Dear Reader,

As we look back at 2017 I hope everyone had a productive and positive year. I am sure in everyone's mind we have pondered the opportunity that we will have in 2018. It seems like no matter your size, type of business or how long you have been in business you always need to look over the fence, so to speak, for the next trend or opportunity. Sometimes that gets pretty daunting.

I remember back 35 years ago a few years after I started Quality Quick Print an older manager at a competitor's print shop made the remark to me (since computers were new and few people had them) that "you will be out of business in a few years because of computers". Pretty heavy statement to a guy being in business only a few years. After a month or so of thinking about it I thought maybe the best solution was to buy equipment to print computer forms, etc. I didn't have the money at the time and rationalized it would probably increase the volume of print for a while. While it gave the opportunity for many to buy computers and create the graphics part of their print needs, it still helped me grow the business for 15 to 20 years. However, during that time the company vision was always to look at new services to replace and grow as the landscape changed.

What is different today? Our challenges and are still fundamentally the same. I believe that any change in technology, buying habits, generational needs/wants, really creates an opportunity. We sometimes don't like it but it is a fact of life. Embrace the change and find a way to grow the business. One way that I have found to get ahead of this is to pay attention to PIM and PIA. The resources from the association are super valuable which can help you identify and move toward being aware of the new trends that help us decide what opportunity we may want to pursue.

Take time to go to some meetings, watch some webinars and network at some events. Our association membership has such a vast amount of knowledge there probably isn't anything that couldn't be solved. As 2018 unfolds the association is going to enhance the communication and bring more value to all of you. We welcome any and all suggestions and look forward to serving you in 2018.

Sincerely,

Roger Feickert  
PIM Chairman of the Board

STAFF

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Send Sadie your news & stories!  
Deadline for the March issue is February 15th.
HAPPY NEW YEAR!! We do not want you to miss out on any of the events we have coming up in 2018! Get these dates on your calendar so you will not forget! More details about these events and registration can be found at www.pimw.org/events.

### Upcoming PIM Events

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<thead>
<tr>
<th>When:</th>
<th>What:</th>
<th>Where:</th>
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<tbody>
<tr>
<td><strong>Friday, February 9th</strong>&lt;br&gt;from 1:30 PM to 3:30 PM</td>
<td>HR/ FE Meeting</td>
<td>PIM Office&lt;br&gt;Minneapolis, MN</td>
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<tr>
<td><strong>Wednesday, February 14th</strong>&lt;br&gt;at 12:00 PM</td>
<td>Star of Excellence Awards&lt;br&gt;Entries Due</td>
<td>PIM Office&lt;br&gt;Minneapolis, MN</td>
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<tr>
<td><strong>Thursday, February 15th</strong>&lt;br&gt;from 9:30 AM to 11:30 AM</td>
<td>PIM Workforce Meeting</td>
<td>PIM Office&lt;br&gt;Minneapolis, MN</td>
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<tr>
<td><strong>Thursday, March 1st</strong>&lt;br&gt;from 3:00 PM to 6:00 PM</td>
<td>11th Annual Print Showcase</td>
<td>Surly Brewing Co.&lt;br&gt;Minneapolis, MN</td>
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<tr>
<td><strong>Thursday, April 26th</strong></td>
<td>Star of Excellence Awards&lt;br&gt;Banquet</td>
<td>Hyatt Regency Hotel&lt;br&gt;Minneapolis, MN</td>
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<tr>
<td><strong>Sunday, April 1st</strong>&lt;br&gt;at 12:00 PM</td>
<td>PIM Education Foundation&lt;br&gt;Scholarship Applications Due</td>
<td>Send applications to&lt;br&gt;Kristin Davis</td>
</tr>
<tr>
<td><strong>Thursday, May 10th</strong>&lt;br&gt;from 8:30 AM to 10:30 AM</td>
<td>HR/ FE Meeting</td>
<td>PIM Office&lt;br&gt;Minneapolis, MN</td>
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<tr>
<td><strong>Thursday, June 7th</strong></td>
<td>Iowa Golf Outing</td>
<td>Tournament Club of Iowa</td>
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<td><strong>Thursday, August 9th</strong></td>
<td>Minnesasota Golf Outing</td>
<td>Bunker Hills Golf Club</td>
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<tr>
<td><strong>Thursday, August 22nd</strong></td>
<td>Nebraska Golf Outing</td>
<td>Tiburon Golf Club</td>
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2018 STAR OF EXCELLENCE AWARDS

Call for entries has been sent out!

The 2018 Star of Excellence Awards program is underway, and we are looking forward to your best pieces produced in 2017. At the start of January, PIM sent out a list of categories, including additional opportunities for bindery/finishing pieces, entry forms, and nomination forms for the CSR, Production Professional and the Outstanding Team of the Year Awards. To be considered, projects must be completed in the year 2017. The deadline for entries and nominations to be submitted to PIM is NOON on February 14, 2018. Our office is open from 8:00 AM to 4:30 PM Monday through Friday.

