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WORKFORCE SOLUTIONS
September 2019
EMPLEYMENT REFERRAL

PIM offers an Employment Referral Service for Job Seekers and PIM Employers
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BRIAN L. STECK
National Enterprise Account Manager
Email: Printing-PIA.info@kmbs.konicaminolta.us
Cell: 916.612.4391

What does the print shop of the future look like? ASK ACCURIO.
MESSAGE FROM PIM PRESIDENT...

PIM is a strong advocate of the upcoming PRINTING United trade show, as it brings into focus the opportunities for service expansion by exposing attendees to a wide variety of print industries. As reported by SGIA, a recent study surveyed the expansion plans of more than 400 print service providers in six different segments (commercial print, graphics, in-plant, garment, packaging and industrial). Nearly everyone surveyed (93%) indicated they were seeking ways to expand into other markets and product segments. Across all segments surveyed, commercial printers reported the most significant expansion into new markets, with the highest migration to packaging and graphics and signage.

Commercial printers possess important skills and experience that ease entry barriers into sign and display graphic printing. These firms have design skills, color management expertise and mastery of other printing processes they need to serve customers well. And since many of their customers are purchasing wide-format graphics elsewhere, it makes great business sense to bring this service in-house and become that one-stop shop for them.

Adding sign, display, and specialty applications to the product mix, providers can broaden their service offerings, stand out from the competition, increase revenues and improve customer satisfaction. Printing sign and display graphics can be an important and profitable opportunity for you in 2019. See you at PRINTING United!

Sincerely,
Steve Bonoff, PIM President

HEALTH IS ON THE WAY

This fall, Printing Industry Midwest (PIM) is launching a new health insurance solution, where members can access better health insurance plans at lower rates. What can you do with PIM Health+?

- Obtain the most competitive insurance rates in the market – saving up to 10% off current rates
- Manage and deliver health benefits in an efficient and simple process
- Increase employee engagement to enroll in benefits at their desktop or via smartphone
- Access valuable non-medical programs including dental, vision, and worksite options that provide rich underlying benefits and differentiated group pricing

PIM Health+ is designed for companies with up to 100 employees and is open to all PIM members. Members in Minnesota* can access even better rates via a new UnitedHealthcare Association Health Plan created exclusively for members of PIM, with various underwriting requirements.

Ready to see how much you can save? Watch for access instructions to the new PIM Health+ online portal coming in September, to get your no-obligation quote. If you have questions, call Steve Bonoff at 612.400.6203.

*As of September 2019, the UnitedHealthcare Association Health Plan is only available to PIM members in Minnesota. Other states will be added in the coming months.
ABOUT THE POWER OF PRINT

HOW STABILO USED PRINT ADS TO ‘HIGHLIGHT THE REMARKABLE’
Words by: PrintPower.eu

A clever print campaign for the German pen-maker, by DDB Dusseldorf, applied a rational message in an emotive context – and turbo-charged the debate around gender equality.

With its ‘Highlight the Remarkable’ campaign, Stabilo turned a plug for a highlighter pen into something that empowered and inspired women everywhere, expertly attaching itself to the ongoing gender equality debate.

The beautiful print advertising campaign comprises a series of historic black and white photographs. These group shots are populated overwhelmingly by men – who are either in the foreground or at the centre of each shot. But simple strokes of a yellow pen shifted the emphasis firmly to the unsung, remarkable women hidden in each frame: NASA mathematician Katherine Johnson, US First Lady Edith Wilson and Austrian-Swedish physicist Lise Meitner.

TELLING THE PRODUCT STORY
Highlighter pens are used to mark-up important things, right? Typically words or passages in printed and written texts. Everyone is aware of the benefit of such pens – even if they only remember them from their student days, says Eckert.

Thus, the beautiful print advertising treatment combined visuals that cleverly spoke to the ongoing, emotive gender equality debate taking place in the mainstream media, with a copy line (‘Highlight the Remarkable’) that was a pure expression of the core product benefit. And the way these elements interacted was what made it so compelling.

‘Highlight the Remarkable’ turbo-charged the central message, and prompted people to share and discuss the ads on social media – with some even suggesting and celebrating other remarkable women on their own accounts.

The campaign recorded a massive 15 million Twitter impressions – and interaction rates of 27%. In total, Stabilo was mentioned 97.4% more often than it had been before the campaign. What’s even more noteworthy is the fact that not only did this campaign go viral for a short duration but has stayed extremely relevant on multiple channels across the internet with at least 4,100 mentions every day.

THE RIGHT CHANNEL FOR THE RIGHT MESSAGE
It’s significant that the brand and agency chose to tell this story in print. An analogue execution just made sense. After all, the Stabilo Boss pen is an analogue tool used to mark-up physical written or printed texts.

But it was also a nod to the importance of the story they wanted to tell and the trustworthiness they needed to impart – at a time when cries of ‘fake news’, most often directed at digital media, are so familiar.

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Listing your company on Print Access gives your firm direct exposure of your products and services to 12,000 unique users every month.

DID YOU KNOW?
PIM uses Print Access to create our annual Print Buyers Guide & Membership Directory.

www.printaccess.com
VIEWPOINT: GIVE SECOND CHANCE A CHANCE

By Jathan Janove, J.D.

