



September 20, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

The Next Generation & Your Customers Are Watching

PIM's Diversity, Equity & Inclusion (DE&I) Enrollment Opens in November

What is your company's unique value? What is its commitment to diversity and inclusiveness? These are questions the next generation (and perhaps your customers) may inquire about your company. Are you prepared with answers? At [PIM's October SmartCafe Webinar](#), you'll have the opportunity to hear from member's taking part in a program that will help answer these questions; Printing Industry Midwest's (PIM) [Diversity, Equity & Inclusion \(DE&I\) Accreditation Program](#). Discover why they joined the program, what their DE&I journey has been like, and the benefits of the program.

PIM's DE&I Accreditation Program, was designed to create foundational changes in the recruiting, hiring, and training practices of our industry. This program was created by the [PIM Diversity Coalition](#), who put together metrics and a process for accreditation that will help your company continue to uphold and enforce a more diverse and inclusive company environment.

[Learn More About PIM's DE&I Program.](#)

[PIM's October SmartCafe.](#)

Calling All Creatives

Cover Contest Due Oct. 14th | All ad forms due Sept. 30th

Cover Contest: Help PIM tell the story as to why professionals need print! Design a creative cover that depicts the theme, "Print is the Future". Be abstract. Be creative. Be bold. Show us what you can do! Read the [cover contest details](#) for more information.



Advertise: There is still time to advertise! The ideas are endless for placing an advertisement in [PIM's 2023 Print Buyers Guide & Membership Directory](#). By placing an ad in our guide, you unlock tons of upgraded resources in print and online on [PrintAccess](#).

[Download Cover Contest Details.](#)

[Download Order Form.](#)

Next USPS Rate Change: January 2023

The next semi-annual USPS rate change will take effect January 22, 2023. Based on the August Consumer Price Index (CPI) released by the Bureau of Labor Statistics, estimates of the USPS postage rate increase will range from 4.2% to 6.2%. The annualized rate authority rose to 7.68%. Because the USPS filing is only six months after the previous increase, the rate authority available for January, 2023 will be approximately 4.2%. The annual additional authorities for “density” and “retirement” were used for the July increase. There will be another 2% available for “non-compensatory” (underwater) categories. For more information, contact Leo Raymond at Mailers Hub at lraymond@mailershub.com or 703-624-3761.



[Learn more about PIM's Partner, Impact Power Solutions, click here.](#)

What's Vital to Printing Business Performance?

More knowledge from the April 2022 PIPI Study

In multiple studies, we have found that planning is vital to a printing company's performance. However, a deeper dive into the April 2022 PIPI (Printing Industry Performance and Insights) data caught our attention. That data analysis strongly reinforced the importance of planning in printing firms. Interestingly, our process started by exploring effective sales management. Here's the story.

[Download Full Article Here.](#)

Upcoming in The Sales Vault

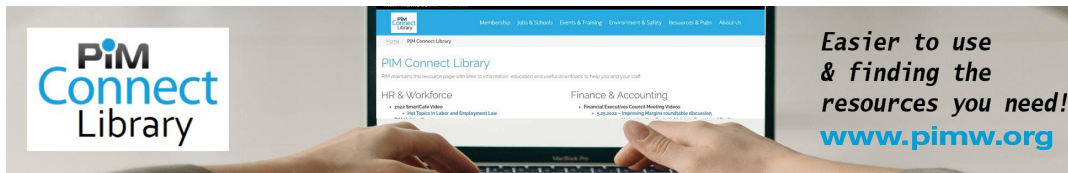
This is where the best graphic arts sales reps and selling owners go for their sales ideas. They learn from an expert, from their peers, and on demand. [The Sales Vault](#) is a sales program bought to you by Bill Farquharson. One Vault feature is a live weekly workshop. Care to try one out for free? [Email Bill](#) and he'll give you access to one workshop or one video replay. Here are the next Live Zoom Workshops:



- Sep. 20: Effective Sales Presentations
- Sep. 27: Diligence and Determination
- Oct. 4: Time Management Basics
- Oct. 11: Getting to the Next Level

- Oct 13: October Short Attention Span Webinar: Getting to the Next Level
- Oct. 18: Selling To Different Personalities

[View all upcoming workshops here.](#)



