

November 10, 2020 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

Engage With Members & Share Your Solutions

2021 PIM Sponsorship & Advertising Opportunities Available Now

By becoming a [Printing Industry Midwest \(PIM\) 2021 Partner](#) you gain visibility in PIM's publications, websites and social media accounts which will raise your organization's visibility among PIM members. PIM looks to our partners to offer trusted access, resources and information to members to help them navigate the evolving print industry and daily challenges.



Note to Past Sponsors: Make sure to [lock in](#) your current sponsorship for the new year by December 15, 2020!

[Learn More.](#)

[Review 2021 Document.](#)

Print Industries Wage + Benefits 2020 Report Released

Largest labor report in graphic communications includes COVID-19 impact

Print Industries Affiliates, including PIM, have announced the release of the [Wage + Benefits 2020 Survey](#) report to this year's survey participants. The Print Industries Wage + Benefits Report is the industry's most comprehensive annual report on labor costs and human resource policies of print-related companies. From top management to the shipping department, the Wage + Benefits 2020 Report captured compensation data from more than 15,000 employees from nearly 500 participating companies from across North America.



[Learn More.](#)

Take the PIM Sales Challenge

An economical 90-day program to drive sales momentum

The PIM Sales Challenge is designed for individual sales reps, a selling owner, or the sales manager. Receive three 60-minute coaching calls with sales expert, Bill Farquharson. Your personal coaching calls will address individual sales challenges and strategize new accounts. Set attainable sales goals and record your results each day to the Sales Challenge web portal. Four videos will be sent offering case studies and tutorials on key selling principles, specific to the selling of print.

[Learn More.](#)

[Watch a Video from Bill.](#)



Ask The Technical Experts

One benefit of PIM membership is the technical expertise provided by PRINTING United Alliance. Our technical experts can help you overcome common production issues. In addition, we offer environmental, health, and safety advice; consulting and on-site technical assistance; and technology training.

[Learn More.](#)



PRINTING United Alliance Post Election Wrap Up

November 18, 2020 from 1:00 PM to 2:00 PM CST

Amid a global pandemic, unprecedented voting, and anxiety over potential civil unrest, we finally made it to (and through) Election Day 2020. This member-only engaging webinar features an interview with PRINTING United Alliance's VP of Government & Political Affairs, Lisbeth Lyons, who will analyze election results to date and discuss projected policy impacts on the industry. From lingering election results to the White House and Congress' "First 100 Days" policy plan, learn what Election 2020 could mean for your company, its employees and stakeholders, and the industry.

[Register Today.](#)



[PIM's COVID-19 page](#) is a great place to find answer to your COVID-19 questions.

14th Annual Veterans VIRTUAL Career Fair

November 19, 2020 from 2:00 PM to 6:00 PM

CareerForce Veterans Employment Services and the Minnesota Department of Veterans Affairs (MDVA). We strongly encourage participation by employers currently offering full-time jobs paying family-sustaining wages with benefits. This is an excellent opportunity for you to engage with Minnesota veterans, including National Guard members and reservists, and welcome to share their unique strengths gained through military service to help advance your business! You may review the sponsorship levels on [CareerForce](#).

[Register Today.](#)

PIM Supporting National Workforce Coalition

The recently formed **Graphic Communications Workforce Coalition** has elected several new industry leaders to its board of directors, including Printing Industry Midwest president, Steve Bonoff. The Coalition consists of concerned associations, educators and industry representatives who are uniting to address a key industry concern.

[Learn More.](#)

Online Peer Discussion & Industry Resource Center

PIM Connect is a members-only platform that provides you with a virtual meeting place to learn the latest information, share your knowledge and grow your connections.