The awards will be judged by a panel of experts from around the Midwest. The judges are not from printing companies. No other printer will see your entries unless your piece receives a Best of Category Award, in the running for Best of Show or People’s Choice Awards then it will be displayed at the awards banquet. However, you can opt out if you do not want your piece displayed at the banquet.

Over 300 PIM members will attend the banquet on April 26th at the Hyatt Regency Minneapolis, 1300 Nicollet Mall, Minneapolis, MN. We hope you and others from your company will attend and celebrate print with industry leaders throughout the Midwest.

We look forward to seeing your entries and nominations! Little known fact:

Good things come to those who submit their entries early!!!

Sponsorship opportunities for the 2018 Star of Excellence Banquet are also available. For more information please look on our website!
11th Annual Print Showcase
Thursday, March 1st, from 3:00 PM to 6:00 PM
At Surly Brewing Co. in Minneapolis, MN

Print Showcase is an annual trade show event that allows print members to highlight their capabilities to attendees that include designers, print buyers, and advertising/marketing professionals. This is your chance to showcase your capabilities to Print Buyers, Advertising Agencies, Ad & Marketing Executives, Designers & Creatives. The 2018 Print Showcase will feature the FINEST PRINT by PIM members & CRAFT BEERS BY Surly Brewing Co. Thank you to Laird Plastics for once again, being Print Showcase’s Exclusive Sponsors!

Print Showcase exhibit spots are still available! Check out our website to get an exhibit spot before they are all taken. We are expecting a big crowd this year, do not miss out on this event!

ABOUT THE MUSTARD DESIGN
To go along with the FINE PRINT theme for the cover of the 2018 Buyers Guide, the winner for this year’s Print Showcase postcard design displays a is fine looking mustard jar, shown at the top of the page. A student from Dunwoody College won the postcard design contest and we cannot wait to mail it out. Below you can see past postcards that we sent out for the Print Showcase. Invitations will be mailed to PIM members, print buyers, advertising agencies designers and suppliers throughout the Midwest with this design.

PLEASE WELCOME TO PIM TEAM...
Mike Mathisen & Dick Clark

Both Mike and Dick will be working on finding new members and maintaining communication with current members. We are excited about having two staff members who are able to focus on what our members want. The more feedback that Mike and Dick give back to us the better we are able to improve this organization. Mike will be working with all of the Minnesotans and Dick will be working with Iowa, Nebraska, North Dakota, and South Dakota members. Mike has been working hard with PIM staff to develop new membership marketing pieces which we hope will be resource for members to understand all that PIM offers. With the help of Mike and Dick our membership will be stronger and better this year! If you have any questions, feel free to reach out to them.

Michael Mathisen
mmathisen@pimw.org
763.370.5938

Dick Clark
dclark@pimw.org
515.480.5286
PIA takes message of paper advocacy to the White House

PIA took the message of paper choice directly to the White House's Office of American Innovation (OAI), chaired by President Trump's son-in-law, Jared Kushner. The OAI’s main mission is to modernize federal government agencies and processes. “Modernization” and “efficiency” are too often euphemisms for “paperless,” so PIA and the Coalition for Paper Options led a frank discussion to urge the White House to keep constituents’ needs and wants for paper-based government services and communications separate from paperless initiatives on back-office processes (such as transferring paper records to electronic at Veteran's Affairs, for example). The read out from the meeting was very positive. The OAI recognized the industry’s innovation, legitimacy of paper choice, and was solidly on the same page as PIA. Better yet, OAI staff offered to connect the industry with others in the Trump Administration to pursue paper advocacy initiatives.

Injuries and illness in the printing industry take a turn for the worse

In the latest data released by the Bureau of Labor Statistics covering fiscal year (FY) 2016 (October 1, 2015 to September 30, 2016), the injury and illness rate per 100 full-time employees has increased. The rate of total recordable cases for printing and related support activities increased from 2.3 in FY2015 to 2.6 in FY2016. Although printing is below the 3.6 recordable cases for all manufacturing, the increase reverses the year-over-year decline that had been experienced in the past. To see how your company’s injury and illness rate compares to the industry average visit www.printing.org/programs/environmentalhealth-safety/osha-compliance/injury-illness-reporting. This increase, in conjunction with OSHA classifying the printing industry as a high hazard for amputations, means that safety needs to become a priority. Now more than ever, a robust safety program is vital for a compliant printing facility. Members should contact PIA's EHS Affairs department at ehs@printing.org for assistance with establishing an effective safety program.

