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HUSTON PATTERSON

REAL PEOPLE. REAL GRATITUDE.

TONYA / PRESIDENT
KOWA-MORELLI / HUSTON PATTERSON

THIS YEAR HUSTON PATTERSON IS CELEBRATING THE 10 YEAR ANNIVERSARY OF HPXPRESSIONS. DURING THE LAST DECADE MORE THAN 38,000 COPIES OF THE PUBLICATION HAVE BEEN DISTRIBUTED ALL ACROSS NORTH AMERICA. THANK YOU TO OUR FRIENDS, VENDORS, PARTNERS AND OUR LOYAL CLIENTS FOR BEING AN EXTENSION OF OUR TEAM AND HELPING US SUCCEED. WITHOUT YOU, HP WOULDN'T BE WHERE IT IS TODAY AT THE FOREFRONT OF INNOVATION IN THE LARGE FORMAT PRINT AND PACKAGING INDUSTRIES.

**HUSTON
PATTERSON**
experience. evolution.

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HPXPRESSIONS

Version 2.0 | Volume 001 | Q1 2017

HPXP
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HPXPRESSIONS

Staying Relevant

The 10th Anniversary HPexpressions cover is finished using Soft Touch Film Lamination.

HPexpressions is a quarterly publication created by the team at Huston Patterson in collaboration with contributing authors. Each issue covers a specific theme that centers around the operations of the print and packaging industry.

If you would like to become a contributor, send in a tip/question, or would like further information about Huston Patterson and HPexpressions, please contact us at:

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The appearance of celebrity images does not imply the individual endorsement of Huston Patterson or the content in HPexpressions.

From
Tonya's
Desk

10 years ago we rebranded. With it came a complete reboot of our logo and the creation of HPx- The Huston Patterson Experience. It was different, bold and encompassed our entire company, including HPexpressions.

After ten years we felt that we needed to be looking forward and continue to develop our identity. The vision for HPexpressions this time had to be different.

We have made significant investments in our equipment, our team, our online presence and our services. HPexpressions is our one chance to let the world see what we see. Why not evolve there too? Why not try to be better there as well?

When it came time to create this issue, it just seemed like the time to make a change. I'm very happy with what we came up with and equally proud of what went into a decade of issues before.

I hope that people in our field continue to find value in our publication when it hits their desks. I'm excited for them to see what we have in store this time around.



Tonya Kowa-Morelli
President Huston Patterson



EDITORIAL

J. Morelli

*The line it is drawn
 The curse it is cast
 The slowest now
 Will later be fast
 As the present now
 Will later be past
 The order is rapidly fading
 And the first one now will later be last
 Cause the times they are a-changing*

Bob Dylan

Changin' Times | by Joe Morelli VP of Sales & Marketing

Bob Dylan wrote this song in 1964 and more than 50 years later it still rings true. Change is difficult. Even changes for the good can take people out of their comfort zone and push limits that may not have been pushed in the past. At Huston Patterson we've seen change-time and time again over the past 100+ years. Although it can be tough, we enjoy it. We embrace it...and it is one of the reasons we continue to grow each year.

