



Michael H. Bruno TAGA AWARD

2017



**Presented at the 69th
Annual Technical Conference of the
Technical Association of the Graphic Arts**

Houston, Texas, USA

March 21, 2017



Michael H. Bruno

T A G A A W A R D

Michael H. Bruno TAGA Award For Outstanding Contributions to the Graphic Arts Industry

The Technical Association of the Graphic Arts is an international organization of technologists, scientists, technical and production personnel in the printing and allied industries, and students in accredited graphic arts programs. It was established in 1948 as a forum for reporting on new research and technology in the graphic arts. It has a long history of distinguished annual conferences at which technical papers on graphic arts subjects are presented. The annual volumes of *TAGA Proceedings* are the published records 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 recognizes a professional with a distinguished career to receive the 2017 TAGA Michael H. Bruno Award in appreciation of his dedicated service and contributions to the advancement of graphic arts internationally.

As evidence of this honor, the awardee will receive the Michael H. Bruno Award. This award is named for the late Michael H. Bruno. Printing was his vocation for his entire working life. He was a kind and gentle man who was passionate about printing and the people who produced it. In his own words, "I had the good fortune to be where the action was during the most active period since printing was invented." We, in turn, were very fortunate to know Mike. Everyone who knew him or knew of him respected him and his incredible knowledge of the industry. What a wonderful legacy to leave for the world.

Presented here is a summary of the accomplishments of this year's distinguished recipient of the Michael H. Bruno Award.





Michael H. Bruno

T A G A A W A R D

2017 Bruno Award Recipient: Lawrence Warter

Larry Warter has been in the graphic arts field for 50 years in various sales, marketing, technical, and research positions with DuPont, Coulter, and Fujifilm.

A graduate of Princeton, he has received a number of lifetime achievement awards for his efforts in the industry, including the 1999 GAMIS (PRIMIR) Visionary Leadership Award for the Graphic Arts (market analysis), the 2002 NAPL

Technical Achievement Award (printing technology), the 2002 IPA Len Holzinger Award (prepress technology), the 2002 Idealliance Spectrum Leadership Award (publication markets), the 2003 PGSF Harold W. Gegenheimer Award (industry education), the 2003 Research and Engineering Council of the Graphic Arts Kronenberg Award (technical achievement), the 2004 CGATS Rollie Award (international standards), and the 2005 Arizona State University Zeke Prust Award (industry education).

As a certified ISO Expert, Larry attends meetings world-wide on standards for printing processes, process control, workflow, materials, digital file formats, and color management. Along with being on the CGATS Executive Committee, he is also a designated “expert” to all CGATS/IT8 committees and to all ISO TC 130 committees (including Assistant Convenor to WG 3 - Methods). Additionally, Larry was a founding member of the SWOP and SNAP Committees and was the Idealliance Board Member responsible for establishing and managing GRACoL for the first 10 years of its existence





Michael H. Bruno

T A G A A W A R D

Throughout his career, Larry has been an officer or board member of 22 graphic arts industry organizations. He was Vice President of the Research and Engineering Council of Graphic Arts and Chairman of their Prepress Conference. He served as President of the Graphic Arts Marketing Information Service, Chairman of the Web Offset Association Board of Directors (PIA), and Chair of the Print and Graphics Scholarship Fund Board of Directors. He has also held board positions for International Prepress Association, Idealliance, Graphic Arts Technical Foundation, University of Wisconsin-Stout Graphic Arts Department, and the Spectrum and Vue/Point conferences.

During his time with DuPont, Larry undertook most of the market development and technical support work (including one patent application) on Bright Light films and Cromalin. For Fujifilm, he has acted as the representative to all graphic arts standards efforts around the world.

Over the past 20 years, Larry has spoken at numerous industry conferences and remains very active in all graphic arts standards activities. He has also written columns in the *IPA Prepress Bulletin* and *Printing Industries of America: The Magazine*, and authored over 100 articles in publications such as *American Printer*, *Graphic Arts Monthly*, *Printing and Production*, *Pre*, *GATF World*, *GATF Forecast*, *NAPL Printing Manager*, *High Volume Printing*, and the *Dealer Communicator*.



Michael H. Bruno

T A G A A W A R D

Previous Honorees

2016

Tony Bean
Paul Cousineau

2015

Guy Gecht
Frank Romano
Erwin Widmer

2014

Sam Ingram
Yoshiharu Komori
George Ryan

2013

Anthony Stanton

2012

James C. King
John E. Warnock

2011

Richard Goodman

2010

Bernard Pineaux

2009

Patrice J. Mangin

2008

Tim C. Claypole

2007

Bruce Blom

2006

Robert Chung

2005

Helene Juhola

2004

Harvey Levenson

2003

Nils Enlund

2002

Takashi Numakura

2001

Ing Helmut Kipphan
Irving Pobboravsky
William Ray

2000

Mitsuo Kaji

1999

Joel Rubin
Walter Zawacki

1998

Jacqueline Fetsko
Franz Sigg

1997

Edward Granger
Raymond Prince

1996

Gary Field
David McDowell

1995 – Orlando

Eiichi Inoue
Patrice Dunn

1995 – Paris

Anthony Johnson

1994

Kurt Schlapfer

1993

Paul Borth
Ing Uwe Gast

1992

Richard Fisch
Milton Pearson

1991

Sven Ahrenkilde
Brian Chapman
Charles Rinehart

1990

Robert Downie
Thomas Fadner
Tapio Lehtonen

1989

H. Brent Archer
S. Thomas Dunn

1988

James Cox
Philip Evanoff
Lawrence Wilson

1987

Werner Gerlach
Warren Rhodes
Kenneth West

1986

John MacPhee
J. Tom Morgan, Jr.
Miles Southworth

1985

Jean Chevalier
Emilio Gerboni
Simo Karttunen
Bryan Sunderland

1984

Robert Bassemir
Kurt Pfahl

1983

William Schreiber
William Somerville

1982

Gordon Johnson
Herbert Phillips

1981

John Crosfield
George Jorgensen

1980

William Schaeffer
Philip Tobias

1979

Harvey George
Richard Maurer
John McMaster

1978

Bernard Halpern
Francis Wurzberg, Jr.

1977

Albert Materazzi
Robert Rossell
Earl Sundeen
William Walker

1976

Michael Bruno
Paul Hartsuch
Frank Preucil
John Yule



Michael H. Bruno

T A G A A W A R D

President

David Niles

Executive Vice President

Dr. Liam O'Hara

Vice President, Technical Papers

John Seymour

Vice President, Marketing

Udi Arieli

Vice President, Membership

Tim Payne

Vice President, Education

Dr. Yu-Ju (Mandy) Wu

Immediate Past President

Dr. Don Duncan

Board of Directors

Dr. Mark Bohan

Paul Cousineau

Martin Delp

Dr. Martin Habekost

Brian Lawler

William Li

Bruce Leigh Myers, Ph.D.

Dawn Nye

Brenda Pang

Birgit Plautz

Wandee Poolpol

Don Schroeder

Hart Swisher

Chris Swita

Staff

Managing Director

Jim Workman

Conference Assistant

Mike Packard

Administrator

John Bodnar

Technical Association of the Graphic Arts

301 Brush Creek Road • Warrendale, PA 15086 USA

Telephone: 412-259-1706 • Fax: 412-259-1765

www.printing.org/taga