Conflicting OSHA Interpretations

PIA responds to conflicting OSHA interpretations... Conflicting OSHA interpretations on chemical container labels have spurred action by your national association. We have issued a formal variance request to allow color-coding for “secondary containers,” such as squirt bottles. Under OSHA's Hazard Communication Standard, labels or other forms of information are required to be placed on secondary containers, so that employees can identify the contents and understand the hazards associated with them. Many printing companies have designed a system of colored containers along with a poster identifying the chemicals and the required information for each material. This standard system has proven to be an effective approach to meet the regulation. Even though many OSHA inspectors have approved the use of colored containers, OSHA headquarters staff has stated that colors alone are not acceptable and that the rule must be revised. While a formal request to revise the regulation has been submitted, the only option in the interim is to request a permanent variance.

Economy and print markets end the year strong

As 2017 winds down, the economy and print markets are demonstrating strength. Economic growth measured three percent in the second and third quarters and will likely do so again in the final quarter of the year. Job creation is strong, unemployment is falling, consumer and business confidence is rising, inflation continues to stay under control, and print markets are generally healthy. PIA’s Center for Print Economics and Management is tracking these developments plus the tax-reform package and will provide a detailed update on the 2018 economic and print market outlook early in 2018. Thank you Santa!

USPS Increases Rates on Jan. 21

By Heather Fletcher

Forever stamps will increase from 49 to 50 cents on Jan. 21. On that day, Mailing Services product prices will rise "approximately 1.9 percent, and most Shipping Services products will average a 3.9 percent price increase," according to the USPS. In a show of its resolve to do so, USPS filed a Priority Mail amendment with the PRC on Friday.

This price rise is slated to occur after the USPS delivers more than 15 billion pieces of mail at the old prices during Holiday 2017. The new prices, if approved, include a one cent increase in the price of a First-Class Mail Forever stamp from 49 cents to 50 cents. Postcard stamps and metered letters would also have a one cent increase.
PIA’s Newest Board Member

Lana Siewert-Olson, President of Ideal Printers in Saint Paul, MN, is the Printing Industry of America (PIA) newest Board member representing our organization Printing Industry Midwest (PIM). Her title on the PIA Board is National Rep. for PIA. At the PIA Administration meeting in Concord, North Carolina, on November 12, 2017 Lana took the Official Oath of Office in front of her fellow PIA members from across the country. Our thanks and best wishes to Lana for representing the members of the Printing Industry Midwest. We can’t wait to hear what Lana does with this new position!
The John Roberts Company Achieves HITRUST CSF Certification

Minneapolis, MN, October 31, 2017 – The John Roberts Company, a leading provider of commercial printing, mailing and fulfillment services, today announced the enterprise resource planning, prepress, data processing and fulfillment business units and systems (Colocation Backup, Network Infrastructure, Office Desktops, Backup Environment, and VM Environment) have earned Certified status for information security by the Health Information Trust (HITRUST) Alliance. With the HITRUST CSF Certified Status, these business systems meet key healthcare regulations and requirements for protecting and securing sensitive private healthcare information.

HITRUST CSF Certified status indicates that the organization’s enterprise resource planning, prepress, data processing and fulfillment business units and systems (Colocation Backup, Network Infrastructure, Office Desktops, Backup Environment, and VM Environment) have met industry-defined requirements and is appropriately managing risk, and places The John Roberts Company in an elite group of organizations worldwide that have earned this certification. By including federal and state regulations, standards and frameworks, and incorporating a risk-based approach, the HITRUST CSF helps organizations address these challenges through a comprehensive and flexible framework of prescriptive and scalable security controls.

"Healthcare organizations and vendors are under great pressure to meet complex compliance requirements that include technical and process elements such as HIPAA, NIST, ISO and COBIT," said Michael Keene, CEO at The John Roberts Company. "The HITRUST CSF sets the bar that needs to be met, and The John Roberts Company is pleased to be able to demonstrate its commitment by achieving HITRUST CSF Certification."

"HITRUST has been working with the industry to ensure the appropriate information protection requirements are met when sensitive health information is accessed or stored in a cloud environment. By taking the steps necessary to obtain HITRUST CSF Certified status, The John Roberts Company is distinguished as an organization that people can count on to keep their information safe," said Ken Vander Wal, Chief Compliance Officer, HITRUST.

ABOUT THE JOHN ROBERTS COMPANY
The John Roberts Company is a full-service marketing services provider that strives to elevate our clients’ brands with industry-leading processes and technology. We provide commercial printing, packaging, mailing and digital marketing services that includes web offset, sheetfed offset, digital printing, bindery, finishing, postage optimization, mailing, logistics, fulfillment, database management, web-to-print, email marketing, web landing pages and campaign analytics.

Davies Printing – Retirement of a Legend and the Beginning of a New Era
Tom Davies – Jon Boyd - Rochester, MN

Davies Printing excels at providing marketing materials, direct mail, publications, corporate identity printing, and indoor/outdoor signage and banners. Their services include sheet fed and digital commercial printing, full-service bindery and finishing, mailing, and wide-format printing. Davies Printing, established in 1972, is a family-owned award-winning full-service printer in Rochester, MN offering personalized customer service helping clients manage print solutions.