Each year in the United States, 700,000 men and women are released from prison and re-enter society, where many want to find jobs. Yet despite U.S. employers’ growing need for workers, formerly incarcerated applicants face a huge obstacle in achieving gainful employment: criminal background checks.

SHRM President and Chief Executive Officer Johnny C. Taylor, Jr., makes it clear that second-chance employment—hiring employees with a conviction history—is a SHRM priority and initiative. In collaboration with the Charles Koch Foundation, SHRM recently surveyed managers and HR professionals on their attitudes toward hiring candidates with criminal pasts. Survey results show increasing awareness and understanding that a criminal background should not disqualify someone from employment.

However, as Taylor notes, “Willingness to hire in theory doesn’t necessarily mean willingness to hire in practice.” So what are the obstacles that prevent otherwise open-minded HR professionals and managers from hiring someone with a criminal past—and what would convince them to give these applicants a second chance?

NEGLECTING HIRING LIABILITY

In a previous SHRM article, I explained that companies often put a “box” on job applications where candidates must indicate if they’ve been convicted of a crime. Employers use this and criminal background checks because of their fear of being sued for negligent hiring or retention. However, veteran management attorney Corbett Gordon said, “In my 35-plus years of practicing employment law, I never litigated a single negligent hiring or retention case based on someone with a criminal background.

“For years, we management attorneys counseled clients not to hire second-chance applicants. I have apologized before and do so again for my part in this misguided effort. If an employer screens for history relevant to the specific job and hires the best-qualified candidate, that’s not negligence. The person’s criminal past is not relevant, and it’s unfair to consider it.”

FEAR OF VIOLENCE, CRIME OR MISCONDUCT

Many employers avoid hiring applicants with criminal backgrounds believing they present an unusually high risk of committing acts of violence, theft or other misconduct. There isn’t much evidence to back this up.

“During my employment-law career, I litigated and advised on numerous cases involving workplace misconduct, including sexual assault, harassment, violence, theft, embezzlement and just about any other behavior you might cringe to imagine,” Gordon said. “With only one exception [embezzlement], those cases involved bad actors without criminal records.”

Gretchen Peterson, DKB’s chief human resource officer, said, “Our formerly incarcerated employees aren’t just ‘non-problems.’ They’re role models in terms of performance, attendance and teamwork. They have an especially strong incentive to deliver value because they’ve seen the alternative, and in the overwhelming majority of cases, they deliver.”

SEX OFFENDERS

For many employers, candidates who are registered sex offenders are automatically rejected. However, this blanket ban may be unfair and misguided. It fails to take into account jobs or preventive measures that can essentially eliminate the risk of sexual assault or harassment. Moreover, it mistakenly assumes that a registered sex offender is a predator.

The Rev. Violet C. Little serves a congregation of homeless men and women on the streets of Philadelphia. She shared a story about one of her congregants, a homeless woman.

“When you are a homeless woman, going to the bathroom at night is a huge problem. Your options are never good.

“One night, one of my congregants awoke and needed to relieve herself. She quietly went behind a bush and did so. Unfortunately, a police officer saw and arrested her. She ended up with a conviction for indecent exposure and was required to register as a sex offender. As a homeless person, she already has a huge obstacle to finding gainful employment. Now she carries this additional burden, which makes finding employment almost impossible.”


For access to candidates and information on hiring those with criminal backgrounds, contact PIM employment expert, Jim Verhoye, Ph.D., Director of Avvo Institute of Career and Technical Education 612.752.8133 Jim.Verhoye@avvoinn.org.
Carlson Print Group Expands Its Specialty Print Expertise With First New Koenig & Bauer Rapida 105 PRO Six-Color Press

Thursday, July 25, 2019 - Award-winning printer creates a variety of eye-popping customized print pieces

- New Rapida 105 PRO 41-inch fully automated LED-UV press is scheduled to be delivered this fall
- Increased need for additional capacity drives investment for new high speed press
- Color critical customers demand fast turnaround for multiple substrate jobs

“We’ve developed a well-earned reputation in the industry to design and produce some of the coolest and most inventive work for our wide variety of nationwide clientele in the Fortune 100 to 500 list of businesses who want to stand out and are willing to invest in award-winning attention grabbing projects,” says Darren Carlson, chief executive officer of Carlson Print Group. “Gaining the new Koenig & Bauer Rapida 105 PRO 41 inch six color press this fall with all of its bells and whistles will provide our clients with bold, unique products and help us to increase our capacity as we continue to expand our business.”

“Internally, we have performed in-depth analysis and found that the Rapida 105 PRO will increase our productivity,” says Earl Guinter, Carlson’s sales manager. With a larger standard sheet format of 29 x 41 in and reaching speeds of 12,000 s/h, the latest model at Carlson will give them the size and speed to increase its growing capacity needs. With the ability to print on a variety of substrates, Carlson said the new Koenig & Bauer Rapida 105 PRO be equipped with LED-UV lamps.

The highest quality color is one of Carlson’s biggest targets that always requires its greatest attention, says Guinter. For example, a new account in the high-end cosmetic market that demands super critical color for its print projects will be a perfect fit for the new press, he says. Once the new Koenig & Bauer Rapida 105 PRO is operational this fall at Carlson’s 74,000 sq ft facility, management believes it will open doors to even more high-end packaging opportunities.

