

January 23, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

Deadline is NEXT WEEK!!! Star Awards Entries & Nominations are Due January 31, 2024

Deadline: January 31, 2024 at 12:00 PM to PIM's Office, Bloomington, MN

Entries and nominations are coming in and WOW!!! It is going to be a tough to pick winners. If you are debating about submitting entries or nominations, do it! What do you have to lose? Convey your unique capabilities to customers and honor the hard work of your staff by submitting your best print pieces and nominating your staff for leadership awards. Printing Industry Midwest (PIM) [Star Awards](#) reveals incredible opportunities for your company to showcase your best. For print entries, your first entry is **FREE!** Nominating co-workers is always **FREE!** Be bold and enter!!

[Learn More About PIM's Star Awards, Click Here.](#)

Looking to Become a 2024 PIM Sponsor?

Find ways to [promote your company](#) through your membership with Printing Industry Midwest (PIM). Many events throughout the year accept sponsors. Put your company name in front of potential clients and highlight your commitment to the Association. Share the value of your solutions. Engage member contacts with your company's valued solutions. Review [our programs](#), then lets discuss how to maximize your PIM partnership.

[Download Partnership Document, Click Here.](#) [Visit Our Website, Click Here.](#)



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Achieve Financial Success

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[Learn more about PIM's Partner, LB Carlson, click here.](#)

Are You Interested in Joining PIM's Diversity Coalition?

Printing Industry Midwest's (PIM) Diversity, Equity & Inclusion (DE&I) Accreditation Program was designed to create foundational changes in the recruiting, hiring, and training practices of our industry. This voluntary program was created by [PIM's Diversity Coalition](#), a group of

individuals from PIM member organizations, who put together metrics and a process for accreditation that will help your organization continue to uphold and enforce a more diverse and inclusive environment. This Coalition meet once a quarter via Zoom for an hour to discuss the progress of program participants, find additional resources, help solve program problems and discover ways to improve the program. If you are interested in joining the PIM Diversity Coalition, please email Kristin Pilling-Davis & Sadie Johnson at diversity@pimw.org.

[Learn More about PIM's DE&I Program, Click Here.](#)

Minnesota Matters Voter Education

In Minnesota, it's easy to register to vote - or update your registration - at any time, including on election day. You must register in order to vote! Early voting is an opportunity to cast your vote when you can, not just on election day. There are easy opportunities via mail or in person. Voting absentee is a quick and easy way to make your vote count. You can sign up for permanent absentee voting and track the process of your ballot online. [Learn More, Click Here.](#)

[Download Flyer, Click Here](#)

Incase You Missed It! New IL Law Impacting Direct Mail

Information for members that have customers in Illinois, [click here](#)

This [article](#) is shared from Joe Lyman, President of GLGA, a PIM Print Association Partner that covers Wisconsin, Illinois & Indiana. [Click here](#), to review the article. Here is more information from Mailers Hub, [click here](#).

Mailers Hub News

As a member benefit, PIM provides a monthly update on significant developments impacting mail and postal service providers. PIM can forward your postal and mailing questions to Mailers Hub. PIM members can attend Mailers Hub monthly webinars free of charge; the schedule is posted in the Calendar section of Mailers Hub News; details and registration at www.MailersHub.com. A few headlines in the news...

- USPS to PRC: MYOB - The USPS believes the PRC is too nose
- Dissatisfaction Expressed Over Proposed "Zone 10" Prices: Customers outside the Lower 48 aren't happy about the extra costs.
- OIG Finds Good and Bad in USPS Electric Vehicle Program: The acquisition process may be OK but security over the equipment is lacking.
- FedEx Impacted by USPS Shift to Ground Transportation: As DeJoy moves mail out of the air, FedEx feels the pinch.
- OIG Finds Postage Error in Parcel Return Service: Once again, a lack of employee training and process compliance.
- USPS Announces Additional Plants Consolidations: Thirty more plants will lose outgoing mail processing.

[Download January 15th News.](#)

The Management Guys Articles - Bob Lindgren

[BUSINESS IS ABOUT DECISIONS - Download Article, Click Here](#) - Business requires the making of decisions. Since we can't decide the past, all decisions are about the future—what will happen if we accept that job, hire that sales rep, buy that machine, acquire that company...

[APPLE PRICING - Download Article, Click Here](#) - We read that Apple enjoys a gross profit of 60% on the latest iPhone. Would you guess that Apple thinks like a printer with an estimating system built around detailed operating costs including projections of overhead or would you guess that it thinks about how much the prospect is willing to pay for the latest and greatest...

StrateX - Bob Krausert

PIM has engaged with a nationally known firm, **[StrateX](#)**, that specializes in operations improvements and has directly worked with over 60 printing companies. This program offers multiple paths for member companies to improve operational results. PIM is about helping our members grow profitably – these operational improvements directly support that. One StrateX resources...

- **[Cost Drivers that Don't Get Discussed During Financial Statement Reviews - Download Article, Click Here](#)** - Usually, every month top executives review the income statement and maybe the balance sheet to analyze the results of operations for the previous month. If the results are not up to par, these discussions typically just touch the surface of the causes of expenses rather than digging deep to find out true causes; we stay in our safety zone and put in place solutions that are band aids, not cures. In this article, I provide you a list of some of the hidden cost drivers, the real reasons why costs are incurred, or revenue goals are not met. Try to get to the source or root cause if you really want to improve financial performance...
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Sales Tips from Bill Farquharson

Take advantage of the Sales Vault community of print, signage, packaging, labels, and promotional sales reps and selling owners. Go to **[SalesVault.pro](#)** for more information or reach out to Bill Farquharson at 781-934-7036 or **bill@salesvault.pro**. Here are some sales tips from Bill...