On November 27th Davies Printing welcomed Jon Boyd, their newest executive to the Rochester area and on Dec. 15th they sadly said goodbye to one of their founders, Tom Davies.

Boyd said, "I was speaking to Mr. Davies this morning and I asked him if it felt a little surreal” he replied, “Very surreal!”

“I felt right at home and welcomed like family when I accepted this position and I will do all that I can to provide the service and quality that Mr. Davies and his family has provided over the last 45 years. I wanted to take my corporate print education and position myself with a client-focused, superior quality company and this is where I was blessed to land.”
GPA Announces New Business Development Manager: Travis Huff

Chicago, Ill. – GPA, the market leader in substrate solutions for digital, wide format, and offset printing, proudly announces that Travis Huff has taken on the new role of Business Development Manager. Serving Southern California, Huff will focus on bringing greater innovation and profitability to customers in this market while continuing GPA’s tradition of offering exceptional products and service.

Huff has been with GPA for the past two years as an Inside Sales Representative based out of their Chicago headquarters, providing inspiration and personalized solutions to his customers across the western half of the United States. With his relocation at the beginning of October 2017, Huff has spent the past weeks meeting with existing GPA customers and learning about their unique needs. He will split his time between local accounts while continuing to support key customer relationships developed during his time in Inside Sales.

GPA Adds Papertyger Durable Papers to Offset Product Line

Chicago, Ill. – GPA, the market leader in substrate solutions for digital, wide format, and offset printing, announces the addition of PaperTyger® Durable Papers to their collection of substrates for offset presses. Having initially introduced PaperTyger® to the digital printing market in 2016, this expanded offering will provide new opportunities for printers and marketers to create more beautiful and effective print.

Thanks to its patented, solvent-free manufacturing process that laminates two paper layers to a PET core, PaperTyger® looks, feels, and performs like paper with added resistance to tearing, moisture, and greasy substances. Designed for any application that calls for durability at a cost-effective price point, these specialty papers are particularly suited for rugged maps, menus, manuals, ID cards, product tags, posters, packaging, and other hardworking pieces.

ABOUT GPA
GPA redefines the boundaries of print by providing innovative substrates, personalized business solutions, and unparalleled support to the graphics arts industry. Founded in 1940, their offering complements the widest range of printing technologies, including HP Indigo, dry toner, wide format, offset, and desktop printing, to help make impactful visions a reality. GPA is part of Fedrigoni Group, a leading international manufacturer and converter of value-added specialty papers founded in 1888. For more information on GPA or the products it offers, visit www.askgpa.com or contact Customer Support at 800-395-9000.
The Loupe by Printing Industry Midwest

The Mosaica Group Introduces the Poly Blend Line of Environmentally-Friendly Premium Products

Sussex, WI – The Mosaica Group, a Midwest-based supplier supporting wide format, digital, offset, sublimation and other processes, is expanding its selection of earth friendly and cost-effective premium products. Introducing Poly ProBlend, Poly GloBlend and AchievaTM Primo, blended polyolefin products that are first-rate alternatives to polystyrene, rigid vinyl and other synthetic substrates.

Intended for indoor and outdoor use, Poly Blend products are long lasting and extremely durable. The material will not crack, yellow or become brittle in an outdoor environment. Poly ProBlend and Primo are opaque while Poly GloBlend is translucent for backlighting. The Poly Blend line and Primo combine polyolefin resins that create a very rigid material suitable for projects typically printed on rigid PVC, PP, HDPE and even HIPS. The material has the outdoor and UV stability of PVC (as seen in its replacement of PVC on Tri-Vision billboards), but is significantly lighter and less expensive. All three products are able to be die-cut, and are printable using offset lithography, screen and wide format on most of today’s newest presses using conventional inks or UV inks.

“We are continuously taking inventory of what our clients are buying and selling, then proactively looking for the best product solutions that provide a better value,” said Randy Peters, President and CEO, The Mosaica Group. “By offering new media options and improved materials that result in satisfied end users, Poly ProBlend, Poly GloBlend and Primo will help commercial printers reduce inefficiencies in their offset and wide-format services.

All three products are currently manufactured from .012 to .120 thickness, with 54” maximum width and up to 120” maximum length. Stocking sheets are 28” x 40” for offset and 50” x 100” for wide format. Customized sizes are available and can be stocked upon request.

Examples of Poly Blend & AchievaTM Primo uses:
- Indoor/Outdoor POP Displays
- Indoor/Outdoor Backlit Drive-Thru Signage
- Lawn/Garden Signage
- Tri-Vision Billboards
- Stadium Signage
- Artificial Printed Walls
- Bus Shelters
- Printed Cooler Tubs

About The Mosaica Group
The Mosaica Group is a Midwest-based supplier supporting wide format, sublimation, offset, digital and other print processes with equipment, consumables and services. Count on our team to listen closely to the needs of your printing operation. We apply broad expertise – in sustainable printing solutions, G7® color management, workflow systems and more – to craft customized recommendations that address your current and evolving challenges. Just as important, we take the time to show your team how to get the most from every product we provide.

