Team is a good mix of experience and creativity:

Sophie Huisman	Manager Customer Events
Hans van den Berg	Manager Training
Hans Bruins	Technical Marketing Manager Signage & Applications
Johan Spies	Technical Marketing Manager Digital printing
Michelle Klijn	Trainee



## Customer Events

### At your location

We know you are organizing events for your customers on a regular basis. During your open house, participation at a local exhibition or company anniversary you want to educate and entertain your customer. For this purpose we have developed the option to bring your customers the "Avery Experience". Our team of dedicated experts will come to your location, and create a tailor-made "Avery Show" for your event. Based on your requirements we will develop the content and the timings of the show. In addition we will take care of the graphics material and demonstration objects, and bring Avery Give-aways to the participants as a nice reminder.



### At our location

Alternatively you can also invite your customers for a visit to our facilities in the Netherlands. These so-called "red carpet" visits are very popular as they help to strengthen the relationship with your customers in an informal atmosphere. During those sessions we can show you the production facilities of the Graphics Division, as well allow you to make use of our well-equipped and dedicated training facilities. Of course we will also be able to organize specific off-meeting events. The exact content of this program will once again be developed in close cooperation with you.



### In-house training

Last, but not least, we can also imagine you want to further train and develop your own sales force. We have developed special training modules for internal and external sales people. A specific training module can be offered, depending on your own company requirements. Our fee for the Customer Event, the Red Carpet visits and In-house training the prices are subject to your own requirements and available on demand. Contact your local sales representative for more information.



## Digital Printing of Avery Signage colours

### ...using your printer/RIP combination.

Now we can offer you the missing link between Avery Signage films and our Avery Digital printing media! Avery Graphics is helping you to digital print signage spot colours by providing software libraries of the Avery® 500, 600, 700, 800 and 900 series.



Digital printing a spot colour requires specific information regarding the needed colour. The 3-D Lab model offers the most independent and scientific way to define a colour within your colour management software. Avery Graphics have measured all Lab values of their Signage ranges. These values have been entered into libraries, which can be easily imported into your RIP software. In addition we are providing an animation, which shows how to import and use provided libraries.

Please note that whether you are able to print required signage colour depends on the colour gamut of your printer/ink/RIP/material combination. Our Avery® MPI media have been specially developed to achieve the largest possible colour gamut with your printer/ink/RIP combination.

Please contact our Technical Marketing Manager Digital Printing, Mr Johan Spies, for more information or assistance: +31 071 342 1848.

#### **Avery Digi-Sign Libraries available:**

- Avery® 500 Event Film
- Avery® 600 High Performance Film
- Avery® 700 Premium Film
- Avery® 800 Premium Cast
- Avery® 900 Super Cast

#### **Colour Management Software supported:**

- Adobe Illustrator
- Adobe Photoshop
- Onyx
- Ergosoft
- Scanvec Amiable
- Wasatch

## Avery Graphics Workshops

Avery Graphics offers three designated workshops:

- Avery Application Workshop
- Avery Car Wrap Workshop
- Avery Colour Management Workshop



### **Avery Application Workshop**

The Avery Application Workshop provides hands-on training, led by professional trainers, at your location or at the Avery Graphics Centre in the Netherlands. During the training, the critical elements of adhesive and films technology will be explained in theory, and then put into practice. During an educational and entertaining session all the key elements of applying graphics will be demonstrated - and you will need to try it yourself as well. Due to the specific nature of this course the maximum number of participants is 15 persons.

### **Avery Car Wrap Workshop**

The Avery Car Wrap Workshop is our advanced application training for applicators that want to develop their knowledge into the most demanding application areas. In this training, the combination of fundamental product knowledge and practical application training is optimally balanced. Due to the very intense nature of this training the maximum number of participants has been limited to 10 persons.

The feedback by a German applicator on the course was *"although I have many years of experience in the application of graphics on a car, I have never succeeded to make a full vehicle wrap without having problems. This training helped me to understand the reasons why and how to improve my skills. The end result was fantastic, my first vehicle wrap ever!"*

### **Avery Colour Management Workshop**

The third workshop in line is the Avery Colour Management Workshop. This is a dedicated training for digital printers that want to better understand the dynamics between Avery media, inks, and printer profiles. It is our objective to train you on how to optimize the output of your digital printer and the Avery media. We have experienced that with the correct Colour Management you can really improve the print quality and print speed of your digital printer. The Colour Management Workshop is available for maximum 16 people per session.

