



*Taga  
Honors  
Award  
1984*

**Presented at**  
**Boston, Massachusetts**  
**during the**  
**36th Annual Conference**  
**Technical Association of the Graphic Arts**  
**May 8, 1984**

THE  
TAGA HONORS AWARD  
*for Outstanding Contributions  
to the  
Graphic Arts Industry*

The Technical Association of the Graphic Arts (TAGA) was organized in 1948 as a forum for reporting on new research and technology in the graphic arts. It has a distinguished history of annual conferences at which papers on technical graphic arts subjects are presented. *TAGA Proceedings* is the published record of these papers by leading technical and scientific men and women who have contributed measurably to the progress of printing technology and graphic science throughout the world. The Board of Directors of TAGA hereby recognized the endeavors of two more members of the graphic arts scientific community by selecting them for the TAGA Honors Award. We hope that all members of TAGA and people throughout the graphic arts industry will join in congratulating these men on their achievements.

As evidence of this honor, each awardee will receive the TAGA Honors symbol. This was designed in 1976 by R. E. Maurer, then president of TAGA, and consists of a spire with three transparent side panels in the subtractive primary colors, yellow, magenta and cyan, which are the colors of the three dye layers in transparencies and the colorants used in the printing inks for process-color reproduction. The overlap colors of red, green, and blue (violet) are generated by the colored panels. The black base represents the black printer and the white base of the pyramid the printing paper.

Presented, in alphabetical order, are the two distinguished recipients of the 1984 TAGA Honors Award.

## TAGA HONORS AWARD 1984

to

### KURT PFAHL

*for his research and engineering achievements in the implementation of modern high tech specialty printing products; for his boundless energy in cementing international relationships and coordinating the publication of graphic arts data at the international level; for his consistent support and service to graphic arts organizations that benefit the entire industry; and for his commitment to the future through his interest in fellowships for graduate students, TAGA honors Kurt Pfahl.*



**KURT PFAHL** started working in the printing industry early in life with one of the largest printing companies in South America (Fabril, Buenos Aires) while going to engineering school. In 1958, he graduated from the Technical University of Darmstadt, West Germany, with a "Diplom Ing." degree in Mechanical Engineering. In 1976, he received his Masters in Business Administration at the University of Missouri.

Kurt joined Hallmark Cards as an engineer in 1958 and through various assignments became Manager of Graphic Arts Engineering. In 1971, he was given the responsibility to develop a formalized graphic arts research effort at Hallmark which eventually led to his present position as Corporate Director of Corporate Technical Research and Engineering. In this capacity he directs efforts related to product, process, and material development and product, environment, and other related testing as required by corporate specifications and government regulations. In 1983, he became chairman of an internal Hallmark high tech steering committee.

He was elected president of TAGA for the 1980-81 term. Previously, he served as vice president, director, and as chairman of the Fellowship Committee. Currently, he directs the activities of the TAGA-International Relations Committee which promotes technical understanding and communication between TAGA and similar organizations worldwide. He was a founding member of the Association of German Printing Engineers (VDD) and is a member of the Advisory Council of the College of Engineering, University of Missouri.

**TAGA OFFICERS FOR 1983-1984**

*President*

**John MacPhee**

*First Vice President*

**James R. Cox**

*Second Vice President*

**Louis S. Tyma**

*Secretary-Treasurer*

**Herbert E. Phillips**

*Executive Director*

**Michael H. Bruno**

*Directors*

**Walter A. Bruehs  
Frederick T. Dankert  
S. Thomas Dunn  
Gary Field  
Richard F. Klee  
Harvey R. Levenson  
Ian M. Muir  
T Cyril Noon  
Keith Pierce  
Charles E. Rinehart**

## PREVIOUS HONOREES

*1976*

Michael H. Bruno  
Paul J. Hartsuch  
Frank M. Preucil  
John A. C. Yule

*1977*

Albert R. Materazzi  
Robert E. Rossell  
Earl I. Sundeen  
William C. Walker

*1978*

Bernard R. Halpern  
Francis L. Wurzburg, Jr.

*1979*

Harvey F. George  
Richard E. Maurer  
John McMaster

*1980*

William D. Schaeffer  
Philip E. Tobias

*1981*

John F. Crosfield  
George W. Jorgensen

*1982*

Gordon O. F. Johnson  
Herbert E. Phillips

*1983*

William F. Schreiber  
William E. Somerville

MEMBERSHIP LIST

1974  
1975  
1976  
1977  
1978  
1979  
1980  
1981  
1982  
1983  
1984  
1985  
1986  
1987  
1988  
1989  
1990  
1991  
1992  
1993  
1994  
1995  
1996  
1997  
1998  
1999  
2000  
2001  
2002  
2003  
2004  
2005  
2006  
2007  
2008  
2009  
2010  
2011  
2012  
2013  
2014  
2015  
2016  
2017  
2018  
2019  
2020  
2021  
2022  
2023  
2024  
2025  
2026  
2027  
2028  
2029  
2030  
2031  
2032  
2033  
2034  
2035  
2036  
2037  
2038  
2039  
2040  
2041  
2042  
2043  
2044  
2045  
2046  
2047  
2048  
2049  
2050  
2051  
2052  
2053  
2054  
2055  
2056  
2057  
2058  
2059  
2060  
2061  
2062  
2063  
2064  
2065  
2066  
2067  
2068  
2069  
2070  
2071  
2072  
2073  
2074  
2075  
2076  
2077  
2078  
2079  
2080  
2081  
2082  
2083  
2084  
2085  
2086  
2087  
2088  
2089  
2090  
2091  
2092  
2093  
2094  
2095  
2096  
2097  
2098  
2099  
2100

**TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS**  
P.O. Box 14064, Federal Station  
Rochester, New York 14614-0064