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CASEY PRINTING, INC.

Strong lives are motivated by dynamic purposes.  
— KENNETH HILDEBRAND

TECHNICAL TIP

## new website is a "collaboration center"

In today's ever-changing world of business, communication and accessibility of information are the keys to a successful printer-client relationship. Casey Printing understands this, and after months of development, is proud to announce the launching of a new and improved website. The website will feature new elements and an enhanced user interface. "It's been completely redone. Almost everything is different," says web developer Ryan Casey. "It's been revitalized with a fresher, more streamlined design. The new website is a great place for the

customers to come for information." New features within the website will help to improve and augment communication and relations between Casey Printing and its' customers. "Our blog, The Collaboration Center, will allow Casey's staff to interact with our customers for better communication, and an enhanced customer experience," explained Ryan Casey. Casey employees will be posting articles addressing a variety of topics ranging from software tips to ways to save energy. Customers are encouraged to respond using the comments section, to create an informal dialogue as well as a place to share their thoughts and tips for other visitors to the website. "It is our goal for this collaboration center to be a repository for information that print buyers, publishers, and business professionals will find useful" says Ryan Casey.

Other features include a customer spotlight section where the work and accomplishments of one of Casey Printing's many valuable customers will be highlighted. Also, response mechanisms like the quote request and contact us page have been redesigned and improved. Customers will also have pre-press access through Casey's popular Insight web-portal.

Plans for further expansion are already in



Pictured above is the home page for Casey Printing's blog, Collaboration Center. This is a place where information can be shared throughout our community of readers and contributors.

the works, as Casey Printing soon hopes to add a virtual storefront. Through this portal customers will be able to log in to a special custom branded website designed for their specific print needs.

Busy customers will also enjoy the added convenience of the new website's accessibility via mobile devices like Blackberrys and iPhones. Readers may also subscribe to an RSS feed that will alert them when the blog has been updated.

Log on to caseyprinting.com to experience the new website for yourself.



Pictured above is the home page for Casey Printing's new website. Customers can click the "log in" link on the upper right hand corner to log into their InSite account.

# PROGRESSIVE IMPRESSIONS

A PUBLICATION OF CASEY PRINTING INC.

www.caseyprinting.com

Winter 2009

831.385.3222

IN THIS ISSUE: CASEY PRINTING SPOTLIGHTS PUBLISHER BOB CHUTE OF PASO ROBLES MAGAZINE

## home town publishing at its finest

“Live each day to it's fullest” is the motto of Bob Chute, publisher of Paso Robles Magazine. With his long, rich history of involvement in the hometown publishing industry, it's obvious he's done just that.

Family man, businessman, editor, publisher, staunch supporter of everything “Paso Robles,” all these terms describe Bob. Originally from southern California, as a young man Bob enlisted in the Air Force. After his honorable discharge in 1971 he attended Monterey Peninsula College. It was a summer job at the Monterey Herald that sparked his interest in publishing. When the summer was over, they asked him to stay and he hasn't looked back. His career took him to San Luis Obispo to work at the Telegram Tribune and then to the Times-Press-Recorder in Arroyo Grande. In 1991 he purchased the Country News, a small weekly paper that covered the Paso Robles Region. He built the newspaper into a thriving publication over eight years, and then sold it when the right opportunity presented itself.

Although temporarily out of the publishing business, Chute knew that he wanted to stay in the Paso Robles area. He did some consulting around the state and worked for other publications, but he and his late wife Karen (she died of cancer in 2004) recognized there was a need for a monthly news and feature publication in North San Luis County. Always willing to take a chance on a good idea, Paso Robles Magazine was born in May of 2001. The mission of the interesting local news publication is to report on the happenings, people and places of the Paso Robles area while providing advertisers a great medium to promote their goods and services. Readers have responded well. The publication is now mailed to 23,068 homes and boasts an average of 170 advertisers. The magazine is also published online, but he limits the online version to just three stories because he feels that the print version “provides the impact we need for our advertisers. They pay the bills.”

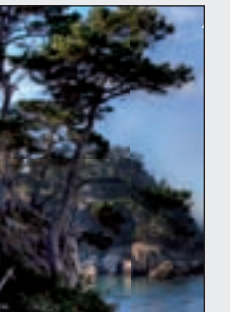
When he started the magazine, Chute went “straight to Casey Printing.” He cited his past experiences with Casey as the reason for this decision. “They produce consistently good quality, on time performance, and have an excellent customer service team,” he said. Chute continued, “Karen Battaglia is just a great account executive.”



