

# Deco '18

April 7-9

## New Discoveries in Decorating

### Keynote Speaker

**Marc Paulenich**, COO, SVP of Strategy, Hart Inc.

Mr. Paulenich will present information from a recent glass packaging market study on consumer preferences, generational differences and upcoming trends.

Whether moderating focus groups, or restructuring a brand portfolio, Marc helps businesses find their competitive sweet spot. He led the development of original brand strategy and product research for Caterpillar's launch into consumer products. He's done the same for clients in many industries: Owens-Illinois, FRAM, The Ohio State University Wexner Medical Center, Owens Corning, Therma-Tru Doors, DePuy Synthes (part of the Johnson & Johnson family of companies) and others. Marc has helped build Hart into one of Ohio's largest independent agencies.



### Conference Chair:

**Todd Barson**  
Ferro Corporation

### Headquarters Hotel



#### Hilton Easton

3900 Chagrin Drive, Columbus, OH 43219

- For reservations, call (614) 414-5000
- Special SGCDpro rate of \$165  
SGCDpro rate good through March 7th or until SGCDpro room block is sold out

Network *with industry professionals...*

Learn *about the newest technologies...*

Navigate *the new regulatory environment...*

Earn *higher profits...*

# Saturday, April 7

## Decorating Production and Processes

Session Chair and Moderator: Amit Chaubal

11:30 a.m. – 12:00 p.m. **Boxed Lunch**

12:00 p.m. – 12:40 p.m. **“Successful firing techniques”  
HFT (E.W. Bowman)  
speaker to be announced**  
Proper firing is essential to high quality and regulatory compliance of decorated products.

12:40 p.m. – 1:20 p.m. **“Monitoring kiln operations to increase profitability”  
Jim Demaestri, Datapaq, a division of Fluke Process Instruments**  
Joe will discuss the company’s kiln-tracker system, highlighting its proper use, functions, and benefits.

1:20 p.m. – 2:00 p.m. **“Using dilatometry for measurement of the coefficient of thermal expansion of glass”  
Tom McInerney, Orton Ceramic Foundation**  
Tom will introduce attendees to the advantages of using dilatometry to monitor the thermal expansion properties of glass.

2:00 p.m. – 2:20 p.m. **Break**

2:20 p.m. – 3:00 p.m. **“The do’s and don’ts for light-weighting glass containers”  
Dr. Wenke Hu, American Glass Research (AGR)**  
The light-weighting of glass containers is a popular packaging trend. Make sure your products are safe for decorating and consumer use.

3:00 p.m. – 3:40 p.m. **“Technology options for UV Curing of Glass”  
Kevin Joesel, Heraeus Noblelight**  
Recent developments in UV decorating technology for glass include the use of arc, microwave, and UVLED curing applications. Kevin will discuss all three and their use in the decoration of containers and other glass substrates.

3:40 p.m. – 4:20 p.m. **“Capabilities of thermal cure organic inks”  
Brian McBean, PPG**  
Brian will discuss the proper use of thermal cure organic inks in the decorating process.

4:20 p.m. – 5:00 p.m. **“UV curing using LED technology”  
Mike Higgins, Phoseon Technology**  
Mike will discuss the use of LED technology in the organic decorating process.

5:30 p.m. – 7:00 p.m. **President’s Welcome Reception**

# Sunday, April 8

## Annual Meeting and Awards Breakfast

New officers will be elected and the Frank S. Child Award will be presented.

8:30 a.m. – 9:30 a.m. Annual Meeting and Awards Breakfast

## Annual Legislative Update

9:45 a.m. – Noon **Moderator: Wayne Zitkus**

9:45 a.m. – 11:00 a.m. **Proposition 65 Update  
Carol Brophy**  
A regular speaker at Deco, Carol will update members on changes to California’s Proposition 65 labeling law that take effect in August. A question and answer period will be included.

11:00 a.m. – 11:15 a.m. **Coffee Break**

11:15 a.m. – Noon **Washington Update  
Walt Sanders, Van Fleet Associates**  
SGCDpro’s legislative liaison will update attendees on policy and legislative changes in Washington, including new CPSC Commissioner appointments and initiatives, and FDA’s reporting requirements in conjunction with the Food Safety Modernization Act.

Noon – 6:00 p.m. **Exhibits**  
Lunch will be served in the exhibit hall at noon. The annual exhibitor’s reception will begin at 4:00 p.m.

# Monday, April 9

8:00 a.m. – 8:30 a.m. **Continental Breakfast**

## Marketing Decorative Products

8:30 a.m. – Noon

8:30 a.m. – 9:30 a.m. **Keynote**  
**Marc Paulenich, COO, SVP of Strategy, Hart Inc.**  
 Mr. Paulenich will present information from a recent glass packaging market study on consumer preferences, generational differences and upcoming trends.  
*(see bio page one)*

9:30 a.m. – 9:45 a.m. **Coffee Break**

9:45 a.m. – 10:45 a.m. **Justin Hemminger, Ohio Craft Brewers Association**  
 Justin will review current and emerging trends in packaging, serving, and promoting craft brewed products.