TPI News

TPI, the nation’s leader in variable data direct mail, boasting extensive omnichannel and digital marketing communications, recently opened TPI Las Vegas (top right image), a newly renovated production facility in Las Vegas Nevada to service the company’s ever-expanding casino client base. Accompanying this expansion TPI also opened their new Headquarters in Des Moines, Iowa (bottom right image). Built from the ground up in the heart of Des Moines, where the company was founded in 1973, TPI opened two new facilities in 60 days, with the goal of delivering the same high-level quality of work that launched them to the forefront of the Casino industry, on a larger scale. When asked about the facility Kane Johnson, VP of Sales said; “With the addition of the Vegas site we will be the only vendor in our industry that can deliver to the entire nation in 48 hours, not to mention establishing a presence in Vegas will help grow our award-winning mobile app and our automated mail program designed specifically for casinos.”

The opening of TPI Las Vegas and the new headquarters represents the largest expansion in company history and included the relocation of four senior managers to Las Vegas ensuring TPI’s world class production, quality control, and scheduling programs continue to be successful in Las Vegas. TPI also invested heavily in technology and new equipment at both locations to ensure that they have the quality and capacity that clients expect. TPI in both Des Moines and Las Vegas have the best equipment available for both 4-color digital and litho + black printing.

“My main concern about starting the expansion was that we would be able to maintain the TPI culture and that the workflows would be seamless,” said Bill Benskin, President and Owner of TPI. “After watching what our staff has accomplished and put in place, I am no longer worried.”

ABOUT TPI:

TPI is the nation’s leader in variable data direct mail for the casino industry and offers a wide range of variable data digital communication channels. Operating out of Des Moines, Iowa since 1973, TPI transitioned to a casino focused company in the early 2000s. Jumping forward TPI now services over 250 properties a month and expanded offerings to include Digital Mail, portals and award-winning mobile apps. Learn more at www.theprinter.com. For more info contact: Kane Johnson, VP of Sales Cell. (515) 480-1411 Email: Kane.Johnson@theprinter.com. TPI Las Vegas is located at 3390 S. Valley View Blvd. Las Vegas, NV 89102. TPI Des Moines is located at 2800 Connett Ave, Des Moines, IA 50321.

SGIA Acquires NAPCO Media

The Specialty Graphic Imaging Association (SGIA) announced that it has acquired NAPCO Media, owners of Printing Impressions, Packaging Impressions, PromoMarketing, In-Plant Impressions, TotalRetail, Target Marketing and Wide-Format Impressions. The merger creates a platform designed to grow all segments of the printing industry. In 2017, SGIA and NAPCO Media formed a strategic partnership to create a global platform to connect print service providers and suppliers in the graphic and visual communication industry like never before. That platform, PRINTING United, was built upon the solid foundation of the former SGIA Expo trade show. The new PRINTING United trade show is being held October 23 - 25, 2019, at the Kay Bailey Hutchison Convention Center in Dallas. Details at www.printingunited.com.
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Priority Envelope Participates in “Grow More” Program

Through the new “Grow More” Program, PCMC (Paper Converting Machine Company) and W+D (Winkler+Dünnebier) bring Lean Tools, Process Knowledge, and Leadership to work in partnership with their customers to move forward on the continuous improvement journey.

During the week of April 29th, PCMC and W+D facilitated a set-up reduction event on a 627 converting machine at Priority Envelope, in their Nevada, IA facility. The team, made up of PCMC, W+D and Priority Envelope team members, generated over 170 ideas on how to improve the change-over process.

**Results:** Change-over completion went from 1 hour 12 minutes, down to 30 minutes - that’s a 58% reduction!

“PCMC and W+D arrived in Nevada Iowa to take a look at the current state of our set-up process on the 627 RC, they helped us see things differently by using several Lean tools and getting our team engaged with continuous improvement methods. Helping us establish a new Target Condition we were asked several times “What if”, what obstacles do you think are preventing us from reaching the target? What is our next step and what have we learned? We learned so much from this week event that that the Kaizen project will never stop at Priority Envelope. This event brought our team closer together in the pursuit of improvement, Winston Churchill once said, ‘To improve is to Change and to be perfect; change often.’ Changing the way we do business at Priority Envelope is an everyday practice. Thanks to PCMC and W+D we’re all re-energized and excited with our journey ‘To be our customers’ best supplier’.”

— Randy Lewis, Operations Manager

AWT Labels & Packaging Wins 3M Supplier of the Year Award

3M Supplier of the Year Award recognizes suppliers who improve 3M’s competitiveness.

ST. PAUL, MN - June 26, 2019 - AWT labels & Packaging, a label and flexible packaging converter headquartered in Minneapolis, was honored with the 2018 3M Supplier of the Year Award in recognition of the company’s contribution to improving 3M’s competitiveness.

This year, 3M recognized 13 suppliers, among thousands in its global supply base, for world class performance in providing products and/or services. These suppliers were identified and rated based on strategic spend, contract compliance, actions taken to improve 3M’s relevance and overall supplier performance (quality, delivery, responsiveness, cost, and technology roadmaps). An awards ceremony was held June 20, 2019 at the 3M Innovation Center.