Member News

Personnel Announcement at AWT Labels & Packaging

Minneapolis - AWT Labels & Packaging is pleased to welcome Jennifer Watana as the new Purchasing Clerk/Buyer at our Minneapolis narrow web, labeling and packaging conversion facility. Jennifer brings with her over 10 years of experience in purchasing roles at medical/non-medical filling and packaging suppliers, where she was responsible for packaging products and sourcing flexographic labels from various suppliers around the Minneapolis/St. Paul area. Jennifer looks forward to using her expertise to ensure that AWT Labels & Packaging offers the highest quality, best cost resources in the labels and packaging we produce for our customers. Please join us in welcoming Jennifer to AWT!

About AWT Labels & Packaging: For more than 35 years, AWT has been providing high quality labels and flexible packaging for a variety of market segments including: food & beverage, medical, personal care, Industrial/OEM, household and specialty. For more information, please visit www.awtlabelpack.com.
Tandem Teams up with Toys for Tots

EAGAN, MN, December 21, 2017 – Tandem Printing, Inc. has collected nearly 14,000 toys this holiday season to donate to the U.S. Marine Corps Reserve’s Toys for Tots Program. Tandem Printing has been a National Corporate Donor to Toys for Tots for the past 14 years and serves as an official drop off location for the Twin Cities southeast metro. Tandem staff played a major role in donation recruitment from existing customers as well as from over 50 neighboring businesses and organizations. The drive was an opportunity for employees to support children and military veterans in the local communities in which they live and work.

“We are proud to partner with Toys for Tots once again to give less fortunate children a special gift for the holidays,” said Steve Kane, President of Tandem Printing. “Our staff really pitched in to make this year’s drive a success. The Tandem offices were overflowing with donations as a result. We are so pleased to be able to help fulfill the Christmas holiday dreams of so many.”

ABOUT TOYS FOR TOTS
Toys for Tots, a 70-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 7 million less fortunate children in 792 communities nationwide. Since 1947 over 244 million children have been assisted. The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit www.toysfortots.org.

ABOUT TANDEM PRINTING
As a respected printer in the Twin Cities area and nationally known for the quality of their products and the innovations in technology, Tandem Printing, Inc. provides a full spectrum of communications services for their customers. They look for value in integrating all of their production and delivery capabilities into one process, and work closely with their customers to develop new solutions that will assist them in their communication needs. Their facility is centrally located in the Minneapolis/St. Paul, MN metropolitan area. To learn more, visit www.tandemprinting.com.

Saint Paul Skyway Spare Key Toy Drive with help from Anchor Paper & Dunwoody

Spare Key provides assistance to families in crisis with critically ill or seriously injured children through housing grant payment assistance, engaged resource referral and advocacy. Anchor Paper and Duwoody College of Technology helped sponsor Spare Key’s annual toy drive. A student from Dunwoody created a the fun life-sized Nutcracker Soldier for the event. The toy drive began on December 5th and went through December 19th. Toys that were distributed from December 5th to the 8th were distributed at the “Cookies with Santa” event. Each family that came had the opportunity to have photos taken with Santa as well as eat cookies, build Holiday crafts, and play games!

On Sunday, December 10th employees people brought their walking shoes and walked the Saint Paul skyway for Spare Key on Give to the Max Day! As they walked through the skyway, they stopped by all of the tables where they could sample food, drinks, etc. from local businesses in the area. When they finished, they made their way to the Spare Key booth where they had the opportunity to throw a pie at a local celebrity, play games, and more! All of this is Spare Key’s way of saying “Happy Holidays” to you and your family.
KBA Appoints Richard Dreshfield As Its New Senior Vice President of Sheetfed Sales

KBA North America is pleased to announce that Richard (Rich) Dreshfield will be joining the company as senior vice president of sheetfed sales. He will begin his new role on January 1, 2018 and will report to Mark Hischar, president and CEO of KBA North America. Dreshfield will be based in Dallas at the firm’s headquarters and will oversee the entire North American sheetfed sales team.

Over the course of his more than three decades in the industry, Dreshfield has displayed a successful track record of leadership in various sales and marketing management positions. In his most recent role, he acted as vice president of sales and marketing with Clearwater Paper Corporation, a firm with more than 3,300 employees in the U.S., where he made numerous contributions to its success and led a team of sales professionals.

“We are happy to welcome Rich to our Koenig & Bauer family,” says Mark Hischar, president and CEO of KBA North America. “Rich is a results driven leader who’s success in developing strong relationships with C-level contacts in key accounts as well as his ability to lead sales teams will serve our customers well as we continue our high growth trajectory for all market segments in North America. He will shine a spotlight on our new press technology and rapid developments for our North American sheetfed customers and play a key role in maintaining our high level of customer satisfaction. I’m confident that Rich will focus on our sheetfed sales division of consultive sales support to ensure our customers’ success.”