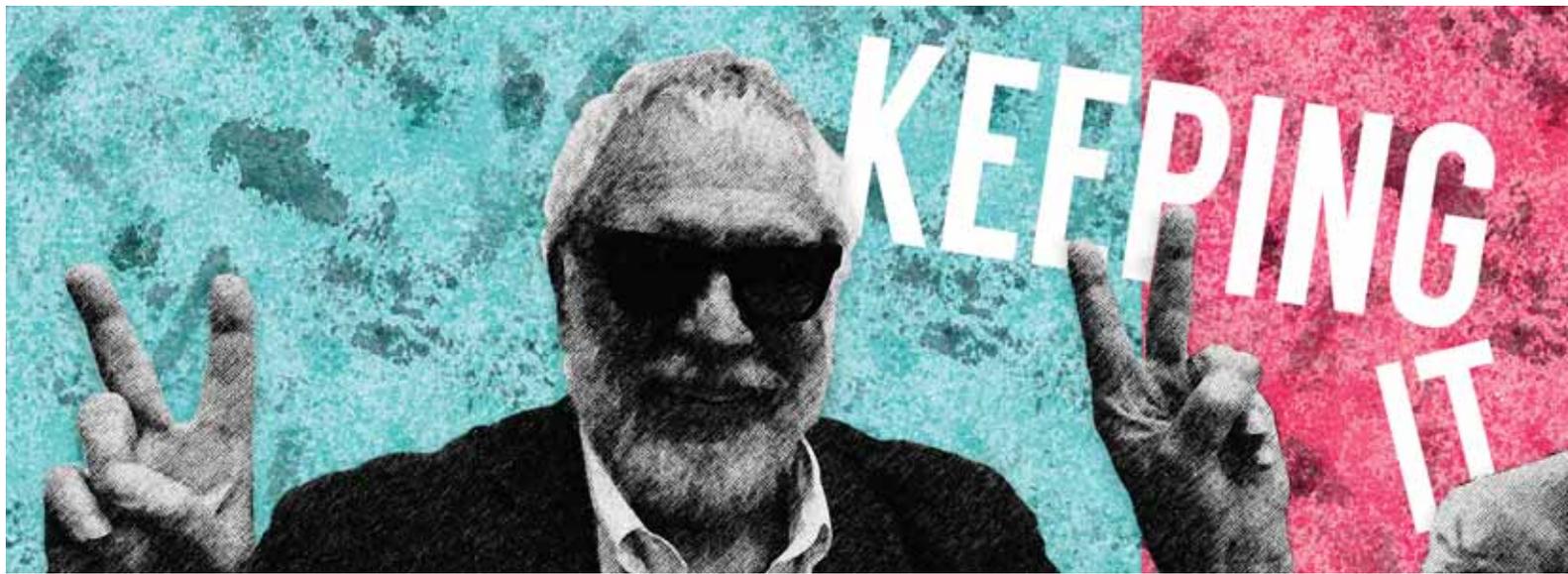
In 2006 our CEO/Chairman of the Board, Tom Kowa, invested in a change at Huston Patterson. Out went the old logo, the conservative marketing budget and focus on commercial printing. In came a new modern look, an aggressive marketing

approach and an incredible investment into the package printing industry with new equipment and training tools never seen in the industry before. People questioned the decision to throw so much money into an already successful company. Friends and family wondered why. Today we stand 10 years later with an increase in revenue of 66% and a reputation in North America as a leader and innovator in our field.

For us, however, we recognize that in order for us to grow further we must continue to adapt. The last 10 years have been great, but our goals are much greater. We've reinvented our marketing approach with a bold new façade that puts the focus on the backbone of our

company- the people. We are currently investing again in the infrastructure of our facility in order to put our employees in better situations to succeed for our clients. And that's not all... in the next few years clients and vendors will see major changes that will ultimately ease doing business with us and continue to have us seen as a leader in the industry.

Bob Dylan wrote that the first one now will later be last. At Huston Patterson we embrace change...positive change, that will continue to make us evolve and adapt to the ever changing market. As difficult as this can be, one thing we know is certain. The times are a changin' and we are excited about it.



“Change is the only constant in life.” So said Greek philosopher Heraclitus around 500 B.C.

Ironically, Heraclitus’ axiom about change remains applicable more than 2,500 years after he first uttered it. Businesses – and business people – must change with the times to stay significant to customers.

According to Nolan Bushnell, renowned as the father of the video game industry, “Today, companies have to radically revolutionize themselves every few years just to stay relevant. That’s because technology and the Internet have transformed the business landscape forever. The fast-paced digital age has accelerated the need for companies to become agile.”

Agility is important to all businesses, regardless of whether they are old-school or high tech – established institutions or unbridled start-ups.

Being agile means a company can react quickly to market demands. However, according to Columbia Business School professor Rita Gunther McGrath, agility alone is not enough.

In a 2012 Harvard Business Review article titled How the Growth Outliers Do It, McGrath explains that “outliers” (businesses that beat the odds by realizing steady growth for ten consecutive years) achieve sustained success by displaying both agility and stability.