10:45 a.m. – 11:00 a.m. **Break**

11:00 a.m. – Noon **Andrew Richmond, The Ohio Company Antiques & Art**  
 Andrew will discuss the history of decorated glass and its significance in the development of current decorative products.

# Deco '18 Exhibitors

(as of January 09, 2018)

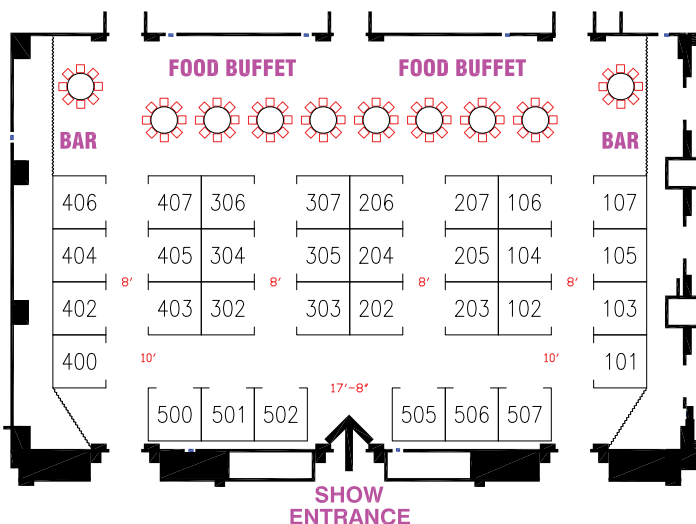
Interested in exhibiting?  
 Spaces still remain.  
 Contact Myra Warne at  
 740-588-9882.

Exhibit hall open:  
 Sunday 12 p.m. - 6 p.m.

Exhibitor	Booth #
Antonini SrL	407
Applied Surface Technologies	205
Cerve SpA	405
Commercial Decal of Ohio	202
Decal Solutions	306
<i>EW Bowman Company</i>	<i>506</i>
<i>Ferro Corporation</i>	<i>304</i>
<i>Fusion Ceramics</i>	<i>406</i>
<i>Fylograf</i>	<i>207</i>
Geib Refining	205
Heraeus Precious Metals	203
Isimat	103
KBA Kammann	107
<i>Marabu North America</i>	<i>307</i>
Marck & Associates	502
<i>Maryland China</i>	<i>403</i>
Miller Process Coating	305
Norcote	206
OMSO	400
Peter Lacke	303
Phoseon	305
Photo USA	102
<i>PPG</i>	<i>104</i>
Preciosa	302
<i>RUCO USA</i>	<i>106</i>
SignTronic	101
<i>Strutz International</i>	<i>505</i>
<i>Sun Chemical AG</i>	<i>105</i>

*SGCDpro Corporate Members are italicized in blue.*

## COLUMBUS HILTON EASTON GRAND BALLROOM



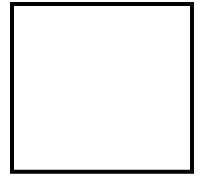
## Visit and Win

Visit Deco '18 exhibitors to get your card stamped and enter to win prizes at the end of the show.





PO BOX 2489  
ZANESVILLE OH 43702



**Deco '18 Registration Form**

Full Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

*Cancellations after March 1st are subject to a \$50 processing fee. No cancellations will be accepted after March 15th.*

**Members** only may register online—visit [www.sgcd.org](http://www.sgcd.org)

**Nonmembers** must submit registration via US or electronic mail, or call 740-588-9882 to register by phone.

**Conference Registration Fee:**

- Glass or Ceramic Decorator\* \$375
- Non-Exhibiting Vendor:
  - \_\_\_ SGCDpro Member \$675
  - \_\_\_ Non-Member \$795
- Saturday Only (Decorating Production and Processes) \$195  
*(available to decorators only, includes welcome reception and entrance to exhibit hall on Sunday)*
- Additional Exhibitor Badges \$150  
*(one full conference badge included with booth)*

**Send registration to:**

SGCDpro  
PO Box 2489  
Zanesville, OH 43702-2489  
or email to [info@sgcd.org](mailto:info@sgcd.org)

**Payment:**

Check (enclosed) \_\_\_ MC \_\_\_ Visa \_\_\_ Amex \_\_\_ Discover  
Card Number \_\_\_\_\_ Expires \_\_\_\_\_  
Signature \_\_\_\_\_

**Questions?**

Call 740-588-9882  
or email [info@sgcd.org](mailto:info@sgcd.org)  
Complete meeting details available at [www.sgcd.org](http://www.sgcd.org)

*\*To qualify for decorator rate, the PRIMARY business of your company must be decorating. Non-exhibiting vendors and suppliers (including services) MUST pay vendor rate to attend.*

**IMPORTANT NOTE:** There will be ABSOLUTELY NO selling by non-exhibiting vendors and/or suppliers (including services) at any Deco '18 function (INCLUDING RECEPTIONS AND MEALS). Non-exhibiting vendors are not allowed to display ANY samples or literature at any Deco '18 function. This includes sessions, registration area, exhibit hall and all meal functions. For exhibit information, call Myra Warne 740-588-9882.