

## *We're starting on a LEAN journey... a journey that will never end*

**T**his past fall, I was driving with a good friend who enjoys hunting. We were on the road at dawn and as we were driving, Cal looks into the woods and comments about the deer standing there. Of course, I could see nothing except a bunch of trees. Knowing Cal, I'm sure he wasn't pulling my leg and that indeed there were deer visible from the road. Because he is a student of hunting, Cal knows what to look for when he gazes into the woods.

**F**ast forward to a Tuesday a few weeks ago. While I was walking through the shop, I counted five instances of waste in a little over two hours. I'm becoming a student of waste — I can now see the waste in the woods — and I'm hoping our employees do the same. What's our not-so-secret weapon to becoming waste warriors? Lean!

Starting last November, we have embarked on the "Lean Journey!" The essence of Lean is getting rid of (or at least minimizing) waste. Waste is defined as anything a customer is not willing to pay for. It's a change in culture as much as anything. Employees need to be conditioned to ask questions and offer suggestions, even more than they do already. Once we know what waste looks like, we can then find the root causes and eliminate them.



Andy Lyke

Lean is a series of common sense tools applied in a systematic fashion. One of the tools in Lean is called "5S." 5S is a method to ensure that work areas are systematically kept clean and organized. The term stands for Sort, Straighten, Shine, Schedule and Sustain. An area that has been "5S'ed" allows people to find things quickly.

Trying to set a good example, I started "5S-ing" my office. The first, "Sort," was very liberating. I decided I didn't need four forks in my desk and that three pens

will do just fine, thank you. The blue and green markers hadn't been used in years by me, although my 6-year-old son will miss them when he comes to visit. I also found my favorite calculator which had been missing for three weeks! The best part, however, was feeling free about tossing out old files that had not been looked at since being "filed" years prior. All the articles that I had saved up to read in the future are being recycled as well. Call it "Article Amnesty."

Since the start of this journey, we have trained groups of employees in Problem Solving Techniques, Error Proofing, Leading Change and Leadership Development.

We have also done two "Value Stream Mapping" (VSM) events. This three-day exercise analyzes a set of production or administration functions — starting with an "as is" map that shows each activity, the time each takes, the time materials wait to be acted upon and

### Special Insert Inside

In the last issue of Prepress Extra [Winter 2006], we covered good color practices and introduced the new Pantone™ Color Bridge.

A few years ago, we created a color sampler which showed 12 Pantone™ inks along side their CMYK equivalents. Inserted in this issue is an updated version of this sampler. Along with the original Pantone™ Solid to Process equivalents we have added the new Color Bridge CMYK blends.

This "handy" size cannot show you all the colors, but we show six of the base mixing colors along with six Pantone™ colors. These mixing colors are just a few of the 13 colors used to create all the Pantone™ colors in your formula guide. Hopefully this card will visually explain the age old dilemma, "Why do my dark blues look purple?"

Please share with your creative partners. Additional cards are available by request.

the number of steps people must take to complete each activity. Then the group creates a “future state” — a way to speed up the process and eliminate waste; the second VSM took a four day process and reduced it to 15 hours! Each VSM group involves three people who are a part of the process, three who are effected by the process and three who know nothing about it along with a facilitator and one management member.

**I**'m pleased with what we've done so far. The Lean journey never ends, and we've just begun. Several firms in our area, including lawn mower and snow blower expert Ariens, have been involved with Lean for



A Value Stream Mapping event includes the “as is” map (at left) and the “future state” map (below).



four years and have impressive results to show for their efforts.

With about the same payroll, Ariens has doubled its sales and can now compete with overseas suppliers. Yet, if you ask the people at Ariens, they will also tell you they have just started the journey.

Are you and your company involved with Lean? If so, please drop me a line. I'm interested in what's worked for you and what has not.

Andy Lyke, President  
andyl@riponprinters.com



## New look, great information!

Welcome to our new Web site! Besides new graphics, there's much more online for you!

### Technical Information

Along with our Tech Info Sheets and *PressLines* archives, there are FAQs [frequently asked questions], case studies and links to helpful premedia sites. Then there's “Ask Jason” — our Customer Education Specialist and premedia expert is available to answer your questions.

