

Print-ready PDF Files

Helping your customers get the best results

Adobe® PDF is the file format of choice for many print professionals. PDF files offer obvious advantages: everything is self-contained, including image files, fonts, and file settings; the file has been pre-tested to be compatible with Adobe PostScript® printing; and the PDF file is typically much smaller than the original application file. But sometimes things go wrong, usually due to the quality of the original content, the way the PDF file was created, or a lack of communication. Helping your customers understand their role in creating a strong PDF file can make the printing process easier and more efficient for everyone.

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Ideally, your customers are seasoned professionals who understand the technology behind their applications as well as how to design an attractive piece. In the real world, however, most printers interact with a wide array of customers, from novices who lay out complex newsletters in Microsoft® Word to print production experts who designate appropriate crop marks and map colors effectively. Your challenge is to meet the needs of all these customers.

Here, we offer principles to help you and your customers navigate a PDF workflow together more effectively. We encourage you to share the designers' principles with your customers and, when possible, to discuss your requirements with them before they even begin to lay out their projects.

PRINCIPLES FOR THE PRINT PROVIDER

Whether your customer is creating a PDF file from an Adobe Creative Suite® document, a Microsoft Office document, or anything else, you'll achieve better results if you follow these general principles.

Communicate

Designers, knowledge workers, print buyers, and production professionals appreciate guidelines that help them avoid pitfalls and create print-ready PDF files. Consider posting guidelines or PDF profiles on your website, and communicate best workflow practices with your customers when you first discuss a job. Make clear exactly what you expect and require from your customer. Just as important, make sure you understand your customer's expectations.

Design a strong standard workflow

Consistency is key to catching problems early and addressing them reliably. Create a standard internal production workflow to ensure that each job receives the care and attention it requires. Then, ensure that everyone adheres to the workflow, no matter how tempting it may be to skip a step under pressure. Shortcuts often lead to errors, which result in longer delays and lost profits.

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PREPARING PDF FILES IN MICROSOFT OFFICE

Microsoft Office, and especially Microsoft Word, are ubiquitous, and many knowledge workers turn to Office applications to create almost any document. Though Office applications present a few challenges, you can use the Preflight feature in Adobe Acrobat® to create conforming PDF files.

First, talk with your customer about the importance of using high-quality image files in an appropriate format for any document that will be professionally printed. Then, ensure your customer is using the appropriate PDF settings file when creating the PDF file, typically either the Press settings file or one you've provided. (Once you've selected a PDF settings file for PDFMaker in an Office application, that setting becomes the default.)

When you have the PDF file, create a custom preflight profile in Acrobat to address any issues. For example, because Microsoft Office does not support CMYK colors, create a profile that converts RGB colors to CMYK, if necessary, and that converts rich black to a single black ink. Also set up the profile to warn you if images are low-resolution or fonts aren't embedded.

Evaluate the workflow periodically to ensure that it is modern, efficient, and meets your current needs. As you introduce new technologies and adapt to new printing trends, your workflow needs to adapt, too.

Emphasize quality

If a document includes low-resolution images or is missing fonts, there's only so much you can do. Advise your customers to invest in good vector-based clip art, high-quality stock images, and quality fonts from reliable, reputable foundries. Help them select the appropriate PDF settings file to create PDF files that retain high-resolution information and embed fonts.

PRINCIPLES FOR THE CREATIVE PROFESSIONAL

By the time you submit a PDF file to a printer, the die has been cast. A printer can coax a quality print-out from some less-than-optimal PDF files, but for the most part, the printer is restricted by decisions made during the creative process. Following these guidelines, you can deliver the strongest, highest-quality PDF file to a printer:

Remember that the end product is only as good as its components (Garbage in, garbage out.)

For high-quality printing, a PDF file must contain the appropriate images, fonts, and other components. Though they may initially seem expensive, good vector-based clip art, high-quality stock images, and quality fonts from reliable, reputable foundries are a good investment.

Convert only when absolutely necessary

Every time you convert text, objects, or color, you compromise the integrity of the file. Therefore, the printed product will most closely

resemble your original intent if you minimize conversions. Keep text in its original form, as fonts, rather than outlining or rasterizing it. Keep gradients live. Maintain live transparency as long as possible. And don't convert colors from device-independent or high-gamut color spaces, such as RGB, to device-specific or low-gamut color spaces, such as CMYK, unless advised to do so.

