Presented at
Boston, Massachusetts
during the
36th Annual Conference
Technical Association of the Graphic Arts
May 8, 1984
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.
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1979
Harvey F. George
Richard E. Maurer
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1980
William D. Schaeffer
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1981
John F. Crosfield
George W. Jorgensen

1982
Gordon O. F. Johnson
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1983
William F. Schreiber
William E. Somerville