Jim Lundquist, AWT CEO stated “We are delighted to be presented the 3M Supplier of the Year Award, and we thank 3M for this great honor. AWT has been doing business with 3M for decades, and they’ve taught us how to be a great supplier to all our customers. 3M is always moving forward with state of the art management programs and efficiency directives. These constant improvements are reflected in 3M’s consistent success throughout the years. We look forward to continuing to grow with the 3M team into the future.”

“Supplier collaboration is critical to supply chain success,” said Debora Fronczak, vice president, 3M Strategic Sourcing. “We are fortunate to work with great suppliers who are committed to fostering a relationship with 3M. These partnerships help us to serve our customers with innovative and valuable solutions. It’s important that we recognize our most outstanding suppliers, and that’s what this award is all about.”

ABOUT AWT LABELS & PACKAGING

For more than 40 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.awtlabelsandpack.com.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With $28 billion in sales, our 91,000 employees connect with customers all around the world. Learn more about 3M’s creative solutions to the world’s problems at www.3M.com or on Twitter @3M or @3MNews.

Congratulations to Premier Print Award Winners!

The Premier Print Awards were announced recently. Congratulations to all those who submitted their work, and to the following honorees...

- Carlson Print Group
- GLS / NEXT Precision Marketing
- The John Roberts Company
- Quantum Graphics

Join us in Chicago at the Print Show to find out who will take home the top honors.

DO YOU HAVE COMPANY NEWS?

We want to hear what your company is up to! Send Sadie Johnson your company’s press releases or educational articles.
IWCO Direct Announces Executive Promotions and CFO Retirement
CHANHASSEN, MN - July 23, 2019 – IWCO Direct, a leading provider of direct marketing solutions, has announced three promotions within its leadership team and the retirement of its long-time president and chief financial officer, Joe Morrison.

Jake Hertel has been promoted to executive vice president and CFO. He previously held the position of vice president of finance and joined IWCO Direct in 2007 as manager, financial planning and analysis. His strong financial acumen and insight helped ensure a smooth transition of IWCO Direct from a privately held company to a public company as part of Steel Connect, Inc. (NASDAQ: STCN). His leadership in his new role will help continue to guide IWCO Direct’s profitable growth.

Michael Henry has been promoted to vice president of Pennsylvania and Mail-Gard manufacturing operations with responsibility for overseeing IWCO Direct and Mail-Gard operations in Hamburg and Warminster, Pennsylvania. He previously served as vice president of Mail-Gard, a division of IWCO Direct that provides business continuity and disaster recovery services for critical print-to-mail communications. Henry joined IWCO Direct in 2011 and has led the sales, operations, and staffing of the Mail-Gard division, as well as managing the daily production, staffing and maintenance of IWCO Direct’s Hamburg print facility.

Patrick Sondreal has been promoted to vice president, total quality, client services, and continuous improvement. He previously served in that role as director. Sondreal was hired in May of 2014 to direct the company’s Continuous Improvement and Lean Manufacturing efforts. As a Lean Six Sigma Black Belt, Sondreal’s leadership has increased client satisfaction while strengthening relationships through improved production efficiencies and quality control processes.

“Joe’s leadership had a significant impact on IWCO Direct’s profitable growth and business evolution,” stated Andersen. “His visionary leadership and strategic counsel over the past 13 years has set the course for our future success. We all wish him well as he embarks on the next phase of his life.”

ABOUT IWCO DIRECT
As a leading provider of data-driven direct marketing solutions, IWCO Direct’s Power your Marketing™ approach drives response across all marketing channels to create new and more loyal customers. The company’s full range of services includes strategy, creative, and execution for omnichannel marketing campaigns, along with one of the industry’s most sophisticated postal logistics strategies for direct mail. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations, and more by subscribing to IWCO Direct’s SpeakingDIRECT blog.

IWCO Direct is a wholly owned subsidiary of Steel Connect, Inc., a publicly traded diversified holding company (Nasdaq Global Select Market symbol “STCN”); Steel Connect, Inc. has two wholly owned subsidiaries, IWCO Direct and ModusLink Corporation. For more information, please visit About Steel Connect, Inc.

Daily Print Announces Enhanced Digital Printing Capabilities
PLYMOUTH, MN - June 18, 2019 - Today Daily Printing, an employee-owned company, announced it has made a significant addition to its digital printing capability with the addition of the Xerox Iridesse 120 Press. The Iridesse 120 is the latest in digital toner technology from Xerox. With 1200 x 1200 10 Bit resolution processor, 2400×2400 print resolution and the EA ink system, the new press offers both exceptional print quality and high performance. The IR 120 also provides embellishment opportunities with the expanded colors of Clear, White, True Silver and True Gold Metallic. “It was the ability to print in white with such high quality in a single pass that really caught our attention” states Tom Moe, President/CEO of Daily Printing, “but when we also saw the opportunity with the clear, metallics, and the embellishments we are able to do on the digital press, we were sold.” The selection process was accomplished by a cross-functional team from Daily. The team began investigating digital opportunities last year at Print 18 in Chicago. “Our team did a great job of gathering information and bringing it back for everyone to review. We are confident in the solution they recommended”, stated Moe.