Conversions often sacrifice data you may need later, and they may add inaccurate data. For example, downsampling an image removes pixel data, limiting your ability to resize the image later, or to print to a different device; conversely, upsampling (interpolating) an image adds pixel data that may not be accurate. Downsample only when it's time to render the final image. Outlining text, flattening transparency, and converting color all sacrifice data, limiting flexibility and sacrificing the integrity of the design. To ensure that all the necessary data remains with the document, embed fonts, color profiles, tags, and other resources in the PDF file. Plan the workflow so that you don't have to decode and re-encode JPEG-compressed images multiple times, rotate images prematurely, convert fonts, and make other changes that result in transformed data.

Each time you decode and re-encode JPEG-compressed images, you potentially degrade image quality. Rotating images at angles other than 90-degree increments causes resampling, so avoid finalizing such rotations until final screen or print rendering.

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Adobe engages with our partners through **Adobe Partner Connection** programs. For information about the Print Service Provider Program, the Training Provider Program, the Solution Partner Program, or additional partnering opportunities within the Adobe Partner Connection, please visit www.adobe.com/partners for details.

Past Issues of ReadMe Now: You can download past issues of this newsletter from a special partner area on Adobe's website: <http://www.adobe.com/cfusion/partnerportal/index.cfm>

Resources for service providers:
<http://www.adobe.com/go/print>

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WORKING WITH TRANSPARENCY

You use transparency every time you apply a blending mode or add a drop shadow. Because transparency is often flattened to create a PDF file, it's important to understand how the flattener works, and how transparency affects other objects in the artwork. Follow these guidelines for the best results using transparency:

Place text and line objects above nearby sources of transparency. If possible, place text and line objects on separate layers, positioned above the layers containing transparency. If the objects must be on the same layer, arrange the stacking order so that text and line objects are above transparent artwork.

Keep transparency live as long as possible. Flattening transparency changes the document permanently, so that objects and color spaces within it cannot be edited.

Configure color settings appropriately. The flattener uses a single color space, called the transparency blend space, in which to blend transparent objects together. You may need to convert colors before flattening.

“Fatten” before you flatten. In OPI workflows, “fatten” documents by including high-resolution images before you flatten. The flattener uses the images present at the time of flattening, and OPI substitution is not possible after flattening.

Use the highest quality settings for the flattener. If you need to flatten transparency, use the highest quality settings to retain the integrity of the design.

Use the latest Adobe software updates, RIP software updates, PPD files, and printer drivers. Updates for Adobe software are available from adobe.com; check vendor sites for other updates.

Use transparency efficiently

Transparency comes into play any time you apply a blending mode or change the opacity of an object. For the best results, keep transparency live as long as possible; place objects you don't want the flattener to affect (such as text and line objects) above all nearby sources of transparency, preferably on a separate layer; and use the highest quality flattener settings if and when you flatten transparency.

Proof and preflight before creating the PDF file

Early in the workflow, you have more context for problems, and more options for fixing them. Carefully proof the content and formatting before creating a PDF file. Additionally, if the originating application provides a preflight feature, use it to identify missing fonts, unlinked images, or other issues that could result in problems down the road.

The earlier you can identify and fix a problem, the easier and less expensive it is to fix. Certainly, technical problems found while you're

still working in the authoring program are easier to fix than problems found in Acrobat or on a printing press.

Embed fonts

Adobe PDF fully supports TrueType, OpenType, CID-encoded (double-byte), and Type 1 fonts. Any of these types of fonts should perform well, as long as it is a high-quality font from a reputable foundry. To minimize the chance of complications, embed fonts in the PDF file. Read the end user license agreement (EULA) before purchasing a font to ensure it permits embedding.

Use the appropriate PDF settings file

When you create the PDF file, make sure you're using the appropriate settings. The PDF settings file determines how image data is saved, whether fonts are embedded, and whether colors are converted. By default, PDFMaker in Microsoft Office creates PDF files using the Standard settings file, which does not meet the requirements for most high-end printing. No matter where you're creating the PDF file, ensure that you're using the Press quality PDF settings file or the settings file recommended by your printer.

