



Centre for Excellence Continues Growth

The printing industry continues to gain strength in Western Canada with more government and private funding being made in the Centre for Excellence in Print Media (CEPM) at NorQuest College located in Edmonton, Alberta. CEPM is the only facility of its kind in Western Canada, providing businesses with the ability to test new equipment and software, train staff, improve production standards, and receive support to adopt and integrate new technologies.

“Bindery and finishing is the next area within the industry that needs to be addressed to deal with production bottlenecks,” says centre Coordinator Josh Ramsbottom. “This latest investment from the federal government will help the centre showcase process improvements and allow industry and students to test workflows and their ability to implement technology investments into their existing plants.”

Minister of State for Western Economic Diversification, the Honourable Lynne Yelich, visited NorQuest in July of this year to announce an \$896,750 investment in the centre. After touring Minister Yelich through the CEPM facility, instructor Mike Yez, said, “Our Government is proud to support the growth of Alberta’s print

industry by facilitating access to new technologies and processes that enable businesses to increase their productivity and maintain a competitive advantage.”

Including its initial investment of over \$1.4 million, Western Economic Diversification has now provided more than \$2 million in funding since the centre opened in March 2008. Based a significant new investment in CEPM from BÖWE BELL + HOWELL, NorQuest recently purchased four pieces of Duplo finishing and bindery equipment.

“BÖWE BELL + HOWELL and Duplo partnered with NorQuest College to donate \$50,000 in equipment to NorQuest’s print media centre,” says Jacquie McBain, Account Executive for BÖWE BELL. “NorQuest graduates will have the required skills that industry employers are looking for, resulting in increased productivity and reduced training costs.”

The federal funding to acquire new equipment, software and expertise to upgrade the centre’s Job Definition Format system, “will do a great deal to help us expand industry knowledge, create opportunities and prepare the business leaders of tomorrow,” says NorQuest President and CEO, Dr. Jodi Abbott. ☐

– Martin Schulhaus



Mike Yez, an instructor with NorQuest, describes functions of the Centre for Excellence in Print Media (CEPM) to Minister Lynne Yelich.

NorQuest prepares for global forum

Print media students at NorQuest College in Edmonton are getting the opportunity to learn from some of the best in the business.

Martina-Maria Brand, head of international business training at the Print Media Academy (PMA) of Heidelberg Drukmaschinen, and a respected international industry speaker, met with first- and second-year Digital Graphics Communications students at NorQuest in late September. Brand shared her unique perspective on key topics like industry trends, how to remain competitive and what students should expect once they enter the workforce.

“It opened my eyes to the way companies are doing things globally,” says NorQuest student Jolene Sichkaryk.

Fellow student Marwa Bondok agrees. “It’s necessary to understand how the industry is changing,” says Bondok. “As a student looking to start my career, hearing the global perspective from someone who works in the international community is really important.”

“Our students and faculty really benefit from having a world-class speaker like Martina come and share with them her insights about the industry,” says centre Coordinator Josh Ramsbottom. “It is because of the centre’s involvement with vendors, government and other post-secondary institutions that we are able to attract experts like Martina.”

While visiting NorQuest, Brand met with Ramsbottom to discuss the Heidelberg Executive Forum planned for September 2011 at the Banff Centre in Alberta. Heidelberg and NorQuest College are partnering to host the global forum for the first time in North America. Organizers plan to bring an international perspective for Canadian printers to prepare for the future.

CEPM is also scheduled to host a 3-day colour-management workshop, called Proof to Press, from February 23 to 25, 2011. The workshop will focus on benchmarking and best practices to meet global standards in colour management. ☐



NorQuest College students Angeliza Vargas (left) and Debbie Brown learn fresh skills using new finishing equipment at NorQuest.



Martina-Maria Brand from Heidelberg’s Print Media Academy speaks with the next generation of printing professionals at NorQuest College.