### Contact Area

Here you'll find e-mail addresses and phone numbers for our plant and sales reps, directions to our FTP site, directions to our plant, a credit application and a place to request info and get added to our mailing list.

### Corporate Info

Includes news, events and awards; a little bit of our history and executive team bios.

### Get a Quote

Is just what it says — fill in the blanks and get our price for your project.

### Production Highlights

Learn about our four main production areas — premedia, printing, inkjet & mailing, and bindery & fulfillment — with ease.

If you have a chance to sit back and relax, take a quick trip to [www.riponprinters.com](http://www.riponprinters.com) and see what's new for you! **RIPON**

## Name change article brings one special letter...

In our last issue, Andy Lyke addressed our name change — why we eliminated *Community* from the name but not from how we do business. We received the following letter from Retired President Dave Gray and wish to share his insights with our readers — also “Ripon people.”

Andy's article “What's in a Name” brought back memories that I would like to share with Ripon's people inasmuch as I was around when the name “Ripon Community Printers” was selected and may even have been the first to suggest it.

Actually, the name *Ripon Community Printers* was created during or after 1976, not in 1975 as Andy thought. As he said, one of the reasons the word was chosen was because with it, we were able to retain the “RCP” identity for both the newspaper (*Ripon Commonwealth Press*) and the emerging commercial printing arm of the business. The other reasons were to recognize and promote the sense of a closely knit printing community along with our extended community of loyal clients, most of whom were located in Wisconsin and within 80 miles of our plant at that time.

It is indeed unfortunate that anyone feels that the word “community” denotes “small town or small, unsophisticated company” and thus had become some sort of marketing liability for the company. That certainly was not the word's intended meaning, nor do dictionaries support that definition.

I can see the logic for dropping the word because Ripon is now definitely a national company. On the other hand, it has been the word and spirit of “community” that have set Ripon apart from and above most other companies in the printing industry. Repeating Andy's words, “community” today describes a group of “...craftsmen and women who work hard together, with pride, and with results second to none.”

Best wishes to everyone at Ripon Printers!

Dave Gray, Retired President

# All the Ripon news that's fit to print!



*The Aviall Product Catalog and Source Book #59 was recognized by Guinness World Records Limited as the "largest printed catalogue (standard edition)." Note how it dwarfs the Concorde! (Well, maybe it's not that big!)*

## ***It's an anchor! It's a plane chock! It's bigger than the Concorde! No, it's the Aviall Product Catalog and Source Book #59!***

We all knew the product catalog produced for Aviall, Inc., an airplane parts distributor located in Dallas, Texas, was a darn big book. Well, Guinness World Records Limited agreed and recognized it with the "largest printed catalogue (standard edition)" award. Just one of these "be-hemoths" comes in at 2,656 pages, weighs 7.4 pounds and is 2.875 inches thick.

The text was done coldset on 27# opaque in 65 sections of varying page counts. There are 19 folded dividers with mylar tabs. Representatives from Aviall were with us for two days for proofing the cover and divider tabs as well as a week to proof the printing of the text.

Binding was accomplished in four passes on our 32-pocket Kolbus perfect binder. 19,600 books were bound — with over 17,000 being sent to Aviall customer worldwide.

We have been printing for Aviall since 1992. As their business has grown, so has their catalog. This edition includes 650,000 parts from over

220 suppliers. Anyone need anything for a plane?

## ***The saga of the Heidelberg six unit press... or how many times can you dig the same hole?***

In our last issue, we announced — with great enthusiasm — the upcoming arrival of our new Heidelberg Speedmaster CD74 six-unit perfecting press. By now, we should have three months of running under our belts. Well, not quite yet.

We prepared the space for the press with six inches of compacted fill and a six inch concrete pad. When the installers from Heidelberg arrived, they felt this wasn't enough to support the 80,000 pound press.

In with the back hoes and jack hammers and out came the six inches of concrete and the fill underneath. After adding six feet of concrete, we thought we were ready to go in February. Surely six feet of concrete would handle a sheet press!