According to McGrath, “The outliers turned out to share a lot of practices that, although unsurprising in themselves, add up to an

intriguing, counterintuitive profile: Although these companies are nimble and adaptive, their leadership, strategy, and values are very stable.”

MAKE IT MATTER

Staying relevant in business means mattering to your client base.

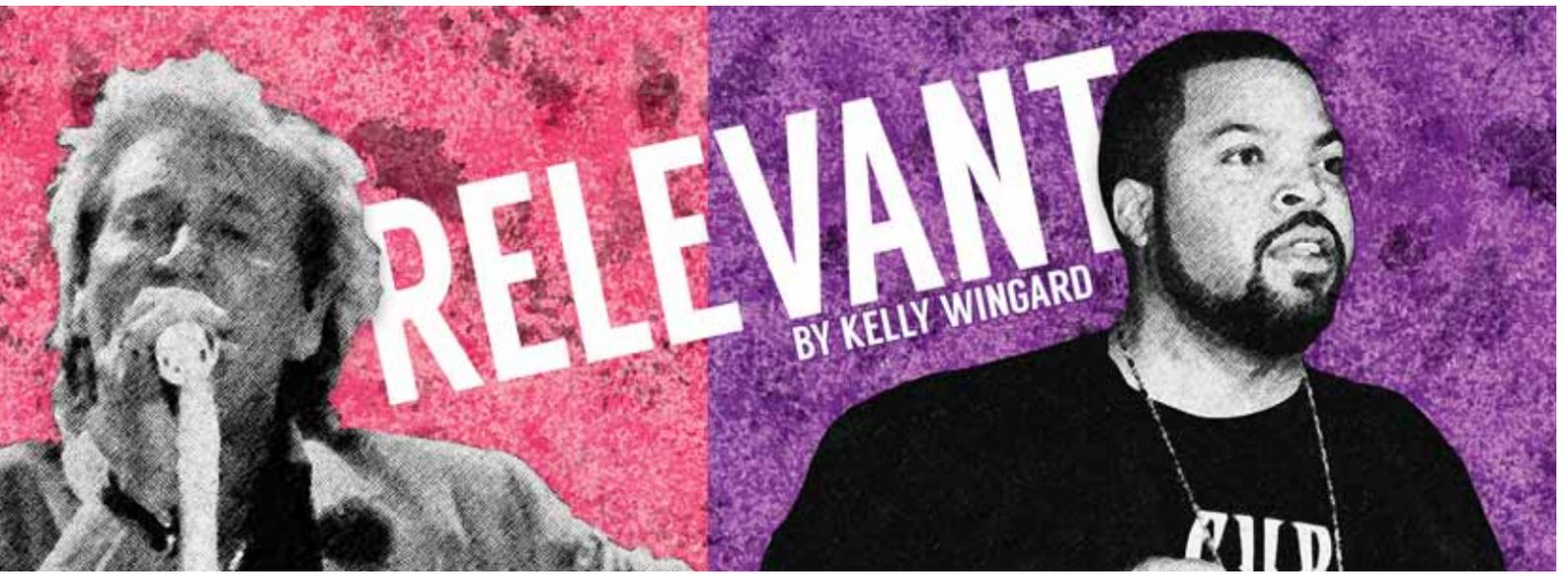
Award-winning branding consultant Simon Mainwaring advises us to reassess our practices to remain connected to customers. “The way customers relate to brands and how profit is generated has changed so dramatically almost every professional is being challenged to reconsider what they do in order to stay relevant.”

Take Twinkies® for example. Hostess®, the bakery that made this confection, went belly-up in 2012, causing this former lunch box staple to vanish from grocery shelves. Forbes business writer Steven Bertoni explains what contributed to this travesty. “...Hostess products--preservative-packed calorie bombs with ingredients that read like a chemistry textbook--flew in the face of food trends that favored farmers’ markets over factories.”

In other words, Twinkies failed to stay relevant to consumers.

Paradoxically, the death of Twinkies led to the re-birth of this iconic American snack food. A wave of despair hit the nation when Twinkies became extinct, alerting two visionary business men, C. Dean Metropoulos and Andy Jhawar, to swoop in and resurrect the brand.