Dreshfield has been with Clearwater for over 33 years in various sales, sales management and marketing roles and has risen through the ranks developing and directing sales and marketing plans, expanding sales revenue, driving growth, and initiating new strategies. His expertise includes leadership, key account management, long term customer retention, brand management, new product development, and strategic planning and market development. He is very well known and highly respected by the folding carton printers who are a key customer group for Koenig & Bauer. Dreshfield, a native of the San Francisco Bay area, holds a Bachelor of Science degree in Graphic Communications Management from California Polytechnic State University and an MBA from DePaul University in Chicago. He has been actively involved in many industry associations and educational institutions helping to support the graphic arts industry.

“I’m excited about this new opportunity to join the market leader that provides the industry with innovative technology for the graphic arts marketplace and look forward to leading our dedicated sheetfed sales team, which I believe is the benchmark in the industry,” says Dreshfield. “I’m bringing my commitment and passion to KBA to lead its talented team of sales professionals and further develop its deep relationships with sheetfed printers.”

ABOUT KBA
KBA North America is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established 200 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “We’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die-cutters, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, smart cards, glass and plastic decorating. For more information visit the company’s web site at www.koenig-bauer.com.
**What is the Buyers Guide Spotlight??**

Starting in November PIM staff decided that we wanted to showcase the members that placed an ad in the 2018 Buyers Guide. In every electronic newsletter, printed newsletter, and on our website we will display your company’s description, contact information, and your logo. Your company will show up once in both the electronic and printed newsletter, but will be up for a whole year on our website! PIM wants to help make sure your ads reach as many people as possible. Read through these descriptions and find a company who will be able to help you with your next project!

**ADVANCED IMAGING SOLUTIONS**
Minnetonka, MN

Advanced Imaging Solutions (AIS) offers the finest in Document Technology Solutions to give you a competitive edge. We offer best in class digital production printers, multi-function copiers & foil and embossing solutions from Konica Minolta, Sharp, Lexmark, HP & MGI. AIS provides managed print services for desktop printer fleets as well as managed IT/network services for an all-encompassing partner for your print & office technology needs. We provide uncomplicated answers for workflow to speed up processes, lower risk and reduce cost. AIS warehouses a complete local inventory of products, parts & supplies.

Contact Michael Keating from Advanced Imaging Solutions at 952.930.1882 or mkeating@ais-mn.com for more information about what they can do for you.

**AMERICAN SPIRIT CORPORATION**
Eden Prairie, MN

American Spirit Corporation is a marketing, integration provider and state-of-the-art printing company comprising five facilities serving Fortune 50/100/500 companies. Our proprietary print, mail, and data-based technologies work together to help consumer marketers grow their businesses. Our service offerings include data, design, prepress, print (half, full, and double-web, sheet-fed, and digital), bindery and kitting, mail services and proprietary consumer web capture tools.

Contact Darren Carlson or Lauren Drevlow from American Spirit Corporation at 952.886.3400 or asgc@asgc.com for more information about what they can do for you.

**AMIDON GRAPHICS**
Saint Paul, MN

Family owned, half-web printer capable of printing up to 5/5 on coated and uncoated stocks, specializing in finishing on press. We produce mail inserts, wraps, bind-in and photo envelopes, scent enhanced inserts, insert cards, placemats and litho quality lunch style bags. Our self-mailers finish, glue tack and address on press, ready for mailing. We also wafer seal and ink jet for mailing. Able to affix cards, laser and die cut in-line. New capabilities include roll-to-roll on press and Fin-seal packaging in bindery. Innovative solutions, high level customer service, quick quotes and turnarounds. Member MPCA “Green Star” and WindSource Program, FSC and SFI Certified. Established 1951.

Contact Gary Riveness from AMG Laminating at 651.645.9112 or gary@amglaminating.com for more information about what they can do for you.

**ANCORP PAPER COMPANY**
Saint Paul, MN

Anchor Paper Company is a dual-paper merchant specializing in the finest printing papers, offset and digital, industrial packaging machinery sales/service/supplies, and office products. The company operates Anchor Express retail stores in Plymouth and Roseville, Minnesota; and a warehouse/packaging conversion facility in Hudson, Wisconsin. Anchor Paper is a proud member of PIIM, AIPPM, NPTA, Afflink, the St. Paul & Minnesota Chamber of Commerce and is FSC and SFI Certified. Established 1923

Contact Brooke Lee from Anchor Paper Company at 651.298.1311 for more information about what they can do for you.
WOW!!! We had a record number of designs sent in for the 2018 Buyers Guide Cover Contest, which made it incredibly difficult to pick the winner. Each design showcased something special and we wanted to show off all the entries! We appreciate all the time you spent on creating cover designs and hope you send in designs next year! We cannot wait to share the winning design with all of you!

