



March 20, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### Printing Industry Performance & Insights – Financial Benchmarking Survey

The survey will be open for three weeks - April 1st to 19th

Industry financial benchmarks help in budgeting, making strategic decisions, and finding a path to improve performance. So, we are excited about the April 2024 – “*Printing Industry Performance & Insights*” survey, which will build financial benchmarks. We aim to provide company leaders with comparable and relevant financial benchmarks. To make our financial benchmarks credible and valid, we need a bunch of completed surveys. Help us develop knowledge that will help you by completing our survey!

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### Looking for Printer or Printers to Donate Printing to Help Print Student Pocketbook Constitution

Educators in Minnesota (needs 5444 copies), Iowa (1746 copies), Nebraska (1313 copies) North (560 copies) & South (564 copies) Dakota have requested these pocketbooks, in return, you can get promoted on the back of the book!

[Learn More & Download PDF, Click Here.](#)

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### Upcoming Events from PIM Partner ABI (Iowa Association of Business & Industry)

[Learn More, Click Here.](#)

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### Free Employment Referral Services for PIM Members

**PIM Is Here to Help. Post Your Job Openings. No-Cost Benefit for PIM Members.**

PIM Employers can [select resumes](#) to be forwarded to you and can provide information about your [openings](#) so that job seekers can find you free of charge. If you are looking for a new job, you can also [review job openings](#) and anonymous [post your resume](#) for potential employers to download. Review more at [PIM Employment Referral](#).

[Learn More, Click Here.](#)

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

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## Have You Received Your Copy Yet?

If you have not received a copy, please [email Sadie](#) & she will send you a guide

Printing Industry Midwest's (PIM) [Print Buyers Guide & Membership Directory](#) is a resource for print decision makers across the country. Logo ads, full page ads and inserts fill this guide with valuable information and discover more about the companies on [PrintAccess \(www.printaccess.com\)](#). You can update and maintain your PrintAccess listing throughout the year for free. Some features are only available for [paid advertisers](#). If you have any questions, please [email Sadie](#).

[Learn More About PIM's Buyers Guide, Click Here.](#)

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## June Will Be Here Soon! Do You Have Your Ticket?

June 13, 2024 at the JW Marriott at the Mall of America, Bloomington, MN

PIM's Star Awards Banquet is our biggest event of the year and we have moved to a **NEW LOCATION** so more print professionals can come!! This [annual banquet](#) is the most prestigious symbol of printing excellence throughout the Midwest. Come collect your awards if you entered into the competition or come support & celebrate with your peers! Either way June 13th is going to be a party!

[Learn More & Register, Click Here.](#)

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## PIM University Can Be Used for New Employee Orientation - Check It Out!

**On-Demand Industry Training Webinars. No-Cost Benefit for PIM Members.**

[PIM University](#) gives you training on your schedule. It is ideal for onboarding new hires and continuing education for current employees. PIM University has great content for new employee orientation, sales, bindery, press, prepress and CSRs. Targeted tracks help make sure each audience is receiving specific content tailored to their work experience. Make the most of your membership dollars!

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

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## PIM Member Discounts & Service Benefits

## Discover What PIM's Grainger & UPS Programs Have to Offer

- PIM partnered with [Grainger](#) to provide our members with discounts and service benefits. Take advantage of discounts from a minimum of 5% and up to 17% on popular categories.
- To take advantage of our member-only savings, [sign up for a new account](#) or simply re-enroll and apply our savings to your existing UPS account. Learn about this program, [click here](#).

Access your savings or learn more, contact [Ben Dally](#). View more PIM Group Buying Discounts, [click here](#).

[Learn More, Click Here.](#)

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

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## StrateX Article: Equipment Location – Layouts and Cells

Many times, companies buy equipment and try to find a place where they can put it in their shop. After a few years, the flow in the shop is a complete mess. Excess moves are one of the seven wastes in lean. Not only that, but with longer moves, usually there is wait time associated, often to the point that the work in process is put on a shelf until the next operation is ready to work on it.

[Download Article, Click Here.](#)

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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](mailto:bill@salesvault.pro). Here are some sales tips from Bill...

- **[March 18 - Sales Worthiness](#)** - You are reaching for the phone to call a top decision-maker when a feeling comes over you: Why would anyone listen to you? This kind of self-doubt is not unusual. The question is, will you listen to that voice? Perhaps you should listen to Bill Farquharson's Short Attention Span Sales Tip instead. [Click Here.](#)
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## Mailers Hub Updates

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](http://www.MailersHub.com). A few headlines in the news...

- BOG OJT? - No experience? No worries
- OIG Examines Safety and Compliance of USPS Contract Transportation - Knowing drivers are trustworthy would be a good idea
- "Local Transportation Optimization" Impacts Service - Full trucks and "efficiency" trump service
- Significant Mail Volume Remains Excluded from Measurement - Scores are likely better if billions of pieces aren't measured
- USPS Ends Weekly Press Releases - Nothing worth bragging about
- Your Playbook is Risking Your Whole Game - An executive coach offers advice
- And More...

