



# Scanner

## Doster named Interim Executive

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### Upcoming Events

## September

14: Charlotte: AM: PICA Associate Committee Meeting.

27-October 1: Charlotte: PICA/GASF Five-Day Sales Institute.  
PICA building.

28-30: Triad, Charlotte, Columbia:

**AM: Future of Wide Format Inkjet Printing.**

Associate workshop presented by Flint Ink.

**PM: Digital Color Production: What Device is Best for My Shop?**

Associate workshop presented by Konica Minolta.

## October

7: Wilmington: PrintForce Career Awareness Event for Educators.

22-24: Pawley's Island: PICA Fall Conference.

Pawley's Plantation, Hotel reservations: (800) 367-9959. For more info, see page 4.

26-28: Triad, Charlotte, Columbia:

**AM: Films, Vinyls & Clings for the Offset Press.**

Associate workshop presented by GPA.

**PM: Uncoated Paper for the Digital Press.**

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27: Raleigh: PrintForce Career Awareness Event for Educators.

28: Asheville: PrintForce Career Awareness Event for Educators.

28: Charlotte:

**AM: Marketing Digital Printing.**

**PM: Selling Digital Printing and Designing for Digital.**

29: PICA Awards entry deadline.

### Board of Directors plots new course for PICA

The Board of Directors has named staff veteran Gwen Doster as Interim Executive Director of The Printing Industry of the Carolinas, Inc. (PICA).

This follows the departure of Richard Spencer as president of the Association. "I thank Dick for his service to PICA for the last eleven years," said John deLoach, Chairman of the Board and president of Crowson-Stone Printing Company in Columbia, SC. "His recent successes in government affairs have marked a new opportunity for PICA to help the printing industry in North and South Carolina, and for that we are grateful. His skill at negotiations have helped PICA tremendously over the years, and his leadership in the Membership 2000 campaign led PICA through a period of intense growth."

Doster, who has been on the PICA staff since 1975, has been serving as Vice President of Administration. The PICA Board of Directors named her to the position of Interim Executive Director on August 10, 2004. "Gwen's appointment to interim executive marks an exciting time for PICA," said deLoach. "We are thrilled to have her expertise and experience in such a crucial time as this for the association and for the industry."

"I am honored by the confidence the Board has placed in me," said Doster. "I'll do the very best I can to help the organization grow and adapt to the opportunities of the future. We

have a great and dedicated staff that will do whatever it takes to make this a positive opportunity to position PICA for the future."

"This change in leadership and management will also be a driving force in PICA's new direction," said deLoach. "We hope that it will facilitate new thinking, fresh ideas, new chemistry and more interactive dynamics with the members."

#### Vision for PICA

The Board's vision for PICA includes reconnecting with its membership through current and new methods.

Regional area meetings will be held this fall, said deLoach, so members can express what they see as PICA's future.

"We want to combine the concept of area meetings with the need to discuss PICA's future



Doster

and vision," said deLoach, "and the future of the industry in North and South Carolina."

For more on this story, see CHAIRMAN'S LETTER on page 3.

### Summer Conference attracts 135 attendees



Printers, suppliers and spouses from the Carolinas and Georgia attended the Joint PICA-PIAG Summer Conference in Charleston July 22-25. Attendees walked away from the roundtables, pictured above, with real-time solutions they can immediately apply within their companies.

## Streamlined sales tax act exempt from N.C. House, Senate

The Printing Industry of the Carolinas, Inc. (PICA) recently celebrated a government affairs success when the North Carolina General Assembly passed the Sales Tax Exemption on Delivery Charges of Direct Mail.

This means that the charges for delivery of direct mail, including postage, are exempt from sales and use tax if the charges are separately stated on an invoice or similar billing document given to the purchaser.

"Our recent victory in the North Carolina legislature in which we were able to remove sales taxation on postage and delivery charges of direct mail printing was a great accomplishment," said Tom Reese, Chairman and CEO of The Hickory Printing Group in Conover, NC. Reese is also chair of PICA's NC Government

**"Our strategy was based on local printers talking with their legislators and every time we needed help, printers came through."**

– Lobbyist Don Beason

Affairs Committee. "Newsletters, catalogs, publications, advertising of all types daily go through the US mail and are the backbone of

the commercial printing business in our state. Postage is usually more than the value of the printed product itself and this additional 7% added charge could easily be more than enough to cause this printing to go to another state which does not have such a tax. Larger printing orders most assuredly would have moved, all causing considerable damage to our industry in loss of business, jobs, and possibly companies as well."

"The increase in cost for direct mail printing when you add sales tax to delivery charges, particularly postage, drives print buyers to other media (particularly electronic media) or neighboring states for their communication needs," said Richard Spencer, former president of PICA. "Printers, billing direct mail printing, need to separate their delivery charges, including postage, from other charges on their invoices to customers. Sales tax then applies only to manufacturing charges."