2018 COVER CONTEST THEME: FINE PRINT

We’re not talking about 6 point print that might lead you to unknowingly sell your soul to illuminati. No, we are talking about Fine Print as in Fine Art, because we believe our members are capable of producing museum-worthy work. Did you know that the cover for the 2017 issue had to withstand 5 passes through the press before going to binding? The complications and effort were worth it, for a guide with an exclusive LOOK and FEEL, as the cover says, “unlocking the sensory advantages of print.” We know that all of our members have the capabilities to create FINE projects.

Thank you CARDSource, Case Paper Company, CGS Publishing Technologies International, Graphic Design Inc, Midstates Group, South Central College, and Western States Envelope & Label for sending in designs!!

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**PIM News**

### 2018 Scholarship Applications

Applications for 2018 Scholarships Applications are now available on the PIM website! Printing Industry Midwest Education Foundation is now accepting applications for 2018 – 2019 school year. Completed scholarship applications will be accepted until April 1, 2018 for new scholarship requests and renewal requests. PIM scholarships are available to students pursuing a two or four year degree in graphic communication related majors, including press operation, print management, graphic design, and other degrees involving print. The applicant must reside in the state of Iowa, Minnesota, Nebraska, South Dakota or North Dakota. Priority will be given to the son or daughter of PIM member employees. Do not waste any time and get your application in today!

### 2017 Printing Impressions 400 Ranking

We are extremely proud of all of our members who are on the 2017 Print Impressions 400 & Who’s Who List!! What a great way to end 2017 and start 2018!! Congrats!!!!

The staff at Printing Impressions has compiled the 2017 Printing Impressions 400 list of the largest printing companies in the United States and Canada as ranked by annual sales. The following list marks the 34th consecutive year that we’ve compiled the PI top printer rankings.

The following listings include: company name and the location of the headquarters; parent company, if applicable; current and previous year’s rankings; most recent and previous year’s fiscal sales; percentage change; primary product specialties; principal officer(s); number of employees and manufacturing plants; as well as the firm’s complete range of in-house digital and analog printing process capabilities. To view this list go to the Printing Impressions website at www.piworld.com.

### PIM Young Professionals

PIM Young Professionals is for like minded print professionals from 22 - 40 years of age. This year the Young Professionals event was held at Feed My Starving Children (FMSC) in Eagan on December 12th. We had 14 Young Professional participate from Bolger Visions Beyond Print, GPA, Anchor Paper, GLS Companies and American Chemical.

For those of you not familiar with Feed My Starving Children, it is a non-profit association dedicated to helping children in need around the world that are hungry. This event a great way to meet, network and help pack food for children that are hungry with a range of people. In 2 hours of packing food the group was able to pack 212 boxes of food that will make 45,792 meals and fed 126 kids for a year!! Thank you to the Young Professionals who came to this event and we hope to plan more events for PIM Young Professionals in 2018!
PIM/TCFA Reinventing the Workforce Meetings

A one day symposium for printers was held on October 26th at GLS. Printing Industry Midwest (PIM) and the Twin Cities Flexo Association (TCFA) teamed up for a One Day Symposium - Reinventing the Workforce. Twenty print companies and about 50 participants came together to gather ideas on how to recruit, hire, train, pay, and retain a workforce. The event was held at the GLS Companies in Brooklyn Park.

Thank you to all of you for opening the GLS doors to the workforce event for PIM and TCFA members. We feel we made some progress and started the ball rolling in talking about Workforce Development. The GLS Training Room and amenities were all fantastic. We enjoyed working with GLS because they helped make the event run smoothly and professionally. Thank you to the entire GLS Team for being great!

PIM and TCFSA members came back to the table on November 30th for a Re-Inventing the Workforce Planning Meeting, topics on wages, training options on Apprenticeship, Partnerships grants like MSCC, Pipeline, 360, M-Powered, Spring Hiring events, and ideas for recruiting. The group of printers at the table are rolling up their sleeves and concentrating on making the industry where the future workforce wants to be!

Thank you for participating in the conversations at either one or both of the meetings - TCFA, Hennepin Technical College, Dakota County Technical College, City of Minneapolis Community Planning & Economic Development, DEED, Minnesota Department of Labor & Industry, Semper International, WorkFountain, Imangine!, IWCO Direct, Japs Olson, Meyers Printing, RR Donnelly, SeaChange Print Innovations.

More meetings to come, wa are always seeking new recruits!

NEXT MEETING -
Date: Thursday, February 15th, 2018
Time: 9:30 am to 11:30 am
Place: PIM's Offices

PIM HR/FE Council Meeting

We would like to thank Aaron Thomas from Copeland Buhl & Associates his presentation on information security, it was very interesting! Aaron knows what he is talking about and presents in an accessible style. We would also like to thank him for bringing along a $50 gift card that was awarded to Lisa Fahey of Graphic Finishing Services! You could have won if you attended the PIM HR-FE Council Meeting!