ABOUT DAILY PRINTING
Located in Plymouth Minnesota, Daily Printing is an Employee Owned Company that has been in operation since 1950. For more information or to learn how the Iridesse 120 press can enhance your past or future projects, contact your local Daily sales representative or Info@dailyprinting.com, www.dailyprinting.com, 763-475-2333. Company Contact:Tom Moe, President/CEO - tmoe@dailyprinting.com
The art of selling and structuring deals aside, the technical components and of my hybrid role are often what I find most interesting. Whether the inquiry comes from a small start-up, an established multi-site operation, an industry sales manager, or a colleague... helping with the media recommendation is often technically challenging, as well as exciting. With the flood of media options in the market, the resurgence of OBA in proofing and production substrates and demands for printers to align to the G7 methodology, it’s understandable that the topic of adopting a new media may feel daunting. While there are many components to consider before implementing change, there is one criterion that often makes the list and shouldn’t. A misconception that deserves a quick mention.

...There is no such thing as G7 Proofing Media.
Before the important questions are addressed in the recommendation process, there is typically a mention of: “but we/they are a ‘G7’ shop.” Aligning to the G7 methodology is fantastic—however, a common misunderstanding regarding G7 is that it suggests an applicable media white point or Characterized Reference Print Condition (CRPC). The truth is, it does not. G7 Neutral Print Density Curves and gray balance are ‘paper-relative.’ The same is true of all substrates. The secret is out: G7 works on any substrate, without change.

Paper-relative?
What ‘paper-relative’ refers to in this application, is ‘white point.’ G7 looks at ‘white point’ from a relative perspective, indicating that its methodology can account for varying white points. There is not one specific G7 media option, rather, any media can be G7 aligned.

Being ‘paper-relative’ is a perspective based on comparison rather than seeing something as an individual entity—in this case, it refers specifically to individual white point. This concept differs from ‘absolute,’ which is another term often used in industry language. G7 does not mandate a CIE LAB for media white point. G7 is paper-relative.

What To Consider, When Shopping for Media:
Before considering whether a shop is G7 aligned, I like to ask questions about equipment, measurement mode capability, and color specification targets. If we are aware of which CRPC we’re targeting, and the level of OBA being run in the pressroom, we’re off to a great start.

OBA, if you are unfamiliar, refers to optical brightening agent. OBA are becoming more and more prevalent in both proofing and production media, as—‘whiter whites impress,’ and make paper production, cheaper. The presence of OBA influences the visual appearance of media based on the amount of UV in the viewing condition spectrum. In the past, we proofed on OBA-excluded media because of the influence the paper had on viewing color. Because there has been a resurgence of OBA in press stock, we are now running proofing media that are OBA-included.

We can account for the influence of OBA utilizing a measurement condition referred to as ‘M1.’ While determining whether you are OBA-included or OBA-excluded, knowing whether you are M1 capable is also a beneficial step in the media-selecting process. An easy way to determine the level of OBA in a substrate, is by using a handheld measurement device to measure the native paper and evaluate the b* value. If you have a -4 b*, for example, you’re looking at a moderate level of OBA. Whereas, if you encounter a b* of -6 or -9 on a reading, you’re running a higher level of OBA. You will want to consider balancing OBA in prepress and your press room, by selecting a media with a similar level in prepress as you see in your press stock.

When establishing which CRPC you target, keep in mind that G7 is not GRACoL. If you are a G7 certified printer, it shouldn’t be assumed that you target GRACoL. Specifications in printing use a precise characterization data set for a specific print process and substrate. Specifications such as GRACoL, or SWOP are NOT paper-relative—they dictate a LAB measurement. If you find that you do not fit within a white point designated by your specification, the specification dataset can be modified to accommodate your substrate. Aligning to G7 in this instance, is still entirely possible utilizing Substrate-Corrected Colorimetric Aims, or SCCA.

A Final Note:
G7 can be intimidating. It comes with no shortage of myth and misconception; however, I’ve found our industry to be a friendly place for questions. My advice while making media-related moves, is this: check in with your vendor partners—I promise, they enjoy hearing from you! Ask for a recommendation specific to your operation and inquire about their substrate guarantees. Take an equipment inventory at your facility; consider OBA and your CRPC; determine your measurement mode capability. And remember: if you come face-to-face with exploring new options... There is No Such Thing as G7 Proofing Media. If you can remember that, you’ll be well on your way.

Lynn Leppo is the National Media Sales Manager and Product Manager at CGS Publishing Technologies International, LLC. She is a certified G7 Expert and Color Management Professional with global industry association, Idealliance.
NEW PIM GROUP BUYING PROGRAM

PIM is pleased to announce the revitalization of the national buying program partnership with Xerox Corporation. This agreement offers PIM members the exclusive benefit of cash rebates on seven select Xerox products in addition to Tier One pricing.

The following products are eligible under the new rebate program:

- iGen5 150 | Rebate: $10,000
- iGen5 120 | Rebate: $7,000
- Iridesse IR120 | Rebate: $6,000
- Color Press XC1000i | Rebate: $3,500
- Versant V3100 | Rebate: $2,500
- Nuvera (>144 ppm) | Rebate: $2,000
- Versant V180P | Rebate: $1,500

The agreement between the organizations is effective as of July 1, 2019 and verification of PIM membership is required. Find your local Xerox representative by emailing Christopher Reeves at ckees@motg-xerox.com.