All Avery Workshops can be organized at your location or at the designated Avery Graphics Centre. Please consult our website on [www.eu.averygraphics.com](http://www.eu.averygraphics.com) for the details and subscription for one of the workshops.



## A Distributor's comment on a Avery workshop

### **Knowledge is strength - from a customer perspective**

More and more customers experience Avery Graphics Division's unique service in the area of training & development. Recently one of our large Danish distributors - the company Udesen Grafiske Fagcenter in Veile, Denmark - followed one of our training sessions. We have interviewed Udesen's Sales Manager Mr Allan Lykkebak to get his feedback on the training



#### *Why did your team participate in the Avery training?*

Our company Udesen has been active in the Graphics market for many years now. However, this does not mean we know it all. Things change rapidly in this market, and new technologies come in so fast that it is difficult to catch up with that. Especially the Digital Printing technology has changed the Graphics landscape completely. For a company like ours it is important to continue to develop the competence level of our people. This can only be done through regular training - preferable as practical as possible. Thanks to the workshop we got a better understanding of some of the problems our customers face. Like why profiling is so difficult, time consuming and important.

#### *How did your team react to the training?*

They were excited. The interaction of the trainers with our team was excellent. The combination of theoretical product knowledge with hands-on application training was very useful in helping us understand how products will work in the different applications. The first part of the training consists of a deep dive into the products and technology. Here it was explained how the different face films and adhesives interact with the different substrates. But talking about it is one thing, actually doing it is another. And that was the focus of the second part of the training program. In a very interactive session, our team was trained in applying the graphics on various substrates.

#### *Can you tell the difference?*

The contribution of this training to the development of our people is evident. Our team now has a perfect understanding of colour management, that a colour is not a colour but a value! And a better understanding of why the print results varies so much from printer to printer, from day to day, and why you can't just put a vinyl roll in the printer and expect a perfect result. This is completely in line with our strategy to be a full-line supplier of high-quality graphics products. Good advice is part of this solution.

#### *Would you recommend this type of training to other companies as well?*

Yes, definitely. The training gives us some useful tools about colour management and profiling, and a lot of us didn't know that the preparing of the job is so important and can save a lot of vinyl use and time and money in the end. We think it is important and our "duty" to invest in training and development of our people and our customers together with our supplier. Avery Graphics has the knowledge and knows how to transfer this knowledge to others, and we need to make use of that.



## Printing Profiles

### Avery® MPI Profiles

Avery® MPI Profiles are your entrance ticket to the most optimal print results. They will enable you to get the best out of your digital printer, your Avery® MPI media, and yourself.

Avery® MPI Profiles are available on the Avery Graphics website, and include the profiles of all MPI products for the most popular printers in the market. Our partnerships with the leading printer manufacturers enable us to have always the latest combinations of printer, media, inks, and software qualified and profiled.

#### The most recent updates of the Avery® MPI Profiles have been listed below

- Avery® MPI Profiles for the Seiko Colorpainter is available for both Postershop 6.0, 6.5 (Onyx) and Photoprint 4.0 v5 (Scanvec Amiable).
- Avery® MPI Profiles are available for the new Mutoh printers; Osprey and Spitfire.
- Avery® MPI Profiles are available for the new Ecosol -MAX inks for both Versaworks v1.5.0 and Wasatch Softrip 5.1.4
- Avery MPI profiles are made in Postershop 6.5 for the new Ecosol-MAX inks on the Roland Soljet and Versacamm.
- Avery MPI profiles are available for the new Mutoh Rockhopper III with new Eco Ultra Inks.

Special attention needs to be given to the installation of the new profiles for the new Roland printers. For this reason, screen shots of our profile settings have been made and are available via technical marketing.

Open a door to a new world, and have a closer look at the Avery® MPI Profiles on our website

[www.europe.averygraphics.com](http://www.europe.averygraphics.com)

## Our Avery Graphics Training Centre, Alphen aan den Rijn, The Netherlands

