



February 11, 2025 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

NEW! Success In Print with Kelly Mallozzi: Monthly Briefs

Review past January Briefs on [PIM University](#)

Kelly Mallozzi hosts **three briefs a month about marketing, culture and sales**. These briefs are quick, powerful programs (15-20 minutes) followed by as much Q+A time as you need. You can stay just for the presentations or take a deeper dive and ask some questions. Kelly Mallozzi is the president of Success In Print. She is active in Girls Who Print and an expert in LinkedIn for sales reps. Kelly's Total Sales Transformation is an intensive program to give your sales efforts a shot of adrenaline. Find Kelly through [SuccessInPrint.net](#). Review past briefs on [PIM University](#). Kelly is also offering Printing Industry Midwest (PIM) members help with their sales, [click here](#) to learn more.

If you want to participate in these live webinar briefs monthly, please contact [Kristin Pilling-Davis](#). If you need help logging in or have questions about PIM University, please contact [Ben Dally](#).

Survey Open - Print Beyond: Uncovering Key Trends and Drivers in Our Industry

February Printing Industry Performance Insights Study | [View Survey Here](#).

Our survey will examine key industry trends, such as the following: changes in revenue; demand for printed products; the impact of other printing company closures, mergers, or acquisitions on printing firms; the performance of firms offering non-traditional printing products/services; inflation effects; estimate win percentages; printing plate costs; and other relevant factors. We will provide data that you can use to assess and enhance your firm's strategy and performance. The insights from our findings may help you identify areas for improvement and potential strategic adjustments. Your participation is vital to this valuable report's success. It should take about 10-15 minutes to complete. Start the survey, [Click Here](#).

Fujifilm and the Americas Printing Association Network Expand Relationship with a Buying Power Program

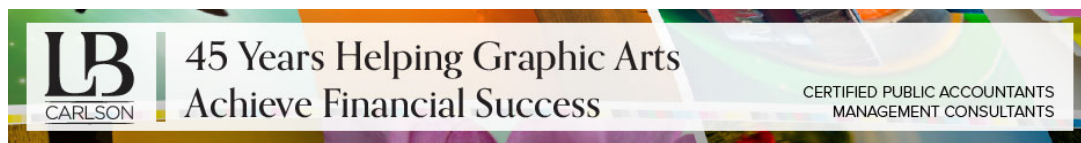
FUJIFILM North America Corporation, Graphic Communication Division, on January 30th announced that it is expanding its long existing relationship with the Americas Printing Association Network (APAN) with a new "Member Buying Power Program. As part of the ever-evolving relationship between both organizations, APAN Partner members can now realize

significant savings on Fujifilm print solutions enhancing their ability to access innovative tools and technology, essential for competing in today's fast-evolving print landscape. Download Full Article, [Click Here](#).

Help Pay For Your Education - PIMEF Scholarships

Deadline: April 1, 2025 | [View Application Here](#)

Printing Industry Midwest Education Foundation (PIMEF) is now accepting scholarship applications for the 2023-2024 school year. **Priority is given to the children of PIM member employees.** PIMEF scholarships are available to students pursuing a 2 or 4 year degree in graphic communication & print related majors. [Learn More, Click Here.](#)



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

Business Day in Des Moines is Next Month

ABI's annual Business Day in Des Moines event is just over a month from taking place. Business leaders from across the state will convene to hear from legislative leaders as they reveal the status of the legislative session from their perspective. Governor Reynolds has also been invited to speak. We will also have a special guest speaker that is yet to be announced. You will have the opportunity to ask questions as well. [Learn More & Register, Click Here.](#)

Iowa Association of Business and Industry (ABI)

Iowa Association of Business and Industry upcoming events. [Learn More, Click Here.](#)

Mailers Hub News

Printing Industry Midwest (PIM) members have access to [Mailers Hub](#). View the Mailers Hub upcoming event and webinars, [click here](#). [Download February 10th Newsletter.](#)

The Weekly Sales Tip 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. [February 3 Sales Tip: Advice to New Sales Reps](#) and [February 10 Sales Tip: Your Lead Gen Plan.](#)

UPCOMING EVENTS & CLASSES

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

March 2025:

[6th Annual PIM Young Professionals at TopGolf - Click to Learn More](#)

March 13, 2025 from 4:00 PM to 7:00 PM (CST) at TopGolf, Brooklyn Center, MN –

For the past five years PIM Young Professionals (YP) have gotten together to practice their golf skill and network with each other. Whether you are a pro golfer or a newbie, this event is a hit! Delicious appetizers will be provided and a cash bar available.

April 2025:

[PIM at PinSeekers – Tiffin, Iowa - Click to Learn More](#)

April 24, 2025 from 4:00 PM to 6:00 PM (CST) at PinSeekers, Tiffin, IA – You are

invited to PinSeekers to network and practice your golf swing. All skill levels are welcome! It's not about the golf but an opportunity for professionals in print to get together. Have a few laughs and maybe a little friendly competition!

MEMBER NEWS

TPSi increases finishing workflow and product offerings with Rollem's Insignia7H Die-Cutter and Dutch Cut Finishing System.

Since 1975, TPSi, headquartered in Tulsa, OK, has continuously grown and evolved their business model and corresponding production equipment to adapt to an ever-evolving industry. Challenge: Seeking to streamline the production of their transactional statements, TPSI wanted to maximize sheet impositions and improve the cutting process for faster converting. [Download Full Article, Click Here.](#)

David Barnes Joins Case Paper as Chief Revenue Officer

Case Paper is excited to welcome David Barnes into the fold as he prepares to rev up revenue as the Chief Revenue Officer (CRO). In this new role, David will focus on generating profitable revenue growth across Case's seven branches nationwide. As CRO, he will drive strategic planning and execution while building the sales infrastructure. David brings over 25 years of experience to his new role and most recently served as General Manager Semper/Exeter, a division of Cellmark. Additionally, his wealth of experience in sales and sales management will help inform initiatives designed to support Case's sales teams across each region. Especially after seeing Case's transformation in recent years, David is excited to join the team and contribute to their growth. [Continue Reading, Click Here.](#)

ENPOINTE Welcomes Industry Veteran Betsy Warren as New Account Executive

CENPOINTE, a leading provider of high-end print and data-driven direct marketing solutions, is excited to announce the addition of Betsy Warren as a new Account Executive. With 25 years of experience in the print and marketing industry, Betsy brings a wealth of expertise to the team. Her proven track record in direct mail, commercial printing, and online storefronts perfectly aligns with ENPOINTE's commitment to delivering innovative marketing solutions that drive results. [Download 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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