Create a PDF/X file if appropriate

PDF/X is a subset of the Adobe PDF specification, and it requires that PDF files meet specific criteria, resulting in more reliable PDF files. Using PDF/X-compliant files eliminates the most common errors in file preparation: fonts that aren't embedded, incorrect color spaces, missing images, and overprinting and trapping issues. PDF/X-1a, PDF/X-3, and PDF/X-4 are the most popular formats; each is designed for a different purpose. Ask your printer whether you should save your file in a PDF/X format.

RESOURCES

For more information about working with PDF files in a print production workflow, refer to the following:

Adobe PDF in a Print Production Workflow

www.adobe.com/designcenter/acrobat/articles/acr7ip_prntwrkflw/acr7ip_prntwrkflw053107.pdf

PDF/X Files and Adobe Creative Suite 3

www.adobe.com/designcenter/creativesuite/articles/cs3ip_pdfx.pdf

Transparency in Adobe Applications: A Print Production Guide

www.adobe.com/designcenter/creativesuite/articles/cs3ip_printprodtrans.pdf

Designer's Guide to Transparency for Print Output

www.adobe.com/designcenter/creativesuite/articles/cs3ip_transguide.pdf

Adobe Print Resource Center

www.adobe.com/studio/print

On Demand seminars


www.adobe.com/cfusion/event

“Adobe Acrobat 8 Professional Preflight & Fixups”

“Acrobat 8 for the Graphic Designer”

Technical Solutions

technical news and known issues for print service providers

Information about each of these issues is available in Adobe's online technical support database. The links will take you directly to the "living documents"—information that is kept current by Adobe Technical Support staff. Issues that are platform-specific are preceded by MAC or WIN. You can read about issues that have the Adobe logo  next to them by clicking the URL. To search for information about other issues in the technical support database, visit <http://www.adobe.com/support/main.html>. For tips on searching the database, visit <http://www.adobe.com/search/searchtips.html>.

Acrobat® Solutions

Color conversion issues when converting to PDF/X-3 in preflight (Acrobat 8 Professional, and Acrobat 3D 8 on Windows and Mac)

<http://www.adobe.com/go/kb402541>

Issue

When you perform a PDF/X-3 conversion using the Preflight tool in Adobe Acrobat 8.1, Device Gray is converted to CMYK.

Reason

PDF/X-3, allows for ICC-based RGB and Lab color in print workflows. In Acrobat 8.1 a color conversion to CMYK colorspace was executed by the Preflight tool when you used any of the PDF/X-3 creation paths. Unfortunately these PDF/X-3 creation paths also convert Device Gray to CMYK, resulting in objects which originally only used the Black plate imaging on all four CMYK plates.

A new Preflight plug-in resolves the problem. You must completely remove the Preflight plug-in from your system due to the complexity of the problem.

Solution

Download the replacement Preflight plug-in, remove the Preflight plug-in you currently have installed, and then install the replacement Preflight plug-in.

On Windows

Install the Acrobat 8.1.2 update from the Adobe website at <http://www.adobe.com/support/downloads/detail.jsp?ftpID=3849>.

On Mac OS

See "Droplet feature fails to work properly on Acrobat 8.1.2 Professional (Macintosh only)" at www.adobe.com/go/kb403208.

Additional Information

The following chart illustrates what happens before and after you update the preflight plug-in:

Acrobat 8.1 Preflight		Acrobat 8.1.1 Preflight	
Colorspaces		Colorspaces	
<i>before</i>	<i>after</i>	<i>before</i>	<i>after</i>
Device Gray	Device CMYK	Device Gray	no change
ICC-based Gray	Device CMYK	ICC-based Gray	decalibrate (to Device Gray)
Device RGB	Device CMYK	Device RGB	Device CMYK
ICC-based RGB	Device CMYK	ICC-based RGB	Device CMYK
Device CMYK	no change	Device CMYK	no change
ICC-based CMYK	Device CMYK	ICC-based CMYK	decalibrate (to Device CMYK)
Lab	Device CMYK	Lab	Device CMYK

Creative Suite® Solutions

Error: "The licensing subsystem has failed catastrophically" when you start a Creative Suite 3.x application

<http://www.adobe.com/go/kb402004>

Issue

When you start an Adobe Creative Suite 3 application, the application returns the error message, "The licensing subsystem has failed catastrophically. You must reinstall or call customer support." or "Licensing for this product has stopped working."

Reason

This issue has several possible causes:

- You moved the application out of the folder to which it was installed.
- You ran a restore on your system (Windows XP).