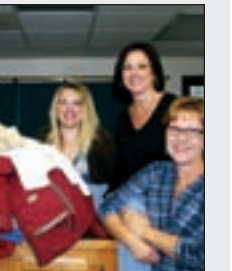
above: Grandparents Bob and Rhoda Chute enjoyed some time over Thanksgiving with their grandson, Isaac, visiting from Maine with his parents, Ben and Alissa Chute.



pride and craftsmanship since 1901



New calanders are here!  
DETAILS INSIDE



Casey team warms up winter  
DETAILS INSIDE



New website makes collaboration easy  
DETAILS INSIDE

All of our dreams can come true - if we have the motivation to pursue them.  
— WALT DISNEY

# going green at casey printing

CASEY RECEIVES CERTIFICATION AS A MONTEREY BAY GREEN BUSINESS

In our last issue of Progressive Impressions we touted Casey Printing's commitment to minimizing environmental impact while maintaining the highest possible satisfaction for our customers. We focused on what exactly happens to the recycled materials once they leave our plant. Since then, we have been hard at work further reducing our environmental impact and have been certified as a "Monterey Bay Area Green Business."

The Monterey Bay Area Green Business Program is a successful partnership of environmental agencies, utilities and nonprofit organizations that assist, recognize and promote businesses and government agencies that volunteer to operate in a more environmentally responsible way. To be certified "green," participants must be in compliance with all regulations and meet program standards for conserving resources, preventing pollution and minimizing waste.

"Our hats are off to the Monterey Bay Area Green Business Certification Program," commented Rich Casey. "Its great to have this organization encouraging businesses to establish and follow environmentally and economically sound business practices, but also to recognize firms who have been adhering to those standards for many years. We are delighted to be part of the program and to be the first Southern Monterey County firm certified."

In addition to receiving the Green Certification, Casey Printing was also recently recognized for conserving power by Pacific Gas and Electric company.



Above: L-R Bill Casey, Erin Pozzi, and Richard Casey pose with their certificate from the Monterey Bay Green Business Program. Right: the Monterey Bay Area Green Business Program uses a gear to symbolize industry, ocean waves to symbolize the environment, and the green and blue colors to symbolize their ability to interact with the environment harmoniously



## Casey works with community members to warm up winter

The "Warm Up Winter" team at Casey Printing talked the talk and walked the walk as they gathered and distributed 423 items of warm winter clothing to those in need this Christmas season.

Concerned about the economic slowdown and rising unemployment, the Casey team scoured their own closets, as well as approaching neighbors, friends and relatives, to gather warm winter clothing, especially coats and sweaters, that were brought to the Casey Printing warehouse. As word spread, other local groups got involved, like the 4H, and numerous local companies, and brought warm garments to the Casey Printing plant for storage.

"The response from the employees, and other members of the community, was terrific," said Romona Bender, Casey customer service rep and organizer of the project. "Once the word got out that we were looking for warm winter clothing, it caught on like wild fire and the coats and sweaters just started rolling in," she exclaimed.

Once gathered, Casey Printing employees made arrangements to deliver some of the children's sizes of the warm winter clothing to local schools. More of the children's garments went to the Southern Monterey County Rural Fire Dept's children's outreach program. The balance of the garments, went to the Salvation Army's rural outreach program, Loaves and Fishes (the King City food bank program) Victory Outreach in Soledad and the King City Police Dept.

"Its tough out there for many people right now, and we are extremely grateful for everyone's support of this project" commented Casey co-owner, Richard Casey. "The donations from employees, and all the other organizations, companies and individuals was heartwarming, especially in this time of extreme need. We even had people going out and purchasing brand new clothing items for donation."

With such an enthusiastic response this year, the Casey team plans to tackle the project again in 2009. "We will



Part of the Casey Printing "Warm Up Winter" team poses with the first of many piles of jackets and sweaters they gathered for donation this holiday season. Left to right are Romona Bender, Susan Henderson, Trish Frudden, Erin Pozzi and Gayle Potts.

be ready to do it again next Christmas season" said Casey customer service rep Erin Pozzi. "Keep us in mind this coming year and hang on to those coats and sweaters until next December," she added.