The new owners didn’t change the recipe in order



to make Twinkies healthier. Instead, they made Twinkies relevant to the market again by focusing on consumer nostalgia and the “don’t-know-what-you’ve-got-‘til-it’s-gone” hysteria caused by the fear of never having the option to buy another Twinkie again.

By investing in robotic technology and changing the manufacturing and distribution processes, the new owners turned a \$2 billion dollar profit in two years. That’s a LOT of Twinkies.

STAYING AHEAD OF THE TREND

Entertainers know more than most about the value of staying relevant. Since they often set trends, they are most susceptible to falling out of fashion when the next greatest thing comes along.

Seventy-one year old rock legend Rod Stewart, recently dubbed Sir Roderick David Stewart, has stayed on top of the music scene with a career spanning over half a century. Stewart, who sang about remaining Forever Young, reinvented his image in 2002 by shifting focus from the rock-and-roll set to rocking chair setters with the first release in his Great American Songbook series. He now has five albums of classic ballads from the 1930s and 1940s.

Stewart continues to stay relevant by making guest appearances on popular television shows, including American Idol and The Voice. His work appeals to audiences spanning multiple generations.

O’Shea Jackson Sr., better known as Ice Cube, has learned to stay afloat in a turbulent sea of fickle fans. According to this gangsta rap founder, “The thing is with hip-hop, it has its waves and the waves crash against the beach and the new waves come in. So to stay relevant you have to roll with that.”

So can be said of many other industries. When you face a wave of resistance that you can’t hold back, sometimes you’ve got to roll with the tide to stay relevant.

LEARNING TO STAY RELEVANT

Education is hailed as an effective method to keep yourself and your company relevant in the information age in which we live.

Pat Wadors, senior vice president of global talent organization at LinkedIn, advises, “The only way for organizations to ensure their workforces are fully productive and able to achieve business goals is to make sure employees are continuously learning, so that they are driving the business forward.”

AT&T® chairman and CEO Randall Stephenson concurs. Stephenson realizes that to keep his company relevant, he has to have a workforce ready to meet the demand for cloud computing. AT&T launched Vision 2020 in 2014 in an effort to encourage employees to learn the technical skills needed in the near future.

Continued on Page 8

Stephenson encourages employees to work on their own time to learn new skills. AT&T provides tuition assistance and makes advanced educational programs available and affordable. The company partnered with Georgia Tech to provide a master of computer science degree. The AT&T program costs about \$6,700 – the same exact degree runs \$41,000 outside the company.

In a March 2016 article in Harvard Business Review titled *To Stay Relevant, Your Company and Employees Must Keep Learning*, Wadors offers the following **tips for employers:**

- 1 • **Hire lifelong learners** – seek out people who demonstrate an ability and desire to learn, not just those who display relevant skills for the job at hand. Look for applicants who can fill today’s job requirements and who can acquire the skills needed to stay relevant tomorrow.
- 2 • **Provide relevant learning opportunities** – be proactive in offering educational activities for your employees. Wadors says, “Don’t wait for your employees to tell you they need to learn something – by then it’s already too late.”
- 3 • **Don’t always sweat the content** – Be satisfied that your employees are learning and don’t worry so much about what they are learning. Acquiring knowledge is a skill that is valuable in and of itself, and even learning something unrelated to the job at hand may prove useful in the future.
- 4 • **Partner with your employees** – actively plan skill development opportunities based on business goals.
- 5 • **Encourage and reward employees for learning** – recognition of employee effort will increase the employee’s desire to learn more.

REALIZING RELEVANCY

THERE IS NO MAGIC FORMULA TO ATTAIN RELEVANCY. THIS ARTICLE SUGGESTS SEVERAL PHILOSOPHIES THAT MAY HELP YOU MAINTAIN YOUR SIGNIFICANCE IN THE MARKETPLACE.