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- You don't have user access to a necessary component of the application due to permissions restrictions or configuration of the system or application.
- The FLEXnet Licensing Service has been stopped and is disabled (Windows).
- You do not have permission to access the contents of the Flexnet Publisher folder (Mac OS).

Solution 1

Try starting the application from the application file (Mac OS) or .exe file (Windows) located in the application folder. By default the application will be installed to the following location:

Windows: C:\Program Files\Adobe\[application name]

Mac OS: Application folder/[application name]

Note: This error will appear if you have accidentally copied the executable to the desktop rather than creating a shortcut.

Solution 2 (Windows only)

Restart and enable the FLEXnet Licensing Service:

1. Open the Administrative Tools control panel.
2. Double-click Services.
3. Double-click FLEXnet Licensing Service on the list of services.
4. Change the Startup type to Manual.
5. Click Start.
6. Restart your Creative Suite 3 application.

Solution 3 (Mac OS only)

Verify the user has permission to access the contents of the FLEXnet Publisher folder:

1. Navigate to the FLEXnet Publisher folder located at `..Library\Preferences\FLEXnet Publisher\FLEXnet`.
2. Right-click the FLEXnet folder and choose Get Info.
3. Verify the currently logged in user has Read & Write access to the FLEXnet folder and files it contains.

Note: You may have to repair your installation after setting permissions on the FLEXnet Publisher folder. Use the Add or Remove utility located in `..Applications\Utilities\Adobe Installers\` to repair or reinstall your application. You may also have to re-enter your serial number when you first launch your application.

Solution 4 (Mac OS only)

Repair disk permissions using the Disk Utility:

1. Choose Go > Applications, open the Utilities folder, and then double-click Disk Utility.

2. Select the volume on which you want to install Illustrator.
3. Click the First Aid tab, and then click Repair Disk Permissions.

Solution 5 (Mac OS only)

Create a new user account.

To create a new user account in Mac OS 10.3.x or later:

1. From the Apple menu, choose System Preferences.
2. Click Accounts.
3. Click the plus sign at the bottom-left corner.
4. Type a user name and password you'll remember, such as test.
5. Click the Security tab, and then select Allow User To Administer This Computer (10.3.x), or just select Allow User to Administer This Computer (10.4.x).
6. Close the Accounts window.
7. Choose Log Out from the Apple menu.

To create a new user account in Mac OS 10.2.8:

1. From the Apple menu, choose System Preferences.
2. Choose View > Users, and then click New User.
3. Type a user name.
4. Click the Password tab, and type a password you'll remember.
5. Select Allow User To Administer This Computer.
6. Click OK and close the Accounts window.
7. Choose Log Out from the Apple menu.

Solution 6

Remove the application/suite and reinstall. Before you uninstall, you must deactivate the application. If you have an entire suite installed, then you only need to deactivate from one application.

To deactivate, open a CS3 application, choose Help > Deactivate, and follow the on-screen instructions.

To uninstall the component or suite in Windows:

1. Close all applications, including other Adobe applications, Microsoft Office applications, and browser windows.
2. Choose Start > Control Panel.
3. Double-click Programs And Features (Windows Vista) or Add Or Remove Programs (Windows XP).
4. Select the CS3 program or suite, click Remove, and follow the on-screen instructions.
5. Repeat for each CS3 program or suite that you wish to uninstall.
6. Choose Start > My Computer.

7. In the Address bar near the top of the window type one of the following:

Windows Vista: \Users\\AppData\Roaming\Adobe

Windows XP: \Documents and Settings\\Application Data\Adobe

8. Delete files and folders with CS3 in the name.
9. In the Address bar near the top of the window type one of the following:

Windows Vista: \Users\\AppData\Local\Adobe

Windows XP: \Documents and Settings\\Local Settings\ Application Data\Adobe

10. Delete files and folders with CS3 in the name.

To uninstall the component or Suite on Mac OS:

Note: Do NOT drag applications to the trash to uninstall.

1. Double-click the product installer in Applications/Utilities/Adobe Installers.
2. Authenticate as an administrator, then select Uninstall Components and follow the on-screen instructions.
3. Repeat for each application or suite that you wish to uninstall.
4. Navigate to Users/<user_name>/Library/Preferences, and delete files and folders with CS3 in the name.
5. Navigate to Library/Application Support/Adobe, and delete files and folders with CS3 in the name.