- **[January 16 - Sales Tip - A Sales Resolution Reset](#)** - By the time this week's Short Attention Span Sales Tip hits your inbox, 33% of us will have given up on our New Year's Resolutions. If you are in that minority or if you are struggling to stick to your promises, take heart: Bill Farquharson has a way to get you back on track. **[Click Here](#)**.
 - **[January 22 - How to Sneak Off on a Beautiful Summer's Day](#)** – Sales gives you the chance to make your own hours, to earn according to your success, and to take advantage of a last-minute invitation. BUT, you need to take Bill's advice in this week's Short Attention Span Sales Tip. **[Click Here](#)**.
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On-demand Industry Training Webinars - PIM University

A No-Cost Benefit for PIM Members! Train On Your Schedule!

Training through **[PIM University](#)** is ideal for onboarding new hires and continuing education for current employees. If you have new employees that you need to get on-

boarded quickly, make the most of your membership dollar by utilizing PIM's on demand training! Targeted tracks help make sure each audience is receiving specific content tailored to their work experience.

[Learn More About PIM University, Click Here.](#)

Comfort™ By GRAVIE As A First-Of-Its-Kind Health Insurance Plan

Comfort™ by GRAVIE is a first-of-its-kind health insurance plan that provides zero-deductible, zero-copay, and 100% coverage on most common healthcare services while utilizing one of the nation's largest networks! This health plan opportunity has perks you will not find anywhere else, including guaranteed savings for any group able to provide minimal required information!

[Learn More, Click Here.](#)

UPCOMING EVENTS & CLASSES

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

January 2024:

[PIM Star Awards - Call for Entries Deadline](#)

January 31, 2024 from 12:00 PM (CST) to PIM's Office, Bloomington, MN

Awards Deadline – Do you have a printed piece so flawless that its craftsmanship should be awarded? Do you want to recognize a person who has gone above and beyond this year? PIM has an award program just for you, our Star Awards. This program has two parts your company can participate in; submit printed entries and nominate co-workers. You can participate in one or both! [Learn More & Find Forms.](#)

March 2024:

[5th Annual PIM Young Professionals at Topgolf](#)

March 7, 2024 from 4:00 PM to 7:00 PM (CST) at Topgolf, Brooklyn Center, MN

In-person Event – PIM Young Professionals (YP) will be trying out their golf skills at TopGolf. Come practice your golf swing and play some games March 7, 2024. Delicious appetizers will be provided and a cash bar available. [Learn More & Register.](#)

MEMBER NEWS

Dorian Studio Inc. modernizes their die-cutting equipment with the Insignia6H Rotary Die Cutter by Rollem.

Headquartered in Spokane, WA, and founded in 1914, Dorian Studio Inc. is family owned and operated, providing school photography and yearbook services to the Western United States. Dorian Studio is “Dedicated to creativity, superior quality, exceptional service and honest value in photography.”

[Continue Reading Full Article, Click Here.](#)

Call For Submissions - 2023 Q4 Staffing And Economic Survey Is Open Online

January 15, 2024 — The Semper Workforce Solutions quarterly survey of print, graphics and packaging companies opens today. The 2023 fourth Quarter Staffing and Economic survey asks nine simple questions and should only take a couple of minutes to complete. The Semper leadership team analyzes and presents the results from a hiring and retention viewpoint. The goal is to help managers and owners prepare for the short term and forecast into the future.

[Learn More, Click Here.](#)

The John Roberts Company Acquires W+D 410 Easy Enveloper to Enhance Efficiency and Savings

Minneapolis, MN – January 17 - The John Roberts Company, a leading direct mail solutions provider, announced the acquisition of a W+D 410 Easy Enveloper today. This cutting-edge envelope machine will streamline the company's mail processing operations, leading to significant time and cost savings for its customers.

[Continue Reading Full Article, Click Here.](#)

Dixie Signs & Decals, Inc., Florence, AL, upgrades kiss-cutting technology with a Rollem 36" Semi-Slitter model

Dixie Signs & Decals, Inc. has been a manufacturer of custom decals, nameplates, and pressure sensitive labels for over 37 years. They are now known as one of the leading providers of high quality screen printed graphics. Specialties include metal product labels and nameplates, vinyl decals, self adhesive plastic labels, metal signs, and poly-carbonate / Lexan™ identification graphics.

[Continue Reading Full Article, Click Here.](#)

Digital Print Solutions Elevates Americas Print Show Experience With Strategic Acquisition

CLEVELAND, OHIO - JANUARY 4, 2024 - Digital Print Solutions (DPS), Cleveland, Ohio, has announced the acquisition of the Americas Print Show (APS), ushering in a new era for print and graphics events. Effective immediately, DPS will assume reins of the 2024 show, which will be May 8-9, 2024, at the Huntington Convention Center in Cleveland.

[Continue Reading Full Article, Click Here.](#)

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

Do not miss an email and mailing! Update your email preferences, [click here](#).



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

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