**KEEP THESE
RECOMMENDATIONS
IN MIND WHEN
STRUCTURING YOUR
BUSINESS PLANS:**

- Embrace change
 - Hire lifelong learners
 - Strive for agility and stability
 - Facilitate continuing education
 - Know what matters to your customers
 - Reinvent yourself to stay ahead of the trends
 - Learn to roll with the tide when you can’t swim against it
- 



ASK THE EXPERT WITH

DON ELLIS VP OF MANUFACTURING

? How has digital printing impacted the package print industry and how has Huston Patterson seen a benefit from it?

For decades now it seems like we all have heard that digital printing is the next big thing in the industry. Specifically over the last 10 years the technology has improved to the point where digital printing is now a very important part of industry.

With that being said however, digital has not completely revolutionized our segment of the industry yet. The speeds, quality and specialty coatings offered in traditional offset printing far exceed where digital press technology is currently at. We have, however, found it to be a very useful tool with our clients in a number of different ways that previously would have been cost prohibitive.

About four years ago now, Huston Patterson installed a Gandy Pred8tor flatbed UV press. The maximum sheet size of the Pred8tor is 48" x 96" and prints on material up to two inches thick. With a 6 picoliter dot size, the reproduction is very good. Color is managed by GMG software

and the Pred8tor is calibrated to G7 standards on a variety of substrates.

We installed the Pred8tor to enhance the services we offer our clients. The digital press can be a lower cost alternative for short run POP displays allowing a manufacturer to test a product in a small number of locations.

Another possible use is to utilize the Pred8tor to reprint small quantities of litho labels or top sheets to fill an order that was short. We offer all substrates we normally print on, as well as a selection of litho labels, SBS and Kalima, pre-mounted to B and E flutes.

Installing digital printing capabilities has been a good tool for us. It allows us to offer a cost effective solution to our clients when their needs include very small quantities. With the technology rapidly improving as it is today and with some of the pieces of equipment being tested and talked about the future is going to be bright for digital print. At this point it is not a matter of if, but when it will significantly impact the package print industry.



**Pictured
(From Left to Right):**

- Darrel Babcock
- Joe Morelli
- Kyle Milley
- Kevin Collins
- Lee Tirey
- Eric Lebo

From Miami to Maine, Los Angeles to Seattle and everywhere in between. The Huston Patterson Sales Team spends 80% of the year on the road talking face to face with our loyal clients. With 75 years of combined experience they will bring value and solutions to your business in order to help you succeed.



EVOLUTION OF FORD

By Nick Smith

When the Ford Motor Company introduced the Model T in 1908 it successfully turned America into a country of drivers. Henry Ford's flagship vehicle came with virtually no frills and a price tag of \$825, or approximately \$22,000 by today's standards. The Model T initially came in a single color and was equally simple to drive and repair. It was instantly successful and in the first six years over a quarter of a million Model T's were on the road. Ford improved on their manufacturing techniques which allowed for faster production and a lower base price. Their already popular vehicle accounted for half of the vehicles on American roads after a decade of production. Sales of the Model T continued into 1927 amassing over fifteen million total vehicles produced.

Henry Ford and his company are fondly remembered as pioneers of the automotive industry and rightfully so. Over one hundred years later, the Ford Motor Company is still among the major automobile manufacturers in America today. What many do not know is that the Ford Motor Company nearly got left behind in the 1920's.

After a successful run of more than a decade for the Model T, sales began to taper off.

