

**TAGA
HONORS AWARD 1999
to
JOEL RUBIN**



for his almost 50 years of dedicated service to the printing industry, involving research into photography and powderless etching of copper plates; as head of PERI; helping to form what is now IPA, serving as Chairman of its Technical Committee for many years, his help in developing the concept of standard proofing inks, paper and color bars for magazine printing; as one of the founders of SWOP; printer of the IPA Standard Ink References; Chairman of its Rewrite Committee and Chairman of SWOP since 1994, TAGA honors Joel Rubin.

Joel Rubin is chairman and CEO of Phototype Color Graphics. He was born in Philadelphia into a family with two uncles in the photoengraving business. He served in the US Navy during WWII as an electronic technician. After the war he attended Franklin and Marshall College and graduated with a degree in Economics. In 1950 he joined his uncle's company, Phototype Engraving Co. as a salesman. The company produced photoengravings for leading advertising agencies and magazine publishers.

Joel's electronic background soon moved him to the position of manufacturing manager at Phototype. He became active in Photoengravers Research Institute (PERI) which was engaged in research and held patents on the powderless etching of copper, a revolutionary technique that was being used for making letterpress printing plates. Joel became president of PERI and helped merge it with the American Photoplatemakers of America, which later became IPA. He served as chairman of IPA's Technical Committee for many years and was active in developing the concept of standard proofing inks, paper and color bars for the magazine industry.

In 1971 Joel purchased Phototype and became heavily involved in offset preparation for magazine advertising. In 1974 he was one of the founders of SWOP. Phototype produced the IPA Color References for distribution to separators nationally for the standardization of ink densities in press proofing of magazine ads and still produces the References. Joel also helped develop many SWOP concepts such as the Standard Color Bar design, Gray Balance Bar, and the SWOP Calibration Kit, which is produced at Phototype. He also served as Chairman of the SWOP Rewrite Committee for many years and as Chairman of SWOP Inc. since 1994.

Joel has been a speaker at many industry conferences. He has served as President of IPA, Chairman of the Philadelphia Graphic Arts Association, Trustee of the Philadelphia Lithographic Institute, member of the Executive Board of DDAF and a member of CGATS. For all his accomplishments TAGA now distinguishes Joel Rubin with the 1999 TAGA Honors Award.