

# PressLines

Volume 22, Number 2 | Spring 2012

## Strategic Acquisition Expands Capabilities

Companies that aren't moving forward in today's marketplace are falling behind. To maintain our commitment of building for the future, Ripon recently acquired certain business interests and assets of Sells Printing Co. LLC (New Berlin, Wis). This move joins two market leaders that bear some important similarities as well as some important differences.

On one hand, both companies feature multiple print platforms, serve a national marketplace and maintain an unwavering commitment to customer delight. Yet variations in equipment and focus also resulted in the two companies developing slightly different client bases and fulfilling slightly different needs.

For example, Ripon focused heavily on developing highly streamlined workflows for producing quality mid-range catalogs, directories, manuals and softcover books. Sells focused more on catalogs and high-profile commercial projects that often involved considerable complexity.

### A Collaborative Environment

"The good news is that the two organizations are blending together

extremely well," says Ripon Printers Sales Manager Jeff Hopp. "We're learning from each other, and the end result is access to a wider range of capabilities, skilled subcontractors and production knowledge than either company had independently. I'm excited about what this means to all of our customers in terms of greater resources and a broader range of services."

Donald Schroeder, president of the former Sells Printing Co., agrees that the change will be

positive for all customers. "Once we decided that being acquired was the best course of action, choosing Ripon Printers was easy. The Lyke family has provided steady, successful leadership for the past 50 years that resulted in significant company growth. The Lykes and the team at Ripon Printers have also created a customer-first culture that Sells Printing customers value and have come to expect."

### One Company, One Name

The name of the combined companies is "Ripon Printers," and Andy Lyke, president and CEO of Ripon Printers, will continue serving in that role. The Ripon facility will function as the main production center and company headquarters. Later in the year, ➤



a Milwaukee location housing part of the sales and customer service team as well as a digital print and marketing center will be selected.

“One of our goals is to have an extremely robust variable data digital print capability,” says Jeff Spence, Ripon Printers’ vice president of operations and transition team leader. “From an output standpoint, we now have five digital printing devices including two high capacity Xerox iGen4 systems. The addition of Sells’ award-winning Traxion division, a digital marketing and print services group, will further help customers implement integrated multichannel campaigns that deliver measurable business results.”

### Offset Printing Advancements

Some of the new offset equipment acquired includes a 40-inch, 10-unit perfecting Heidelberg Speedmaster sheetfed press to complement our 26-inch Heidelberg sheetfed capabilities. This dramatically increases the sheetfed flexibility and production capacity available to customers.

On the web offset side, Ripon’s extensive coldset and recently expanded heatset capacity provides both

high quality and high output. Regardless of the project, customers can rest assured that the right print solution resides at Ripon Printers.

### Customer Education Gets a Boost

Customers of both companies have appreciated strong commitments to customer education. Skilled technical experts (and patient instructors) James Wamser and Jason Hauman have now teamed up to not only help you with file-related issues, but also to take Ripon Printers’ Graphic Arts Connection to another level. An Adobe CS6 preview program was recently presented in the Milwaukee area. You can look forward to a full spectrum of white papers, informational newsletters and other educational events to help make your job easier.

For more information about how the newly expanded Ripon Printers can help meet the needs of your marketing or publishing program, please contact your representative or send an email inquiry to [sales@riponprinters.com](mailto:sales@riponprinters.com). **RIPON**

The *Ripon Commonwealth Press* and *Commonwealth Express*...

## Simply the Best...times 2!

The *Ripon Commonwealth Press*, our weekly newspaper continuously published since 1854 and the original anchor of our printing business, was recently named the best weekly newspaper in the state of Wisconsin.



**Publisher Tim Lyke is dwarfed by the Wisconsin Newspaper Association Weekly 2012 Newspaper of the Year trophy!**

After being judged against 190 weekly news publications across the state, the Wisconsin Newspaper Association named the *Commonwealth Press* the Weekly Newspaper of the Year.

This top rank is based on the number of individual awards each publication receives. This year, the *Commonwealth* earned 33 awards, 13 of those being first place finishes. The first place honors encompassed

a wide range of categories from Editorial Pages and

Investigative Reporting to Best Advertising Sales Tool and Page Design – Sports.

The entire staff, including writers, ad designers, sales representatives and two web pressmen, attended the awards presentation in Madison. They needed every hand to carry their numerous award plaques home.

And a few weeks later, The *Commonwealth Express* – our free distribution weekly shopping guide – earned top honors for general excellence in the Wisconsin Community Papers Annual Awards. Overall, the *Express* earned 12 awards, six of those first places.