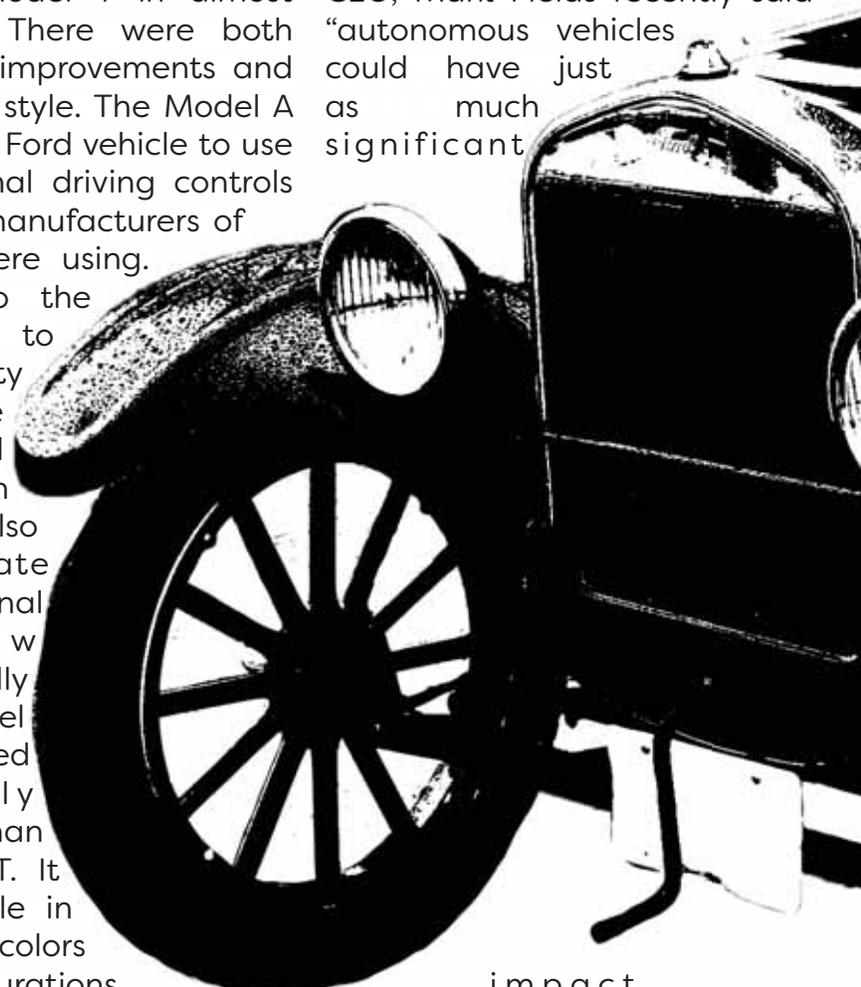
There were other automobile manufacturers in the market that offered more features, more customization, and payment plans. Ford's reluctance to change the Model T and offer credit for buyers nearly stunted the growth of the company in the automotive industry. By 1926, Ford had been producing the Model T for nearly two decades and the public had finally started to be pulled towards other brands.

In 1927 Ford introduced a new vehicle to the market called the Model A. This was a departure from the Model T in almost every way. There were both mechanical improvements and a new body style. The Model A was the first Ford vehicle to use the traditional driving controls that other manufacturers of the time were using.

It was also the first vehicle to use safety glass in the windshield which could also accommodate an optional rear-view mirror. Visually the Model A looked drastically different than the Model T. It was available in a variety of colors and configurations ranging in cost from \$385 to \$1400. The Model A was another success and sold nearly five million units in a little more than four years. A

few years later they introduced their own automobile-financing operation.

Ford had continued success through innovation and adaptation. They were pioneers in mass production and were on the forefront of the automotive industry. It didn't take long before other companies matched their production capabilities and pushed the thresholds of technology. The Model T set the bar for production and today the automotive giant has its eyes fixed on cars without drivers. Current president and CEO, Mark Fields recently said "autonomous vehicles could have just as much significant impact on society as Ford's moving assembly line did 100 years ago." Ford may have been slow to adapt but once they did, there was no looking back.



1896: Ferdinand Porsche partners with Jacob Lohner to make the Lohner-Porsche Elektromobil, the first gas-electric hybrid vehicle

1904: Acetylene headlights by Prest-O-Lite become standard equipment on the vehicles of multiple manufacturers

1914: Vehicles produced by luxury manufacturer Scripps-Booth become the first to feature power locks

1930's: Pushbutton radios become standard in cars

1939: Buick becomes the first US manufacturer with factory installed turn signals

1940: The Packard 180 becomes the first automobile with power windows and the first with air conditioning as an option

1959: Volvo introduces what is now the standard three-point seatbelt

1972: Saab makes electrically heated seats standard in their 99, 95, and 96 models

1987: Porsche's 944 model becomes the first car to include driver and passenger airbags as standard equipment