SEEKING VERIFICATION OF EHS COMPLIANCE?

You may have received notice of a new program from Printing Industries of America (PIA) called EHS Verify. EHS Verify includes an onsite audit and a corrective action plan to address environmental, health and safety concerns.

Members of PIM, this is a resource already available through the PIM Great Printer Environmental Program, and at a substantially reduced cost. The Great Printer Environmental Program includes an extensive onsite audit covering safety, health and environmental concerns and resulting action plans, expertise in cost savings related to waste reduction and recycling, plus the added value of certification as a PIM Great Printer. Certified Great Printers are recognized by brand owners and print buyers for going beyond what is required by government agencies in environmental, health and safety compliance, demonstrating a commitment to minimize the impact on human health and the environment, while producing quality printed products.

For information please contact Paul Gutkowski (612.400.6205) or Cathy Malinowski (612.868.6771).

ROUND OF APPLAUSE

PIM and PIA are pleased to announce that Paul Gutkowski has been awarded the prestigious William D. Schaeffer Environmental Award. This award is given annually to an individual who is advancing environmental awareness and action in the graphic communications industry.

Gutkowski has been the printing industry’s leading advocate in the Midwest for continuously promoting environmental compliance, sustainability efforts, and ideas within the printing and graphic communications industry for over 40 years. He is currently the director of safety and environmental services for Printing Industry Midwest.

Paul is well known for his work with the Great Printer Environmental Initiative, an environmental and safety certification program that requires printers to commit to the Initiative’s principals. These include compliance with all safety and environmental regulations as well as “beyond compliance” projects that minimize waste, recycling, maximize energy efficiency, and create a healthier or safer work environment.

“Paul is clearly an outstanding professional committed to assisting the graphic communications industry in our environmental compliance efforts. In addition to his extensive knowledge of our industry-related regulatory issues, Paul assisted our company in becoming a Minnesota Great Printer, which encourages companies to go beyond compliance,” said Bill Bowman, production manager of The First Impression Group. “He also assisted us in becoming hazardous waste-free after 20 years as a hazardous waste generator. We continually rely on Paul and his staff for their knowledge and recommendations to be a better company for us and the Earth.”

2020 BEST WORKPLACE

November 15, 2019: Final entry deadline

Only the finest can be awarded PIA’s prestigious Best Workplace in the Americas (BWA) award. If your organization maintains a successful workforce we encourage you to enter the BWA award program. The entries are judged by an anonymous panel of human resources professionals from the print industry.
FORUM COMMUNICATIONS PRINTING  
Fargo, ND  
Quality heatset web, non-heatset web, UV web press, sheetfed and color digital commercial printer specializing in sheet-web booklets, publications, manuals, directories, catalogs, flyers and direct mail. Inline glue, saddlestitch, perfect binding, plastic spiral, polybagging, UV and aqueous coatings. Color and black variable image and variable data printing capabilities. Complete mailing and fulfillment. Established 1907.

FRANKLIN PRESS, INC.  
Plymouth, MN  
The latest equipment is essential and the greatest craftsmanship is a given. What we are is the most customer-focused and genuinely concerned partner you will ever encounter. We realize that’s a grand claim and one we don’t make lightly. At Franklin Press, our third-generation attitude, coupled with the fact that we were simply raised to treat people right, will serve you beyond expectations. Your project and all the aspects of that project will be handled as if it were our only job - because your satisfaction is our only job.

GLS / NEXT PRECISION MARKETING  
Brooklyn Park, MN  
GLS / NEXT Precision Marketing is a strategic solutions provider delivering end-to-end marketing innovation, from ideas to implementation. Celebrating 35 years of experience supporting successful brands, GLS / NEXT offers a portfolio of marketing technologies, insights and creative development, digital and print strategies, publicity and media services, sheetfed, digital and web printing and finishing, global deployment, advanced analytics, and a HiTrust, SOC-2 secure environment. Locations in Brooklyn Park, Minnetonka and Saint Paul, MN.

GRAPHCO/RMGT  
Schaumburg, IL  
Graphco is the industry’s leading provider of digital, offset and print finishing solutions. In addition to RMGT (Ryobi MHI Graphic Technology) Offset Presses, Graphco proudly represents other premium product lines such as Horizon Finishing Solutions, Roland Single-Sided and Double-Sided Laminators, Konica Minolta Digital Production Presses, GEW LED-UV Curing Systems, Graphic Whizard Print Finishing Solutions, Petrotto Specialty Finishing Solutions and Colter & Peterson Paper Cutting Systems. Since 1976, Graphco has thrived in an ever-changing market place by loyalty adhering to the firm’s original model for success through devotion to customer’s print production needs, reliable and assured technical service and constant attention to the changing industry.

GRAPHIC FINISHING SERVICES, INC.  
Coon Rapids, MN  
GFS is a full service soft cover book bindery formed in 1938. Committed to servicing the commercial printing industry using state of the art equipment. With a high level of customer satisfaction, service and quality finishing, we deliver what customers need at competitive prices. Long, medium and short runs, we offer a wide range of binding services. Communication is the key to maintaining a high level of customer satisfaction. From start to finish and beyond, we take care of our customers and strive to exceed their expectations.