[Download News, Click Here.](#)

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## 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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## 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.](#)

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## NEW! PIM Store - Get Your PIM Merch!!!

Find some fun PIM merch at our new [PIM Store](#)!! We have PIM shirts, sweatshirts, hats, water bottles and tumblers. Purchase gear for yourself or a co-worker! Wear or bring your PIM merch to our next event or tag us in a picture on social media of your PIM merch.

[Visit Our Store, Click Here.](#)

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## Take Control Over Your Email

Did you know you can control how many PIM emails you receive? You can select and deselect categories of interest to help monitor the number of emails you receive. If you want even less emails you can opt to receive only the eLoupe News emails.

[Learn More, Click Here.](#)

# UPCOMING EVENTS & CLASSES

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

## March 2024:

### [PIM Webinar Personal Branding through LinkedIn](#)

**March 27, 2024 from 10:00 AM to 11:00 AM (CST) an Online-Only Webinar**

*Online-Only Webinar* – In this new and exciting webinar, you will learn 5 actionable steps that you can take to build your personal brand through LinkedIn and create the profile your brand deserves. If you are in sales or business development, optimizing your personal brand is a necessity, especially with so much of the sales cycle taking place online these days. [Learn More & Register.](#)

### [PIM Financial Executives Council](#)

**March 28, 2024 from 11:30 AM to 1:00 PM (CST) an Online-Only Webinar**

*Online-Only Webinar* – Join us for an essential session at our bi-monthly Financial Executive Council meeting, featuring Alison Felix, Senior Policy Advisor and Economic Research Expert at the Federal Reserve Bank. Dive deep into the complexities of the national economy with a forward-looking perspective that's vital for every financial executive in the printing industry. [Learn More & Register.](#)

## April 2024:

### [PIM Virtual Series – Master Class Driving Leadership in Print – Presented by Debbie Nicholson](#)

**April 3 to April 23 from 1:00 PM to 2:00 PM (CST) an Online-Only Webinar**

*Online-Only Webinar* – You will learn how to integrate new managers into Leadership roles, elevate current Leadership with new skills, lead from behind by harnessing employee's collective genius and foster teamwork, accountability, communication and transparency. [Learn More & Register.](#)

## June 2024:

### [PIM 2024 Star Awards Banquet](#)

**June 13, 2024 from 4:30 PM to 9:00 PM (CST) at the JW Marriott Minneapolis at the Mall of America, Bloomington, MN**

*In-person Event* – This is PIM's biggest event of the year and we have moved to a **NEW LOCATION** so more print professionals can come!! This annual banquet is the most prestigious symbol of printing excellence throughout the Midwest. Come collect your awards if you entered into the competition or come support & celebrate with your peers! Either way June 13th is going to be a party! [Learn More & Register.](#)

## MEMBER NEWS

### [Rollem International Announces Live Demonstrations and Collaboration at Edge Indianapolis](#)

“The 2024 Edge event marks Rollem International’s 14th year highlighting our newest technology to Edge participants including the Insignia6H Die-Cutter and a collaboration with Nobelus and Komfi. “Visitors will see Live demonstrations on the Insignia6H PLUS Die-Cutter. Insignia Die-Cutters compliments HP Indigo presses by producing high value die-cutting and finishing for easy entry into packaging, folding carton, promotional, and photo product markets.

[Download Full Article, Click Here.](#)

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## Kodak News

- [The secret to inkjet success is in the inks – and primers](#)
  - [Kodak will present powerful solutions for digital and traditional print at drupa 2024](#)
  - [Kodak makes online collaboration more convenient and secure with the launch of PRINERGY INSITE Portals Version 10.0](#)
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## ENPOINTE made moves for its production facility

BROOKLYN PARK, MINN. — ENPOINTE has successfully added a second production facility adjacent to its existing location in Brooklyn Park, MN. ENPOINTE, a leading high-end print and direct marketing organization, has achieved a significant milestone with the expansion of its production and fulfillment capabilities in Brooklyn Park, MN. The company proudly announces the addition of a second production facility adjacent to its existing location, as well as a state-of-the-art Fulfillment Center nearby.

[Download Full Article, Click Here.](#)

Send your news to PIM by contacting Sadie Johnson at [sadie@pimw.org](mailto:sadie@pimw.org)  
Do not miss an email and mailing! Update your email preferences, [click here](#).



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

8011 34th Ave S., Suite 150, Bloomington, MN 55425  
612.400.6200 • [Contact PIM](#) • [www.pimw.org](http://www.pimw.org)



PIM staff works remote and has limited office hours. Please call or email staff before stopping by our office to ensure the office is open.

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