Printing Industries of America, of which PICA is an affiliate, was watching this action very closely. "PIA Government Affairs has been tracking a national project known as the State Streamlined Sales Tax Project for several years. Among the first states to implement this program was North Carolina which unfortunately chose the opportunity to implement the proposal by changing underlying state law to apply sales tax to postage in many print jobs," said Ben Cooper, PIA's Vice President for Public Affairs. "To set an example for other states that may take similar actions, PIA made a decision

to work with PICA to "draw a line" in North Carolina to overturn the new tax. It is our hope to use the experience in North Carolina to both prevent other states from taking similar action and to alert other PIA affiliates to the need to organize in advance."

In addition, the sales tax exemption on sales of paper, ink and other tangible personal property to commercial printers and commercial publishers was also passed, if they print or publish free periodicals. "This exemption applies only to 'free distribution periodicals,'" said Spencer. "The term 'free distribution periodical' means any publication that is published on a periodic basis monthly or more frequently, is provided without charge to the recipient, and is distributed in any manner other than by mail. The printers who print 'free distribution periodicals,' need to inform their suppliers of sales tax-exempt materials that are purchased to be used in the manufacture of 'free distribution periodicals.' The printers also will invoice to the publisher of the 'free distribution periodicals' free of sales tax."

This success was made possible by the printing industry, through acquiring a lobbyist and contacting their representatives. In addition, printing professionals from companies large and small contacted their representatives all over North Carolina to encourage them to support this bill.

"The sales tax legislation enacted by the North Carolina General Assembly was a direct Please see GOVERNMENT / page 4

PICA is a proud affiliate of



Fall Conference information on page 4.



# Hot Type

Your resource for industry events

## September

**14: Charlotte: AM: PICA Associate Committee Meeting.**

**15-17: Printing Industry Financial Executives: Fall Meeting.**  
Minneapolis, MN. Information: (412) 741-6860

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PICA building.

**28: Triad:**

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## October

**5: Clemson Intern Employer Day.**  
Clemson University.

**7: Wilmington: PrintForce Career Awareness Event for Educators.**

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See page 6 for details.

**PM: Selling Digital Printing and Designing for Digital.**

See page 6 for details.

**29: PICA Awards entry deadline.**

## November

**2: Greensboro: PrintForce Career Awareness Event for Educators.**



## Triad largest print market in Carolinas

The North Carolina Triad is the largest print market in the Carolinas and the 23rd largest for dollar shipments in the nation, according to the 2004 Print Market Atlas, published by Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF).

Greensboro/Winston-Salem/High Point has 234 printing establishments, \$1,330.11 million in shipments and employs 8,504 people.

Coming in second in the Carolinas and 34th in the nation is the Charlotte/Gastonia/Rock Hill market, with 220 establishments, shipments of \$917.32 million and employing 6,564 people.

Raleigh/Durham/Chapel Hill has 168 establishments, \$676.66 million in shipments and 4,708 employees. It is third in the Carolinas and ranks 54th in the nation for shipments.

Coming up fourth in the Carolinas is the Greenville/Spartanburg/Anderson market, which has 108 printing establishments, ships \$629.79 million and employs 3,961 people.

Hickory/Morganton/Lenoir has 44 establishments, ships \$303.02 million and has 1,822 employees. Columbia has 64 printing establishments, ships \$263.38 million and employs 1,806. Charleston has 47 establishments, ships \$142.18 and employs 926 people.

Wilmington has 28 establishments with shipments of \$109.68 million and employs 673 people. Asheville has 38 establishments with 753 employees and \$109.57 million in shipments. Myrtle Beach has 26 establishments, \$101.94 million in shipments and 606 employees. Greenville, NC has 16 establishments, ships \$29.04 million and has 227 people employed.

The top five market segments in the dollar amount shipped in North Carolina are, in order, general commercial printing, package printing, newspaper printing, book printing, and prepress services. The top five market segments for South Carolina are, in order, newspaper printing, general commercial printing, package printing, screen printing, and business forms printing.

The top five largest print markets in the United States, in order of shipments, are California, Illinois, New York, Pennsylvania, and Texas.

In the United States, there are 26,489 companies with under 10 employees and 13,073 companies with 10-49 employees. There are 2,568 companies with 50-99 employees and 1,639 companies with 100-249 employees. There are 745 companies that employ more than 250 employees. There are over 1.1 million people employed in the United States printing industry.

This information is from the 2004 Print Market Atlas and is available through [www.gain.net](http://www.gain.net).