After the required curing time, the installation got underway. Units were moved into position — and then the installers determined that there was still too much movement on the pad — a whopping .08 millimeters. With the speed and quality of the press, even this amount of play was considered unacceptable!

So, we dug and dug — again — all the way down to bedrock, 16 feet below. The excavator ended up putting in 14 "piers" 20 feet deep! Then a cage was built of double rebar and a two foot deep pad was poured.

And the good news is, after a successful installation and two weeks of training, we can hear the new six unit press humming right along next to our eight-unit perfecting Speedmaster SM74 press.



*While on leave in Qatar, Wisconsin Army National Guardsman and Ripon Printers saddle stitch operator Scott Ziegler posed before this sculpture of a shell complete with pearl in Dohar. Qatar is well known for their pearls.*

## ***Update from Iraq***

Last issue, we introduced you to Scott Ziegler, one of our saddle stitch operators who is currently serving in Iraq. As a member of the 32nd "Red Arrow" Division of the Wisconsin Army National Guard, Scott has been stationed at Camp Navistar in Kuwait since October.

While Scott was home for the holidays, he spoke to a group of Ripon Middle School students. He fielded their questions, ranging from life at war to the children he's met — not shielding them from the reality of Iraq.

He frequently keeps in touch via e-mail and reports all is well, though he has been quite busy lately. Join us in supporting Scott and praying for his safe return home.

RIPON

## ***PRESS Lines***

Published quarterly by Ripon Printers, P.O. Box 6, Ripon, WI 54971-0006, as an educational service for our customers, employees, suppliers and friends.

Any comments or suggested topics should be addressed to Deba Horn-Prochno, quality/resource manager. E-mail: debah@riponprinters.com

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## Variety is the spice of this year's contest winners

We are pleased to announce we have done well in the first two printing competitions of 2005. Variety – and versatility – is definitely evident this year.

The Graphics Excellence Awards, sponsored by the Printing Industries of Wisconsin, is a competition that promotes excellence in print communications and recognizes companies and individuals who create the best in print media. In this, the sixth year of this competition, 820 pieces from printing and graphic arts firms throughout Wisconsin were entered. Of our 33 entries, 26 were recognized.

### Best of Category – The Badger

**Web Press Printing, coated paper (1, 2 or 3 colors)**

*Morris Anderson Renaissance newsletter*

### Electronic Manipulation

*Cover image from Escapees RV Magazine, Jan/Feb 2006*

### Award of Excellence

#### Cards

*Our 2005 Holiday card featuring a painting by prepress technician Mark Kanitz*

**Web Press Printing, coated paper (4 or more colors)**

*US Bowling Congress Collegiate Handbook*

#### Newsletters (1, 2 or 3 colors)

*CALS Quarterly  
UW-Madison College of Agriculture & Life Sciences, Spring 2005*