At the November Human Resource and Financial Exec meeting we discussed the next Workforce Meeting on November 30th, reminded members to sign up their company for the Best Workplace in America, and members were also given complimentary webinars from Printing Industries of America (PIA) for being a PIM member! Future Topics for 2018 – Safety Update, Employment Law, Healthcare, Best Practices, and Employee Reviews.

NEXT MEETING -
The next meeting will be a Safety/OSHA Update with Paul Gutkowski.

Date: Thursday, February 9, 2018
Time: 1:30 PM to 3:30 PM
Place: PIM's Offices

We will switch alternate to a morning meeting for the Thursday, May 10th meeting, which will be 8:30 AM to 10:30 AM.
Tips for promoting environmental and safety efforts. Use these tips to let your customers know that you are making it a part of your business to be Green.

1. Become a member of the Great Printer Environmental Initiative. If you are not a Great Printer, talk to Paul Gutkowski to find out how easy it is to become a member of the Great Printer Environmental Initiative. Show your customers not only that you care about the planet, you care about your employee’s safety and you are listening to the demands of the marketplace and are taking action!

2. Use the Great Printer logo and all other green certifications such as FSC, SFI, SGP on all of your company communications (including website, invoices, brochures, stationary and business cards.) Don’t forget to add the logo to your company vehicles! Contact Paul for logo files and window clings for the Great Printer Environmental Initiative.

3. Issue a press release when you have completed any Beyond Compliance environmental or safety project, giving facts and figures to highlight how this benefits the environment.

4. When you exhibit at all events (such as the PIM Print Showcase), create a handout (on recycled paper, of course!) that highlights what you are doing as a Great Printer and/or ways that your company is Green.

5. Create an environmental, sustainable or “Green” section on your website that explains what you do that is Green and how this sets your company apart. This is a good place to show your press releases and information about your Beyond Compliance projects.

6. Don’t forget about the safety of your employees. Many Beyond Compliance projects create a healthier, safer workplace for your greatest resource, your employees.

7. Send a letter to your city’s mayor or board telling them you are Green and what that means. Send a letter to your county and State’s purchasing department saying the same thing.

8. Send copies of your Great Printer Certificate and other 3rd party environmental certifications to your potential customers when bidding on a project. Many customers already require a Great Printer Certification to prove compliance with all safety and environmental regulations as well as “going above and beyond with Beyond Compliance Projects.”

9. Create a large banner touting your environmental efforts and your Great Printer status. Hang this either inside your shop or outside of your building to let visitors and passers-by know that you are committed to this Green initiative.

10. Arrange to give a tour of your facility to a local politician (perhaps one who is running for office or has a particularly “green” stance) and make sure to have your banner up and issue a press release surrounding the visit. Show them what you are doing that’s Green!

**TOP 10 WAYS TO SHOW YOU’RE GREEN**

You’ve earned it, now promote it!
DID YOU KNOW?

The Loupe PIM bi-monthly newsletter was formerly called Graphic News and the name was changed in May of this year. A loupe is a vital tool in the print industry, helping printers with tasks such as analyzing how ink lies on paper and checking registration. This name reflects our goals as an organization - to be an important resource to our members and the industry as a whole.

To make that happen we need our members’ help! We want to hear from your company: what are new pieces of equipment you have, who did you just hire to improve your company, or why did you just start using a certain product? News, press releases, and stories about what our members are up to is important for us to share with the rest of the world.

It is free to send in news or a story. All you need to do is send in a brief write up/article about the event, a .jpg or .png file of your company’s logo, and a picture from the event. Files are due by the 15th of the month prior to issue month. Please note your news or story will also show up in The Loupe Update, the electronic newsletter which is sent out at least two Tuesdays a month and on social media. Articles and pictures will be placed in the The Loupe, The Loupe Update, and social media as is.

Keep in mind that you can purchase advertisement space in our newsletters. The reservations are due a minimum of one month in advance of when the files are due for guaranteed space.

AD RATES FOR THE LOUPE:

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THANK YOU!

We could not produce this newsletter without the contributions of General Marketing Solutions Hewlett-Packard, and Veritiv. Thank you for making this possible and helping PIM!
Save the date!

It might be hard to think about summer because we are in the middle of winter, but you have something to look forward to... PIM GOLF OUTINGS!! We hope to have a lot of great sponsors again at the 2018 Golf Outings. We also hope to have a lot of fun raffle prizes/door prizes, so if you have some fun Company gear, please donate!

Participating at PIM Golf Outings is an exciting way to get out of the office and network with companies from around the area. Be sure dust off your clubs come spring so you are ready to bring your A-game come summer! Great conversations and day full of golf is always something to put on your calendars!

**Iowa Golf Outing**
*June 7th, 2018*
Tournament Club of Iowa

**Minnesota Golf Outing**
*August 9th, 2018*
Bunker Hills Golf Club

**Nebraska Golf Outing**
*August 22nd, 2018*
Tiburon Golf Club

More info will be posted later on [www.pimw.org/events](http://www.pimw.org/events)