The *Express* is a 17,000 circulation “shopper” established nearly 20 years ago to complement the *Commonwealth Press*.

Ripon Printers is extremely proud to congratulate our oldest partner! **RIPON**

## Ripon Printers' Andy Lyke Named VISION Award Recipient

Anyone who knows Andy Lyke understands that he's anything but a publicity seeking CEO. In fact, he's just the opposite, preferring to give credit to the Ripon Printers staff for every achievement. But those who work with him everyday also know that his steady leadership, keen insight and sound decision making contribute immensely to the company's success in building for the future.

His management team thought it was time Andy got some well-deserved credit. That's why they made a decision to nominate him for the Harry V. Quadracci VISION Award sponsored by the Web Offset Association (WOA) and Printing Industries of America. The VISION award is conferred to that offset printing industry executive who has reached an unsurpassed level of



Andy Lyke

excellence and achievement in the industry. It is dedicated to the spirit of those industry pioneers whose hard work and determination have created a growing and ever-changing industry. Sounds like Andy, right?

The award committee agreed and named Andy Lyke the 2012

recipient. He joins a prestigious group of past VISION Award recipients including Jim Andersen, IWCO Direct; Edward Barr, Sun Chemical; Thomas Brinkman Sr., Metroweb Corp.; Ken Field Sr.; Continental Web Press; John Frautschi, Webcrafters Inc.; Michael Keene, The John Roberts Co.; Remi Marcoux, Transcontinental USA; Robert Murphy, Japs-Olson Co.; Roger Perry, Perry Judds; Thomas Quadracci, Quad/Graphics Inc.; F. Edward Treis, Arandell Corp.; and Jerry Williamson, QuadWilliamson. Interesting to note that Andy is the fifth winner from Wisconsin!

We know that many of you share our joy in Andy's honor. But if you mention it, he's sure to tell you that the award was the result of everyone else's hard work, and he only played a small role. Don't believe him. **RIPON**

## Postal Service Recognizes Distribution of Periodicals via Electronic Copies

If you're looking to take advantage of new postal service Periodicals standards regarding distribution of electronic copies, Ripon Printers is ready to help. We offer three different levels of digital editions – basic, intermediate and advanced. All provide a browser-based, network-friendly digital replica of the print version that is instantly available with high-quality graphics as well as "page flipping" that is just like the printed publication. Best of all, Ripon provides the basic version to its print customers at no additional charge.

The big news is that the U.S. Postal Service (USPS) revised the official Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM) to allow limited reporting of digital edition Periodicals to

meet circulation standards for Periodicals qualification. Now all paid circulation for publications authorized in the General category, and all requested circulation for publications authorized in the Requester category, may be counted toward the publication's eligibility for Periodicals prices. New standards, which went into effect May 9, 2012, require that at least half of the electronically circulated copies be distributed to those who subscribe to a general publication or request a Requester publication.

For more information, contact your Ripon Printers representative or send an email inquiry to [sales@riponprinters.com](mailto:sales@riponprinters.com). **RIPON**



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Ripon Printers is a  
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### Ten first place awards, contest success!

The 2012 print contest season got off to a good start with Ripon Printers receiving 10 first place awards in two contests! In the Web Offset Printing Competition, Ripon earned first place awards in the following categories:

- Heatset printing, 1, 2 or 3 colors on coated paper
- Coldset printing, 1, 2 or 3 colors on paper other than newsprint
- Retail advertising insert produced by heatset printing
- Bound combination of coldset & heatset printing
- Magazines uncoated

We were also the proud winners

of two second place and three third place awards. The competition, now in its 28th year, received more than 400 entries from printing firms throughout North America. The Web Offset Association is an affiliate of Printing Industries of America.

The second major contest of the year was the Graphic Excellence Awards, sponsored by the newly-created Great Lakes Graphics Association (GLGA). The GLGA was formed in early 2012 through the merging of the Printing Industries of Wisconsin, Illinois and Indiana, and represents 13 percent of the U.S. print market.

More than 1,000 pieces were

judged this year, and Ripon earned a total of 30 awards from its 31 entries. The winners included five first place awards in the following categories:

- Product/services catalogs (1, 2 or 3 colors)
- Programs (1, 2 or 3 colors)
- Product/service catalogs (cover: sheetfed; interior: web)
- Newsletters (4 or more colors)
- Web press printing, coated or uncoated paper (1, 2 or 3 colors).

Our remaining awards included 19 seconds and six thirds, earned in categories ranging from magazine series to digital books to special finishing techniques. **RIPON**