[Check Out Connect.](#) [Manage Your Account.](#) [Watch a Video About Connect.](#)

UPCOMING EVENTS & WEBINARS

[All PIM Upcoming Events, Webinars & Trainings...](#)

November 2020:

[Webinar - PRINTING United Digital Experience](#)

GOING ON NOW Until November 12, 2020

Online Only Webinar - Throughout the 14-day experience, you'll have access to panel discussions about market trends, hear first-hand how companies have navigated the pandemic and their plans for the future, and learn how manufacturers and suppliers have successfully made the leap across market segments to expand their capabilities. [Learn More.](#)

[PIM Webinar – PIM Financial Executives Council \(FEC\) – PPP Loan Forgiveness: Applications and Requirements](#)

November 17, 2020 from 11:30 AM to 1:00 PM

Online Only Webinar - At this meeting of the PIM FEC, we'll review the latest changes to the PPP loan forgiveness program, the various applications available, and the process for completion and submission. [Learn More.](#)

[PRINTING United Alliance Post Election Wrap Up](#)

November 18, 2020 from 1:00 PM to 2:00 PM CST

Online Only Webinar - Amid a global pandemic, unprecedented voting, and anxiety over potential civil unrest, we finally made it to (and through) Election Day 2020. So, what do we know at this point about the future of the White House and Congress? What results are yet to come? And what does the policy road ahead look like for the printing industry? [Learn More.](#)

December 2020:

[PIM Webinar – Prove Your Sustainability With Innovative Reforestation Program](#)

December 1, 2020 from 11:30 AM to 12:30 PM

Online Only Webinar - In this webinar PrintReleaf will cover how the solution works and

how it compares to other forestry certification standards, as well as demonstrate the PrintReleaf software platform and financial model. [Learn More.](#)

[PIM Training – American Red Cross CPR/ AED/ First Aid Training](#)

December 2, 2020 from 9:30 AM to 1:30 PM

To keep you and your company safe PIM is taking all the necessary precautions when it comes to teaching this class. We will work with smaller groups, maintain social distancing and clean tools/manikins after each use. Don't wait, get certified! This course teaches your associates basic first aid and life saving skills. Upon class completion, attendees will be certified for 2 years in American Red Cross CPR/ AED/ First Aid training. [Learn More.](#)

MEMBER NEWS

ITU AbsorbTech Celebrates 90 Years



ITU AbsorbTech is celebrating its 90th anniversary on November 3, 2020. The company started servicing rental shop towels in 1930 at a small laundry set up in West Allis, Wis., under the name Industrial Service Company. Through the early years, the primary product line was Kex shop towels. The business steadily grew through the WWII years while Wisconsin manufacturers were running at full speed to support the war effort.

[Learn More.](#)

Wallace Carlson Stakes Claim to the Pharmaceutical Packaging and Literature Market: A Case Study from MBO America

Like many printing companies navigating the early 2000's, Wallace Carlson had a successful general commercial business model and grew as planned. As the 2010 decade moved along, it became apparent that there had to be a focus to drive deeper into specific areas and be the best provider possible in those channels. So began the transformation. The goal was to have a more stable and yet diverse base, that was deeply rooted in channels they could master. The ownership group of Ann Turbeville, Brian Turbeville and Charlie Cox at Wallace Carlson, began transforming the general commercial print model of old, to establish them as a deep provider to the packaging, security and Insert, and most recently pharmaceutical packaging verticals.

[Learn More.](#)

Owners of Ideal Printers Share Their Pandemic Story



Warren Werbitt of What They Think talked recently with Lana Siewert-Olson and Andy Olson of St. Paul, Minn.'s Ideal Printers, a sheetfed shop that predominantly serves businesses in the Twin Cities, about conducting business in these turbulent times. When the pandemic hit, the company's customers were in highly affected markets and Ideal's sales dropped 50%, resulting in layoffs.

[Learn More.](#)

PRUA NEWS & UPDATES

PrUA Press Releases...

PRINTING United Alliance (PrUA) exists to provide imaging professionals with the know-how, advice and knowledge they need to succeed. Find the latest news from PrUA here....

- November 4 - [The PRINTING United Digital Experience Mailing and Fulfillment Day Identifies Trends and Opportunities in the Marketplace](#)
- November 4 - [The PRINTING United Digital Experience Highlights Advancements in Folding Carton and Corrugated Packaging Technology](#)
- November 3 - [The PRINTING United Digital Experience Continues Free Learning and New Product Debuts with a Focus on Commercial – Offset Technology](#)
- November 2 - [The PRINTING United Digital Experience Enters its Second Week with a Special In-Plant Forum Day](#)

Send your news to PIM by contacting Sadie Johnson at sadieh@pimw.org

Did you miss our last emails? Click [here](#) to view past The eLoupe News.



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