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March 21, 2020

Governor Kristi Noem
State Capitol
500 East Capitol Avenue
Pierre, S.D. 57501

Governor Noem,

On behalf of the hundreds of print service providers in our region, we implore you to include Print & Related Industries in the Essential Business category, and exempt from any statewide business shutdown.

Print service providers are today serving every segment listed in the CISA list of essential business sectors. Printers perform a critical function in the United States, serving as communication lifelines for every segment of our economy, from the public health care system to banking, finance and insurance, and virtually everything in between. Here are just a few of the real-world examples from printers serving an essential infrastructure:

- Printing for pharmaceuticals, including packaging, scripts, prescription pads
- Printing and production of food packaging cartons, labels, tags
- Mailing of forms, safety, and critical communications
- Printing of newspapers and bulletins with vital guidance on COVID-19
- Printing of health and safety information for a variety of state agencies
- Printing to support the distribution of banking, insurance, and financial information
- Printing in support of elections and civic undertakings
- Printing to support businesses who are required to inform clients of certain actions in a limited time frame
- Printing of signage to alert the public to important announcements and changes
- Printing to support the marketing efforts of struggling companies as they shift to online-only
- Support documents for medical and dental practices
- Printing of cancellation notices for non-profits and other organizations
- Printing of COVID-19 information pertaining to farms and agriculture
- Printing of mailings to Medicare recipients
- Printing of material for the United States Government Printing Office
- Printing of plastic credentials for health care professionals

Categorizing Printing & Related Industries as non-essential will cripple a variety of Life Sustaining and Life Saving industries by eliminating overnight their sources of communication, packaging and support, when timely information is the literal lifeblood in a time of crisis. As we move through these uncharted waters together, please honor the critical role print service providers play in connecting our community to the information and resources they need to stay safe, productive, and healthy.

Sincerely,

Steven Bonoff, President
Printing Industry Midwest (PIM)
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CC: Trevor Jones, SD Cabinet Secretary for the Department of Public Safety

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