WIN: Adobe Creative Suite 3 application installer closes with error code 2739 in Windows Vista

<http://www.adobe.com/go/kb401521>

Issue

When you install Creative Suite 3 or a stand-alone Creative Suite 3 application in Windows Vista, one or more of the following occur:

- The application returns the error message, “This software cannot be installed because JScript is not properly registered. Please repair JScript and then restart the installer”
- The installer quits without an error message, though Setup.exe appears in the Task Manager.
- You receive the error message, “Setup has encountered an error and needs to close. Error Code: 2739.”
- Installer log displays the error message, “Error 2739: Could not access JavaScript runtime for custom action”

Solution

Disclaimer: This procedure involves editing the Windows registry. Adobe doesn't support editing the registry, which contains critical system and application information. For information on the Win-

dows Registry Editor, see the documentation for Windows or contact Microsoft Technical Support.

Manually register the jscript.dll file:

*On Windows Vista*³²:

1. Choose Start > All Programs > Accessories.
2. Right-click the Command icon, choose Run As Administrator, and authenticate.
3. Navigate to Windows\System³².
4. At the prompt, type regsvr32 jscript.dll and press Enter.
5. Click OK when you see “DllRegisterServer in jscript.dll succeeded”.

*On Windows Vista*⁶⁴:

1. Choose Start > All Programs > Accessories.
2. Right-click the Command icon, choose Run As Administrator, and authenticate.
3. Navigate to Windows\SysWow64.
4. At the prompt, type regsvr32 jscript.dll and press Enter.
5. Click OK when you see “DllRegisterServer in jscript.dll succeeded”.

MAC: Adobe Creative Suite 3 applications crash during Software Setup

<http://www.adobe.com/go/kb402037>

Issue

When you click the Next button after you enter your serial number the first time you start your installation of Adobe Create Suite 3, the application crashes. The crash can also happen after the application has been successfully activated. This causes the activation dialog box to display again to prompt you for another activation.

Reason

You have removed or disabled system fonts from /System/Library/Fonts that are needed for the Software Setup user interface.

Solution

Restore any missing fonts to their default location in the System/Library/Font folder, and then start any Creative Suite 3 application and continue with Software Setup.

Important: Make sure you log in to the computer as an administrator to make these changes.

If you used a font management utility to manage your fonts, then use the utility to re-enable the system fonts.

Otherwise, restore the missing system fonts from the Mac OS X installation disk:

1. Insert your Mac OS X installation DVD.

2. Start the Terminal application from Applications/Utilities.
3. Type the following command in the Terminal window:

```
sudo cp /Volumes/"Mac OS X Install DVD"/System/Library/Fonts/*
/System/Library/Fonts
```

Note: The name of your Mac OS X installation DVD may vary. Insert the correct name, including the quotation marks, in the command as necessary.

4. Press Enter and then enter your administrator password.
5. Wait for the fonts to be copied, then quit Terminal.
6. Reboot your computer.
7. Start your Creative Suite 3 application and complete the Software Setup process.

Additional Information

Software Setup requires that the default Mac OS fonts are in place. Restoring the original fonts allows Software Setup to successfully complete the install process.

Mac OS X v10.5.x does not allow system fonts to be disabled or removed from the system. Therefore, if the issue happens on Mac OS X v10.5.x it is likely to be caused by damaged fonts.

Photoshop® Solutions

MAC: Values in numerical fields in Photoshop CS3 revert to the previous value on Mac OS X v10.5 (Leopard)

<http://www.adobe.com/go/kb402796>

Issue

Font size, brush size, and other numerical values typed into Adobe Photoshop CS3 revert to the previous value.

Reason

This is a known issue when running Photoshop CS3 on versions of Mac OS X v10.5 earlier than 10.5.2.

Solution

Update to Mac OS X v10.5.2.

WIN: Photoshop CS3 crashes when you open more than one image (Windows Vista, XP)

<http://www.adobe.com/go/kb402704>

Issue

When you open more than one image in Adobe Photoshop CS3, Photoshop quits silently or you see one of the following error messages:

- Adobe Photoshop has encountered an error and needs to close
- Could not complete your request because of a program error
- Unhandled win32 exception occurred in Photoshop.exe

Reason

Photoshop cannot access your network printer, either because of permissions or driver issues.