[Learn more about the PIM Connect Library, click here.](#)

UPCOMING PIM EVENTS & WEBINARS

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

September 2022:

[PIM Financial Executives Council](#)

September 28, 2022 from 11:30 AM to 1:00 PM (CST)

Online-Only Webinar – With inflation at a 40 year high most printers are contending with significant increases in their costs of materials, freight, energy, supplies, labor and other items. Our webinar will discuss key aspects to consider in helping to make sure your companies stay profitable and growing during this unprecedented time. [Learn More.](#)

[PIM SmartCafe: Take Your Business to the Next Energy Level – Go Commercial Solar](#)

September 29, 2022 from 11:30 AM to 12:30 PM (CST)

Online-Only Webinar – During this September PIM SmartCafe, sponsored by Impact Power Solutions, we'll look at how PPAs work, when they make the most sense, and what the key benefits are. We'll also touch on how to better understand your commercial energy bill. [Learn More.](#)

October 2022:

[Short Attention Span Webinar: Getting to the Next Level](#)

October 13, 2022 from 10:30 AM to 11:00 AM (CST)

Online-Only Webinar – No matter where you are in your sales journey, another level of success awaits. You can get there by adding hours to your workday or you can take the lessons from this exclusive member benefit and take the advice Bill and Kelly have for you. [Learn More.](#)

[PIM 15th Annual Women in Print](#)

October 13, 2022 from 11:00 AM to 2:00 PM (CST) at Embassy Suites Mpls North

In-Person Event – This year PIM has asked Lisa Palm, Director of Manufacturing at Nahan, to be this year's keynote speaker and share her awesome story of a women in print. Come celebrate women in print, network, laugh, hear a terrific speaker, win prizes and of course eat a delicious lunch! *PIM is seeking a Signature Sponsor for this event. Please reach out to Kristin Pilling-Davis at kdavis@pimw.org if you are interested.* [Learn More.](#)

[PIM SmartCafe: Measuring Diversity, Equity & Inclusion -The Next Generation & Your Customers Expect It](#)

October 26, 2022 from 11:30 AM to 12:30 PM (CST)

Online-Only Webinar – During this October PIM SmartCafe, you will have an opportunity to hear from some of PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program Pilot Group. You will be able to hear about their journey to become more diverse, equitable & inclusive, what this program has meant to their company and their plans for the future. [Learn More.](#)

November 2022:

[MarketWise Academy](#)

November 3, 2022 from 8:30 AM to 4:00 PM (CST) at Huntington Bank Stadium

In-Person Event – In this small-group, day-long master class, Daniel Dejan, Vicki Strull, and Trish Witkowski lead you through insights, innovations, and trends in a post-pandemic design and marketing landscape. We'll show you how to move people from prospects to customers, from customers to loyalists, and from loyalists to evangelists. You'll leave with fresh ideas and actionable strategies, a thought-provoking, resourceful workbook, and a path to execute your new design and marketing insights immediately. [Learn More.](#)

[PIM Young Professionals at Feed My Starving Children & Happy Hour at Alloy Brewing](#)

November 17, 2022 from 2:00 PM to 7:00 PM (CST)

In-Person Event – PIM is looking for 20 Young Professionals to come package meals on November 17, 2022. After the volunteering the group will go to Alloy Brewing to continue to network. Come in a team with your other young professionals, wear your company shirts, lets show them the efficiency of the print industry, we are trained to package, we know packaging! [Learn More.](#)

MEMBER NEWS

[GPA Announces Its Plans for the Upcoming PRINTING United Expo](#)

Las Vegas, NV – GPA, the experts in providing global industry and product intelligence to the Digital, Offset and Flexo communities, announces their plans for Printing United in Las Vegas, October 19-21. In their booth space, attendees will experience an environment GPA has designed to highlight and launch a new vertical market focus--the fashion and retail industry. With a strong emphasis on wide format graphics and their specialty fine paper offering, their team will bring a fresh perspective on innovative, go to market applications and the substrates that will help maximize profitability.