GREENFOREST RECYCLING RESOURCES, LLC  
Brainerd, MN  
GreenForest Recycling Resources is a full-service recycling company that services the printing industry in the upper Midwest 5 state area. We have 3 processing facilities and 2 brokerage companies to help with all your recycling needs. GreenForest offers collection bins, baling, confidential shredding services, freight, equipment financing and customer consultation. You will receive monthly marketing newsletters and be able to log in and see all your account activities. Call today to schedule a full-service recycling audit, we can help reduce your waste costs and maximize your recycling revenues. Come see the GreenForest difference. Recycling Done Right!

IDEAL PRINTERS, INC.  
St. Paul, MN  
Our service is customized, and never compromised. These are more than just words; it’s a promise, made to ourselves and to you. Ideal Printers offers in house design, 1-6 color printing, bindery, mailing, and fulfillment. In addition we offer variable and short run digital color and black and white work, printed and finished in a flash.

IMPACT  
Minneapolis, MN  
IMPACT is dedicated to enhancing our clients’ marketing initiatives by applying next-generation technology to give our customers leading-edge results and uncompromising quality. IMPACT manages medium to large scale direct marketing and critical communication production and fulfillment. This includes data analytics, direct mail, email, print, multi-channel campaigns with reporting, and statement processing. All services now complimented by Color Inkjet.

IMPACT INNOVATIONS, INC.  
Maynard, MN  
Impact Innovations, Inc. was founded in 1968 in Maynard, Minnesota. Today, Impact Innovations has two aims to its business: a P-O-P/Loyalty Cards division and a seasonal consumer goods division. Our P-O-P/Cards products division offers a broad range of products and capabilities including membership and loyalty cards, in-store signage, merchandising trays and displays. Specializing in the food and tool markets, our teams design, print, and fabricate products which provide innovative solutions to our clients printing, display, and promotional needs. Add in our kitting and fulfillment capabilities and you have in Impact Innovations, a production partner who can help you meet your challenging production, delivery, and budget goals.

MIDSTATES GROUP  
Aberdeen, SD  
Our mission is to add value to the products and services we provide through outstanding customer service, cutting edge technical knowledge, innovative production technique and best value pricing. We excel in using our knowledge and experience in driving high-
value print and media solutions deep into our customer’s print and marketing projects. From innovative production techniques and ultra efficient materials usage, co-mailing, fulfillment and distribution, we deliver best value at every point in the process.

MINNESOTA LABEL
Vadnais Heights, MN
Minnesota Label’s full-service flexographic printing capabilities fulfill your label printing and converting needs from initial concept to final production. Let us know how we can help with your next project.

MITSUBISHI IMAGING, INC.
Rye, NY
Mitsubishi Imaging, Inc. provides commercial and in-plant printers with state-of-the-art imaging products, technical expertise and the latest offset and digital solutions. From innovative, ecological CTP and workflow solutions, to premium high-resolution inkjet media, to commercial high-speed inkjet media for a wide range of print production applications, Mitsubishi is the market leader in quality and performance.

MITTERA GROUP
Des Moines, IA
Mittera Group was formed to simplify the complexities of communication through a cohesive approach. What began as a commercial printing company has evolved into more than 600 artists, producers, developers, strategists, analysts and print perfectionists under one roof. Fresh, dynamic concepts that get your message to the right place and into the right hands. We can tell your story in ways it’s never been told before.

NAHAN PRINTING, INC.
St. Cloud, MN
Nahan Printing is a family-owned, award winning, full service Direct Mailer. We specialize in custom print and direct mail solutions for growing businesses and Fortune 500 brands. Our digital presses offer quality, cost-effective solutions for high-volume print. Trust our experts to handle your project from prepress to data processing to on-site USPS. Sustainable Green Printer, PCI & SOC 2 Compliant and G7 Certified.

NCCO
St. Paul, MN
For more than 100 years, National Checking Company (NCCO) has developed and produced products that drive success for the foodservice industry. Our product menu consists of a variety of products designed to help the entire foodservice operation run more efficiently. These products include POS system essentials such as guest checks, register rolls and ribbons; disposable food safety products, smart labeling solutions, and online food safety training.

NORTHLAND BINDER PRODUCTS, INC.
Maple Grove, MN
Northland Binder Products and Northland Litho Services are specialists in trade coating. Providers of flood and spot UV coating, specialty coatings such as: high profile, texture, glitter, remoist glue, contest scratch off, glow in the dark, blister and skin coating. We also manufacture custom loose leaf binders and do custom creasing. We have now added die cutting, perforing and scoring. UV coatings applied and binders produced in our Maple Grove location. Established 1987.

PAGE ONE PRINTERS, INC.
Slayton, MN
We are a commercial printing company with over 38 years experience in web and sheetfed printing for publishers all across the Midwest and beyond. We offer high quality printing and on-site mailing services with the utmost customer service, including guaranteed turnaround and delivery, so you can be confident that your job will be done correctly and on time.

PRESS SURE PRINT, INC.
Minneapolis, MN
Full service commercial printer providing design, printing, finishing, on-demand fulfillment, electronic inventory management and on-site warehousing. 12,000 square feet manufacturing and 24,000 square feet warehouse. Prepress services specializing in customer data merging, formatting, and graphic design. Press Sure Print gives you a choice and handles every detail.