Solution 1

Update your printer drivers. Contact your printer manufacturer to obtain the most recent drivers for your printer. This is especially important if you are running Windows Vista.

Solution 2

Set a local printer or document printer as the Windows default printer. If the problem doesn't recur, then the printer driver, a network driver, or network permissions that you were using conflicts with Photoshop. Contact the printer manufacturer for an updated driver, or set as the Windows default printer to a printer that is locally connected to your computer or is a document printer such as Adobe PDF. Then choose your network printer in the Photoshop Print dialog box when you want to print. If you don't have a local printer, you can install a dummy local printer. Windows allows you to install a printer that isn't a physical piece of hardware.

To install a local printer in Windows Vista:

1. Choose Start > Control Panel > Printers.
2. Select Add a Printer > Add a Local Printer.
3. Select Use An Existing Port, and choose any LPT port.
4. Choose an HP LaserJet PS printer from the list, such as the HP LaserJet 4050 Series PS printer.
5. When you confirm the printer, make sure Set As The Default Printer is checked. Click Finish and close the Control Panel.

Note: If Adobe PDF is listed in your printer list in the Printers control panel, then you can set that as the default (see below).

To install a local printer in Windows XP:

1. Choose Start > Settings > Control Panel > Printers and Faxes, or Start > Control Panel > Printers and Faxes.
2. Click Next in the Add Printer Wizard, and select Local Printer Attached To This Computer. Deselect Automatically Detect And Install My Plug And Play Printer. Click Next.
3. Select Use The Following Port, choose any LPT port, and click Next.
4. Choose an HP LaserJet PS printer from the list, such as the HP LaserJet 8150 Series PS printer. Click Next.
5. When you confirm the printer, select Yes for Do You Want To Use This Printer As The Default Printer. Click Next.
6. Select Do Not Share This Printer, and click Next.
7. Click No to Do You Want To Print A Test Page, and click Next.
8. Click Finish. Close the control panel after the printer is installed.

Note: If Adobe PDF is listed in your printer list in the Printers control panel, you can set that as the default.

Additional Information

Application or error logs show ntdll.dll as the faulting module.

Resources

There are so many resources available for working with Adobe applications that it can be challenging to find those appropriate to streamline your particular workflow. To assist you, we feature resources we think you'll find useful.

Adobe provides many training resources on its website at

<http://www.adobe.com/misc/training.html>.

PIA/GATF Lean & Green National Seminar

www.leanandgreentour.com

The one-day PIA/GATF Lean & Green seminar leverages important concepts from lean manufacturing and sustainable, green printing to help your company cut environmental and production waste and eliminate non-value-added activities. You can improve your bottom-line financial performance, better serve the needs of your customers, and lessen your company's environmental impact.



You'll learn tools and techniques that result in lower production costs, shorter lead times, reduced water and energy use, and more efficient use of chemicals and other raw materials.

Catch the Lean and Green seminar in one of these cities:

May 6, 2008 - Milwaukee, WI
 May 8, 2008 - Minneapolis, MN
 May 13, 2008 - San Diego, CA
 May 15, 2008 - Phoenix, AZ
 June 24, 2008 - Miami, FL
 June 26, 2008 - Nashville, TN
 August 26, 2008 - Boston, MA
 August 28, 2008 - Baltimore/DC

For more information and to register, visit www.leanandgreentour.com or call 800-910-4283, ext. 716.

WORKSHOP PRESENTERS

Ken Rizzo, PIA/GATF's director of PIA/GATF consulting services and The Center for Lean Practices, has been a practitioner of Lean thinking for over 20 years, before the term "Lean" became popular in American industry. An experienced process improvement specialist, certified in Six Sigma, ISO 9000 and Lean Manufacturing, Rizzo has over three decades of commercial, label, and folding carton industry experience, including offset press operator and various production management roles. He has led numerous 5S, setup reduction, and total productive maintenance Kaizen Event projects. And he is the author of the PIA/GATF book "Total Production Maintenance a guide for the print industry".

Gary Jones is the director of environmental, health and safety (EHS) affairs at PIA/GATF. His primary responsibility is to assist printers with EHS issues, as well as to monitor and analyze EHS regulatory activities at all governmental levels and provide industry representation. A frequent speaker and author on EHS topics, Gary recently assumed a leadership role for the Sustainable Green Printing Partnership which is the printing industries' central clearing house on sustainable green printing initiatives.