

## TAGA HONORS AWARD 1987

to

### WERNER F. GERLACH

*for his over 50 years in the printing and allied industries and being one of the most respected and capable ink technologists, recognized world-wide as a perceptive, forthright and competent professional consulted by both friend and competitor, who has pioneered many new developments in printing inks and found time to participate actively in ink and printing industry organizations, TAGA honors Werner F. Gerlach.*



**WERNER F. GERLACH** started in the printing industry in 1934 as a letterpress pressman at the age of 18. In the midst of the Great Depression in 1935, he found time and money to study one year of chemical engineering at Case Institute, Cleveland, Ohio. Also in 1935, he joined Braden-Sutphin Ink Company in Cleveland and, while there, formulated the world's first inks based on vinyl resins for printing on rubberized sheeting and coated fabric.

In 1939, he moved to Capitol Printing Ink Company in Washington, DC, where he accomplished the many achievements for which he is noted. This is where he became involved with the formulation of sheet-fed and web inks for letterpress and offset printing for National Geographic Magazine.

Starting in 1945, he pioneered press ready sheet-fed offset inks for coated and uncoated papers, and in 1946, he formulated practical web offset newsprint inks. In 1952, he produced successful low heat heatset web offset inks for printing letterpress machine-coated papers, and in 1959, he formulated a family of high-gloss, high quality web offset inks for four-color process printing. In 1960, Gerlach discovered a method of controlling dot spread of letterpress halftone inks, and from 1964 to 1968, he developed and perfected varnish formulation techniques to compensate for the randomness in resin, oil and plasticizer deliveries. He left Capitol Ink in 1974 to set up a consulting practice, and in 1979, he established Techno-Graphics Instruments.

During his busy life of developing new inks and managing their production, Werner found time to serve in industry organizations. He was a member of the National Printing Ink Research Institute (NPIRI) and GATF Research Committees. He has been a member of TAGA since 1954 and is a member of TAPPI and the New York Printing Ink Production Club (NYPIPC). He has served as president of NPIRI and as a director of the National Association of Printing Ink Manufacturers (NAPIM). He has been recognized for his industry efforts by receiving the distinguished Service Award from NPIRI in 1954, Master Ink Technologist Award from NYPIPC in 1967, Printing Ink Pioneer Award from NAPIM in 1970, and the prestigious Ault Award from NAPIM in 1971.