PRINT & MAIL SERVICES - OTTER TAIL POWER CO.
Fergus Falls, MN
Print & Mail Services is a full-service in-plant print shop that specializes in short to mid-size print runs. Our services include design, high-speed digital printing, 2- and 4-color offset printing, inserting, mailing, and bindery. We produce a high quality finished product that makes our customers proud.

PRIORITY ENVELOPE, INC.
Plymouth, MN
220 customer focused employees across three plants located in Minnesota, Iowa and Kansas specializing in fast turnaround printing and converting of custom and standard envelopes. By utilizing State of the Art industry leading equipment, Priority offers, In-line flexo print/convert 4/1 color, converting custom envelopes from 2-1/2” x 4” up to 12-1/2” x 15-1/2”. Quick turn printing 1 to 4-colors on stock envelopes and off-line latex finishing and peel-n-seal application. Established in 1996, “Your Business is our Priority”.

PRO PRINT, INC.
Duluth, MN
Pro Print is a high quality commercial printer. Sheet-fed presses, up to 40 inch including in-line coating. Offset, UV and Digital Printing. Scodix press for digital, raised UV and foil applications. Certified Green Printer and G7 Master Printer. Full Bindery, including perfect binding. Full mailing services, variable data, posters, banners and back-lits. We specialize in business printing and unique print treatments to help differentiate our customers’ projects. Digital Storefronts and Fulfillment Services.
Mark your calendars
UPCOMING EVENTS & CLASSES

- **WHEN:**
  - **2019:**
    - October 3, 2019
      - 11:00 AM to 2:00 PM
    - October 23 - 25, 2019
    - November 13, 2019
      - 11:30 AM to 1:00 PM
    - December 2019 - TBD
  - **2020:**
    - January 11-14, 2020
    - February 20, 2020
    - March 5, 2020

- **WHAT:**
  - PIM Women in Print
  - PRINTING United Expo
  - PIM SmartCafe
  - PIM Mingle Jingle
  - Color20
  - PIM Young Professionals
  - PIM Print Showcase

- **WHERE:**
  - Embassy Suites Minneapolis North
    - 6300 Earle Brown Dr, Brooklyn Center, MN 55430
  - Kay Bailey Hutchison Convention Center
    - 650 S Griffin Street, Dallas, TX 75202
  - Twin Cities, Des Moines & Omaha
    - Also available by remote access
  - TBD - watch for emails with more details
  - Hilton San Diego Resort & Spa
    - San Diego, CA
  - TOPGOLF
    - Brooklyn Center, MN
  - Surly Brewing Co.
    - Minneapolis, MN

More information, sponsorship & registration for all events can be found on [www.pimw.org/events](http://www.pimw.org/events)

**MN GOLF RECAP**
What an absolutely gorgeous day we had on August 8 at our 63rd Annual Minnesota Golf Outing! Our 2019 sponsors did a fantastic job at providing exciting games and refreshing drinks at each hole. Everyone at this event helped raise over $2,500 for the PIM Education Foundation and its Scholarship Fund - THANK YOU!!! Mid-August we awarded $10,000 in scholarships to students pursuing graphic careers! Your participating in the Mulligans and the Raffle tickets is greatly appreciated!

PIM appreciates all our sponsors who helped make this day amazing and fun-packed. A big shout out to Quezar Capital for providing the trophies and prize money for the first place team.

Congrats to the winning team of Mark Elsbernd (Pioneer Paper Stock), Mike Ehman (ECM), Matt Dvorsak (DHM Companies) and Dan Mayer (Choice Plastics)!


**NE GOLF RECAP**
Even though it was rainy, it did not stop us from having a great time down in Nebraska on August 21!!

Congrats to the winning team of Mark Akers (A-Korn Roller, Inc.), Mike Zeigler (Malhove, Inc.), Mike Wittland (Color & Coating Services) and Mike Pluta (Malhove, Inc.)!

Bruce Price, President of Marathon Press, was recognized as the 2019 Nebraska Distinguished Printer during dinner at this event, please congratulate him when you see him!

Thank you sponsors – LB Carlson, Lindenmeyer Munroe, Canon Solutions America, Konica Minolta and Midland Paper Packaging & Supplies.

More event photos can be found on our social media pages!
A high speed, six-station color press that combines four-color printing with up to two specially dry inks in one printing pass. The Xerox Iridesse™ Production Press is the only digital press that can print metallic gold or silver dry ink, CMYK and clear dry ink in a single pass, giving you an immediate competitive edge in the growing digital print enhancement market.
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Visual Management and Kanbans

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Customer Service Professional Certification*
Power Selling
The Basics of Prospecting*

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Color Management Fundamentals*
UCA and ICC for Color Separation*

ORIENTATION
Orientation to the Graphic Arts

PRODUCTION
Creating PDFs for Print Production*
Sheetfed Offset Lithographic Press*
Color Accurate Soft Proofing*
Photoshop for Prepress
Illustrator for Prepress
Adobe Lightroom
Preparing Files for Digital Enhancement*
And many more!

www.printing.org/iLearning