1997: Three Cadillac models feature OnStar adding hands-free calling, turn-by-turn navigation, remote diagnostics, and emergency responses

1999: Toyota develops the first automatic parking system for their Prius Hybrids and Lexus models

2002: The Infiniti Q45 becomes the first vehicle with voice activated navigation and a rear parking camera outside of Japan

2008: Tesla begins general production on The Roadster, the first to use lithium-ion battery cells

2009: Google launches its self-driving car project

2016: BMW 7 Series becomes the first production car with gesture controls

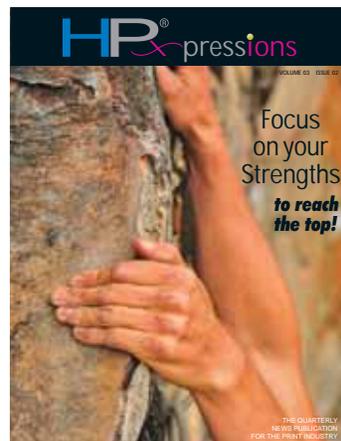
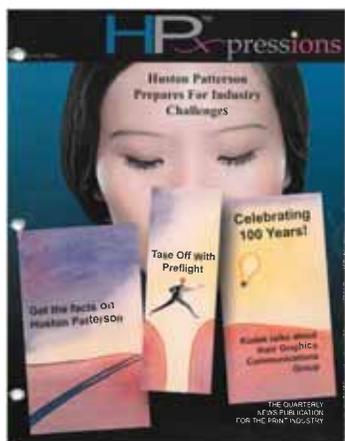
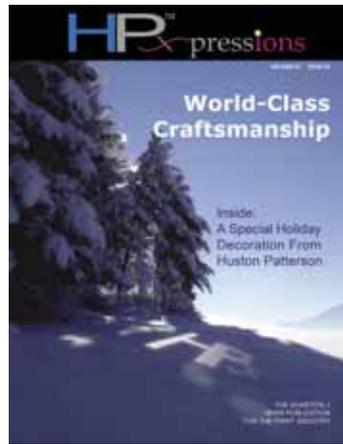
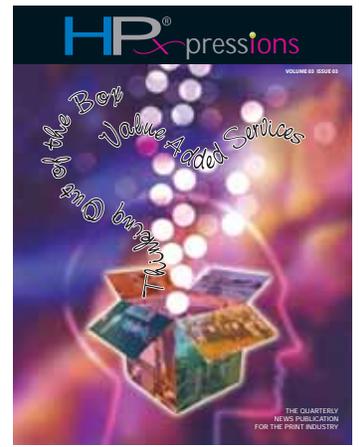
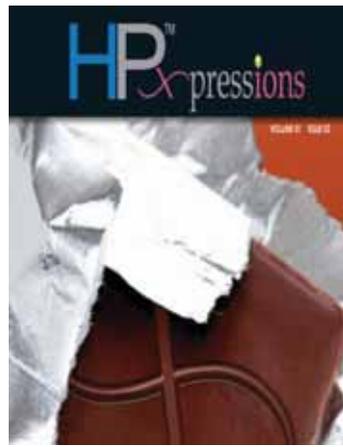
HISTORY OF AUTOMOBILE EQUIPMENT