#### Directories & Source Books

*Chicago Public Schools  
Elementary/Pre-K Directory*

#### Business & Annual Reports

*Ripon College Annual Report 2004-05*

#### Programs

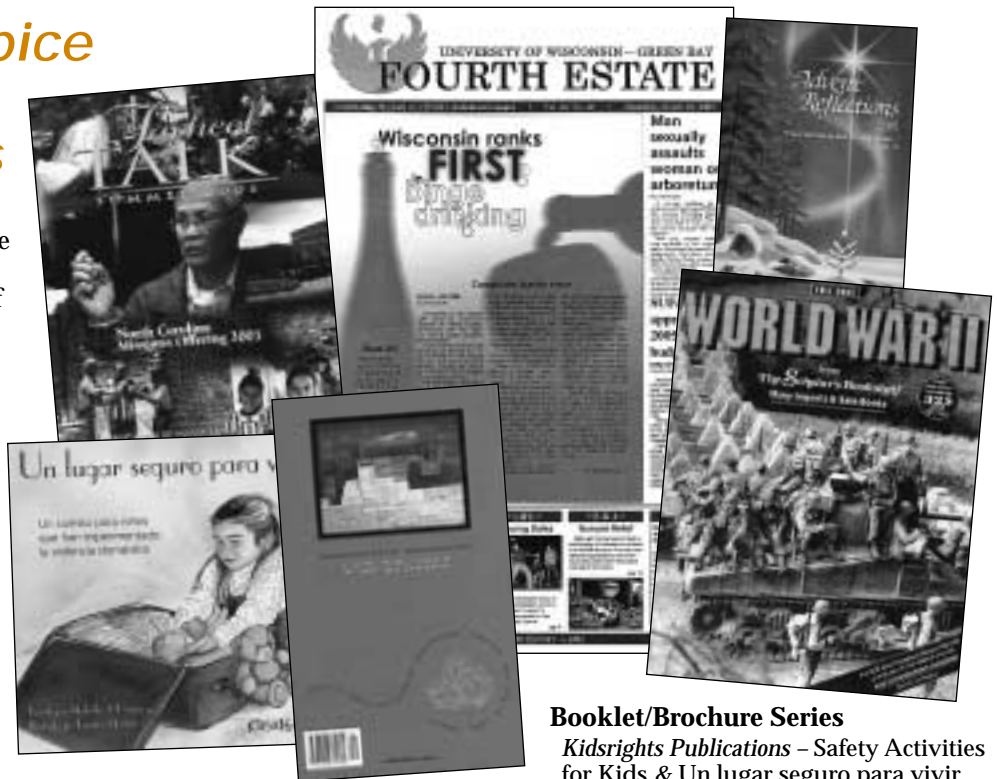
*Paparizou-Kourkoulis USA/Canada Tour*

**Magazine (cover: sheetfed; text: web)**

*Great Kosher Restaurants,  
International Edition 2006*

#### Novelty Books

*Great Restaurants of Long Island,  
10th Anniversary Edition*



### They Said It Couldn't Be Done

*Aviall Product Catalog & Source Book*

**Product/Service Catalogs (1, 2 or 3 colors)**

*Daedalus Books Holiday 2005*

### Certificate of Merit

#### Booklets

*On Eagle's Wings – Advent Reflections 2005*

**Web Press Printing, Uncoated Paper (4 colors or more)**

*Change Companies 2005 Resource Guide*

**Product/Service Catalogs (cover: sheetfed; text: web press printing)**

*Jewelry Making Source 2006 – Thunderbird Supply Company*

**Magazines (cover: 4 or more colors; text: 1, 2 or 3 colors)**

*Phil Steele's Fantasy Football Guide 2005*

#### Soft Cover Books

*Transforming Boundaries – Vol. II, Issue I*

#### Newspapers

*Fourth Estate UW-Green Bay student newspaper Vol. 36, No. 20*

#### Directories & Source Books

*Informator Polonijny 2005-06 – Chicago Polish Telephone Book*

#### Potpourri Specialties/Other

*Marine One Boat Smart flyer*

**Programs (4 or more colors)**

*Flushing Town Hall 2005-06*

### Booklet/Brochure Series

*Kidsrights Publications – Safety Activities for Kids & Un lugar seguro para vivir*

**Magazine (4 colors or more)**

*Weird New Jersey #25*

### Diaries/Calendars

*The Blacksburg [Virginia Tech] Daily Source*

**Internal Communication Pieces (4 colors or more)**

*Tarheel Talk Summer 2005*

**Print/Graphic Self-Promotion**

*"Customers Love Ripon" brochure*

In the Web Offset Association Printing Awards Competition, we entered nine projects. In competition against 580 entries in 28 categories from throughout North America, we received three first place, one second and one third place awards.

**1st Place – Coldset process on uncoated paper (1, 2 or 3 colors)**

*Daedalus Books Holiday 2005*

**1st Place – Coldset process on newsprint (1, 2 or 3 colors)**

*Scholars Bookshelf World War II - #14*

**1st Place – Special edition, commemorative or self promotion**

*"Customers Love Ripon" brochure*

**2nd Place – Directories**

*Informator Polonijny 2005-06 – Chicago Polish Telephone Book*

**3rd Place – Heatset process on uncoated paper (4 or more colors)**

*Tarheel Talk Summer 2005 RIPON*