



April 2, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

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

The survey will be open for three weeks - April 1st to 19th - [Click Here](#)

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! Here are some points about the survey:

- Industry financial benchmarks help in finding a path to improve performance. So, we are excited about the April 2024 – “Printing Industry Performance & Insights” financial survey.
- We incorporated helpful suggestions printing company leaders made after taking last year’s financial benchmarking survey. Hopefully, those suggestions will make our survey a bit easier to complete.
- From the suggestions, we provide the option of sharing financial statements instead of entering numbers in our survey. However, if participants share their financial statements, they must complete the other parts of the survey.
- Our survey provides the opportunity to make more suggestions.
- Comparisons to last year’s financial benchmarking findings to this year’s numbers should provide helpful information.
- The more data we have (completed surveys), the more actionable knowledge we’ll draw from this survey.

[Take Survey, Click Here.](#)

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### A message from Federated Insurance- Tell Minnesota Lawmakers to Protect Consumers and Our Court System

Here is a message from our partners at Federated Insurance about an important bill making its way through the Minnesota legislature... Lawmakers in St. Paul are considering misguided legislation (HF 3506) that could drive up frivolous litigation throughout the state, increasing costs for consumers and leading to higher insurance rates for policyholders. Help us call on state legislators to preserve a stable insurance market that keeps rates lower for Minnesotans by opposing HF 3506. You can use the link below to send an email to your legislators. Your zip code will assure that the email goes to the appropriate legislators. [Send a quick message to your lawmakers today urging them to vote NO on HF 3506.](#)

If passed, HF 3506 would move Minnesota closer to a comparative fault concept by allowing a 50% joint and several threshold for defendants, which would financially incentivize people to be less than responsible by rewarding increased irresponsibility with recovery. Allowing plaintiffs to recover from less-at-fault parties, as HF 3506 would do, will massively increase litigation and flood Minnesota courts with what was previously considered to be frivolous litigation.

If HF 3506 were to pass, Minnesota would be an extreme outlier nationally. Only five states in the country allow a 50% joint and several liability threshold for defendants. Ideally, joint and several liability should be eliminated in Minnesota. But, at the very least, plaintiffs should be banned from using joint-and-several liability to recover non-economic damages.

Minnesota already has the 12th highest tort tax in the country—and the increased lawsuit abuse we will likely see if lawmakers pass SB 3506 would likely cause those costs to rise. Minnesotans cannot afford to pay more! [Please take two minutes to call on lawmakers in St. Paul to reject HF 3506.](#)

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## Top 5 Employee Benefits to Offer Experienced Job Seekers and Your Best Employees - April 3rd

Employee benefits have become just as important as pay when trying to recruit or retain the most skilled workforce. Learn how these benefits are critical in building employees' mental, physical, emotional and financial health and in return, companies are rewarded with employee engagement, loyalty and retention. Join DEED's Workforce Strategy Consultant team for a virtual discussion to learn about the top five benefits to offer experienced job seekers and your best employees, which leads to greater employee satisfaction and retention.

[Learn More & Register, 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.**

Printing Industry Midwest (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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## 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 Benefits - Let Us Help You Cut Your Shipping Expenses

**Unlock the full potential of what UPS® has to offer**

We understand that managing your shipping costs can be a challenge, which is why we want to help you save money and streamline your shipping process. In 2023, our UPS® Savings Program helped APAN members save a total of \$20315.31\* on their shipping expenses. From small packages to pallets, UPS offers a variety of shipping services and tools that can help you cut costs and increase productivity. With their expertise and flexibility, you can have peace of mind knowing that you are shipping efficiently. 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.

*Terms and Conditions: Must be included with any mention of UPS (other than social media).*

\*Includes UPS Small Pack, UPS Freight, UPS GFP, and UPS SCS shipments for the full 2023 year. Savings calculation is based on discount amounts for service levels when compared to UPS 2023 daily rates.

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

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## The Management Guys Article: DISTRIBUTORS

We notice that those folks who used to be called “print brokers” are now called “print distributors.” Regardless of the name, knowledgeable players in this arena can be a valuable resource for printers. In the past, customers employed people who really knew printing—what it can do and how to organize it and buy it. These people are no longer around, the victims of corporate streamlining.

[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 25 - Initial Sales Skills](#)** - The first and most important thing to teach a sales rep is product knowledge, right? Well, it depends on who you ask. If you are asking Bill Farquharson, you will get a different answer in this week’s Short Attention Span Sales Tip. [Click Here.](#)
  - **[April 1 - A Cautionary Sales Tale](#)** - QUICK!!! Drop what you are doing and watch this sales tip. It might just keep you from unnecessarily giving away a lot of money. Here's Bill Farquharson Short Attention Span Sales Tip. [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...

- February CPI Defines Elements of Next Price Increase - Knowing what's coming doesn't make it any easier
- PRC Approves Zone 10, Faults Unresponsive USPS - That the prices are legal doesn't make the idea a good one
- Best Direct Mail Offers - Advice from a mail insider
- Report Finds Flaws in USPS "Elasticity" Models - Making projections with insufficient data may not yield good results
- PRC Open Inquiry into USPS Zone 10 Price Structure - The PRC will get answers one way or another and more...

[Download News, Click Here.](#)

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## 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...](#)

### 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

### Exciting News: MGX to Showcase Latest Innovations at Printing Industries Association, Inc. Paper and Substrate Show

St. Louis, Missouri - March 20, 2024 - MGX, a premier manufacturer of specialty substrates for the commercial printing industry, is thrilled to announce its participation in the upcoming Printing Industries Association, Inc. Paper and Substrate Show, scheduled for March 28, 2024.

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

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### EO Johnson Acquires Koch Office Group Business Technologies Division

Wausau, WI — EO Johnson Business Technologies has acquired Koch Office Group with offices in Des Moines and Cedar Rapids, IA. The move expands EO Johnson's

imaging, business technology, and digital transformation footprint in the Midwest. The acquisition was finalized February 1, 2024.

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

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## Paper Pros: An App You Can Count On!

For many people, math is an extremely valuable skill that was learned and then promptly forgotten. But hey! Don't let that slow your roll! Case's new Paper Pros App makes calculating, converting, and comparing paper and paperboard products as easy as sheeting fish in a barrel. Designed with simplicity in mind, this new app makes it effortless to...

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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](#).



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