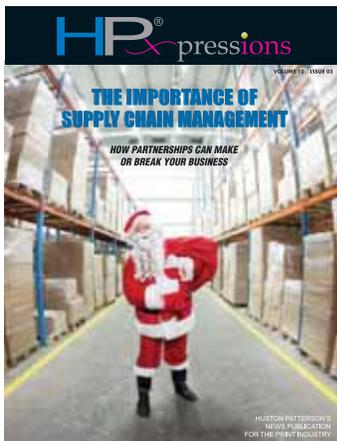
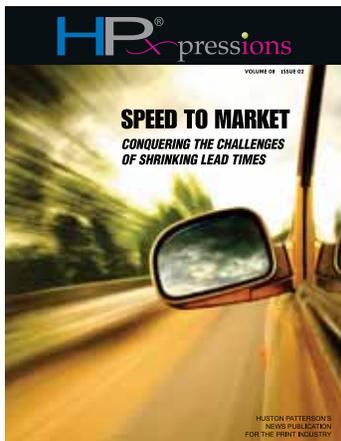
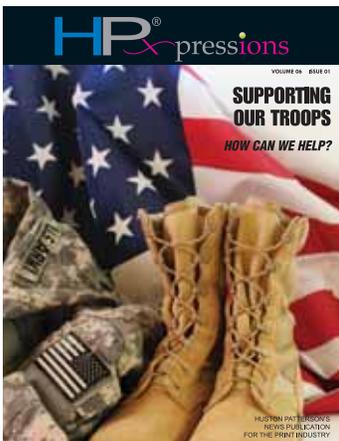
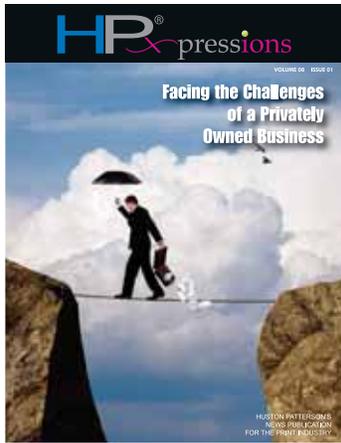
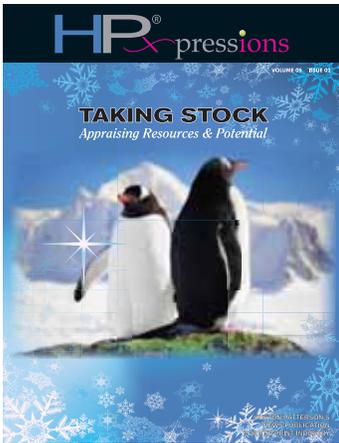
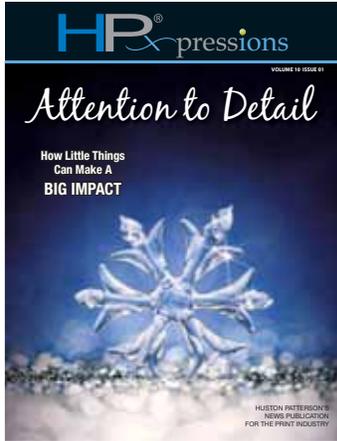
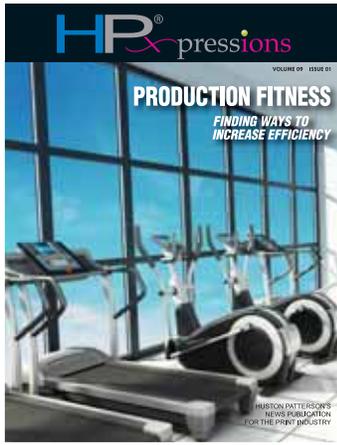


It's hard to believe it was 10 years ago that we decided to rebrand Huston Patterson. I remember sitting here writing the first 'From Tom's Desk' piece... wondering if doing something so different and if investing so much into the HPxperience would be worth it.

That following year the city of Decatur announced March 24 as Huston Patterson Day and shortly thereafter we won the Innovator of the Year Award from AICC. As I sit here today I can look back at not only the HPxpressions issues, but our company's work as a whole and feel proud.

I also know the importance of change. As you all know, my daughter Tonya Kowa-Morelli was promoted to President almost 4





years ago. The change has been tremendous for Huston Patterson. Although I am still involved as CEO/Chairman of the Board I can say with 100% confidence that our clients, vendors and partners are in good hands under her direction.

As we reach the 10 year anniversary of the HPxperience, I am excited for the new path our marketing team is going down. The new ads, website and new design for HPxpressions will breath fresh air into our marketing pieces.

Huston Patterson has adapted over and over since the late 1800's when we first were established. Without change, we wouldn't be standing here today as the longest standing privately owned large format package printing company in North America.

With that being said, I find this the appropriate time to introduce 'From Tonya's Desk' as we move forward with HPxpressions. As she sits and contemplates her first piece, I will be looking on as a proud father and boss knowing that this change will also be a good one.



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