[Read Full GPA Article Here.](#)

Kodak News

- **[Kodak to highlight its industry-leading portfolio of digital, software and offset solutions at PRINTING United Expo 2022](#)** - Kodak will be showcasing its comprehensive portfolio of digital, software, and offset solutions at PRINTING United Expo 2022 from October 19 to 21 at the Las

Vegas Convention Center in Las Vegas, NV. Kodak will turn the spotlight on the following solutions at its booth N861... [Continue Reading Article Here.](#)

- **Kodak announces fastest inkjet on the market with groundbreaking KODAK PROSPER 7000 Turbo Press** - Kodak has unveiled the revolutionary KODAK PROSPER 7000 Turbo Press at its inkjet facility in Dayton, Ohio. Kodak's new inkjet web press uses KODAK Stream Inkjet Technology offering printing speeds of up to 410 mpm (1,345 fpm) or up to 5,523 A4 ppm, which is almost 35% faster than its nearest competitor. It enables commercial, publishing and newspaper printers to compete more effectively with offset and to shift more long run jobs from conventional printing processes to inkjet. Kodak is setting unprecedented standards in speed and productivity with its new full color perfecting inkjet press... [Continue Reading Article Here.](#)
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James Capstick Joins IWCO Direct as Chief Sales Officer

Chanhassen, Minn. (September 12, 2022) – IWCO Direct, a leading provider of data-driven performance marketing results, announced today that James Capstick has joined the company as Chief Sales Officer. Capstick is an accomplished senior leader and sales executive with an impressive track record of serving clients by building and retaining high-performing sales teams while managing high-volume business operations.

[Read Full IWCO Direct Article Here.](#)

Precision Engraving and Signs Chooses the Rollem Insignia5 Die Cutter to Increase the Efficiency of Their Finishing and Delivery Processes

Precision Engraving and Signs located in Long Beach, CA provides wide format printing, engraving, CNC router cutting, UV printing, and dye sublimation solutions. Being in Southern California, a hub of the solar panel industry, Precision is filling the increased demand for solar panel warning labels. California requires builders to add solar panels to all new home construction, increasing the demand for panels. “The solar panel product market continues to grow, and we have the printing capabilities to produce high volumes of warning stickers of all sizes and specifications. However, our roll fed plotter cutting and finishing methods were too cumbersome and labor-intensive states Owner, Ryan White.”

[Read Full Rollem International Article Here.](#)

Bremer Bank Recognized for SBA Lending

Bremer Bank has been awarded the 2022 SBA Minnesota Lender award for banks with assets of more than \$1 billion from the U.S. Small Business Administration’s Minnesota District Office. The award, which is based on SBA 7(a) loan volume between July 1, 2021, and June 30 of this year, will be presented at the 2022 SBA Minnesota Lenders Conference on Sept. 15. The 7(a) program is the SBA’s primary way of providing financial assistance to for-profit businesses.

[Read Full Bremer Bank Article Here.](#)

Get in The Loupe - Share News & Articles

We want to hear from you! Send us your news!

PIM is always looking for member news and educational articles to share. If you have information you would like to share, please [email **Sadie Johnson**](#).



PIM's BUYERS GUIDE

Next Steps for Ad Sales & Cover Contest

Make sure to place an ad in [Printing Industry Midwest's \(PIM\) 2023 Print Buyers Guide & Membership Directory](#) and/or enter a cover design into the cover contest. Complete the following steps...



- Fill out the 2023 [Order Form](#)
- Submit your order form to Sadie Johnson at sadieh@pimw.org
 - *All order forms are due by September 30, 2022 at 4:00 PM*
- Make sure your listing is up-to-date! PIM uses your online PrintAccess listing to create your listing in the printed guide. [Login to your PrintAccess account](#) to update your listing by **September 30, 2022**.
 - Use the [Ad Details document](#) for more information about what you need to do.
- Think about submitting a design for [2023 Cover Contest](#)! All design due October 14, 2022.

[Download Order Form.](#)

[Download Ad Details.](#)

[Download Cover Contest Details.](#)

Did you get your 2022 guide yet?

Email Sadie Johnson & she will send you a guide

PIM's [2022 Print Buyers Guide & Membership Directory](#) is a resource for print decision makers across the country. It is designed to showcase our members and assist business professionals in finding printers and print suppliers to help complete projects. Make sure your office has a copy (or two or three)! If you have not received a copy or would like additional, [email Sadie Johnson](#).

[Learn More About the Guide.](#)

[View Online Flipbook.](#)

Do you have company news?

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



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