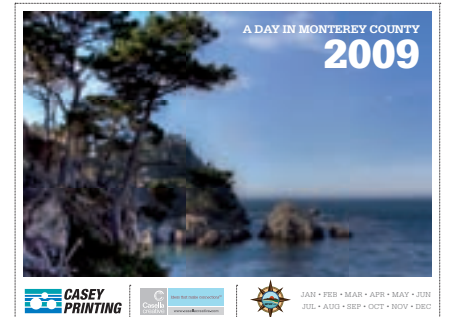
## Casey Partners with Casella Creative to produce beautiful calendars

As is the tradition at Casey Printing, this holiday season brings a new set of beautiful calendars with which to adorn your homes and offices. Along with our picturesque western scene wall calendar that we produce every year, last year we began producing A day in Monterey County.

A day in Monterey County is a smaller format calendar with a spiral binding that can be hung on a wall, or placed on a desk. Each month in the calendar is accompanied by a photo taken in the area by Chuck Casella of Casella Creative. The Calendar is designed to show the beauty of the magnificent county that Casey Printing calls home.

Casella calls the calendar "a traverse across this diverse slice of California." The images were shot using a technology called HDR, or High Dynamic Range. In this process, several photos are taken of the same subject using different exposure settings. This allows the camera to capture all of the tonal range of the image, which can only be achieved by using this technique.

The calendar was printed on Casey Printing's 40" 6 Color sheet-fed press using four-color-process. After the ink was laid down, two layers of varnish were applied to each photo to give it an "extra glossy" look. For more information, please visit <http://www.adayinmontereyco.com>



He that is good for making excuses is seldom good for anything else.  
— BENJERMAN FRANKLIN

### EMPLOYEE SPOTLIGHT



ACCOUNT EXECUTIVE

## elissa smith

I love working with clients, making their artistic projects come to life!" says Elissa Smith, Casey Printing's East Bay Area account executive.

Elissa Smith began working at Casey Printing 12 years ago. She says "working at Casey makes me so proud I just bust my buttons." She continued to say " my company stands behind their dedication to producing a quality product. I know that I have the most qualified, loyal and honest team backing me up from the owners of the company to the drivers who deliver my jobs. It has always been important to me that I be true to my word and I never let my clients down. My clients have confirmed over and again that they feel comfortable working with Casey Printing and are also confident that we have their best interest at heart."

Outside of work, Elissa enjoys spending time with her family, which includes 3 daughters, and two grandchildren. She also enjoys outdoor activities like downhill skiing, hiking and biking. She also says "I have a beautiful garden and love to putz with the flowers."

Everyone who has made Italian salad dressing knows that oil and water don't mix. That is why dressing separates when it is not agitated. What does this have to do with printing you ask? The answer is "quite a bit!"

After a job is submitted to Casey, we send it through our automated pre-press system. This takes the job and arranges the pages so that they will print in the right places, and separates it into the 4 primary colors. In printing, the 4 primaries are Cyan, Magenta, Yellow and Black.

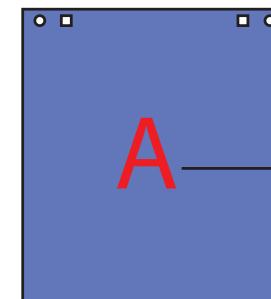
Once the pre-press work is done, the job is sent to a device called a platesetter. The platesetter images the printing plates. We make one plate for each of the primary printing colors: cyan, magenta, yellow, and black

When a printing plate is shipped to Casey, it is a sheet of aluminum that is covered with a coating, or emulsion. This emulsion is resistant to water. When the plate is imaged, the laser radiation hardens this emulsion from the plate in any place where an image should not be. Next the plate goes through a processor that removes the un-hardened emulsion.

When the plate goes onto the press, it uses a series of rollers to coat the plate with water, then a series of rollers to coat the plate with vegetable-oil-based ink. Remember that the non image part of the plate is resistant to water, that oil and water don't mix. This means that there will only be ink in the places that it is supposed to be. This ink is then transferred to a rubber "blanket," which in turn transfers the ink to paper. The blanket is used so that the image will print to the contours of the paper. This is a process called Lithography. It was developed by Alois Senefelder in 1796.

## oil and water don't mix

Printing Plate



water coated non image area repels ink

no water on image area - ink sticks

printing plate on press