## NAPL economic indicators are rising

**Good news tempered by cost inflation, low prices, intense competition**

The printing industry continues to gain strength, according to the latest economic indicators from the National Association for Printing Leadership (NAPL). Sales are up,

## INDUSTRY WATCH

### New Mac Papers facility opens in Raleigh



Mac Papers – Raleigh is pleased to announce the opening of their new, 85,000 square foot sales and distribution facility. Mac Papers – Raleigh General Manager Bobby Ferrell contributes their success to the support from the printers, agencies, end-users, and in general the graphic arts community in the Triangle and eastern North Carolina. The new facility is nearly three times larger than the first, which initially opened doors in 1996. The branch has earned the prestigious Mac Papers Branch of the Year twice, winning in 1998 and 2002.

and a host of other indicators, including work-on-hand and confidence, show the upturn is continuing. NAPL economists caution, however, that it's important for printers to keep the good news in perspective.

"We're rebounding from very depressed levels," said Andrew Paparozzi, NAPL vice president and chief economist. "After three years of recession, we have to make up a lot of ground. Also, costs are rising, markets are getting more competitive, and prices, although stabilizing, aren't coming all the way back."

The economic analysis comes from NAPL's Printing Economic Research Center (PERC), which produces research and publications sponsored by Heidelberg, Kennesaw, Georgia.

Among the rising indicators is the NAPL Printing Business Index™ (PBI™), the Association's broadest measure of print activity, which rose to 59.9 in April from 58.1 in March and 54.0 in January. The PBI has been above the critical 50.0 mark—the point at which more printers report activity is picking up than report it is slowing down—for 10 consecutive months.

## PIA/GATF Premier Print Award winners announced

**Paragon Press, Classic Graphics win Bennys**

PIA/GATF has announced the recipients of the 2004 Premier Print Awards.

In South Carolina, Sheriar Press, Myrtle Beach, received one Award of Recognition and one Certificate of Merit.

In North Carolina, winning the coveted Benny, were Paragon Press and Classic Graphics, Inc., both of Charlotte.

Signature Press, Inc. in Conover, NC received a Best of Division award.

Six companies received the Award of Recognition. Belk Printing Technologies, Inc., Charlotte, NC, received two; Blue Ridge Printing Company, Asheville, NC, received one. Classic Graphics received three and Hutchison Allgood Printing Company, Winston-Salem, NC received one. Metrographics, Charlotte, NC, and Paragon Press each received one.

Several companies in North Carolina received a Certificate of Merit in the Premier Print Awards. Belk Printing Technologies received one; Blue Ridge Printing received three and Classic Graphics received five. Graphic Printing Services, Greensboro, NC, received one as did Harperprints in Henderson, NC. Hutchison Allgood Printing received four Certificates of Merit. Keiger Printing Company, Inc., Winston-Salem, NC, received two and Paragon Press received one Certificate of Merit.

All Best of Category award winners in the annual PICA Awards receive complimentary entry into PIA/GATF's Premier Print Awards competition.

The deadline to enter the PICA Awards is October 29; the competition is only open to members of the Association.

## InterTech Technology Awards announced

PIA/GATF has announced the recipients of the 2004 GATF InterTech Technology Awards.

InterTech Technology Award recipients reflect a unique cross-section of industry innovations.

A few PICA members received InterTech Technology awards. Heidelberg USA, Inc.'s Speedmaster 52 with Inline Die-Cutting received an Intertech award. Max Daetwyler Corporation received the award for its Vision 3 Engraving Head. Xerox Corporation - Production Systems Group received an InterTech award for its Xerox iGen3™ Digital Production Press. Printers' Service (Prisco) is the semi-exclusive international distributor of FloClear™ Fountain Solution Recycling System, which received an InterTech Technology Award. The solution is manufactured by FloClear, LLC.

## Color VDP growth opportunities studied

A new study published by the GAMIS provides an inside look at color variable data printing opportunities.

While the study points out that color variable data printing may not immediately be poised for explosive growth, there are pockets of success and compelling evidence that these applications can be profitable for printers.

Variable Data Imaging Opportunities with Digital Printing Presses was completed in late 2003 by INTERQUEST, Charlottesville, VA.

According to the GAMIS study, in the context of the entire \$90 billion sales in the printing industry, jobs that incorporate color variable data elements are relatively meager. All pages produced on digital

toner and ink jet production systems in monochrome and color account for 10% or less of all print sales, and pages that include full color variable data represent about 10% of that portion or just 1% of the entire printing industry.

Factors that affect the overall health of the printing industry—such as the economy and competition for advertising dollars from alternative media—are also dampening the growth of color variable data printing.

The study reveals good news for printers willing to commit resources to develop this side of the business – print providers surveyed for this study forecast a growth of 57% per year in color variable data printing (CVDP) revenue, and buyers expect these types of print purchases will grow 54% annually.





## TECHNOLOGY TIP

### Importance of press testing

By William McLauchlan  
Senior Technical Consultant  
GATF

With all the talk of fingerprinting presses and benchmarking presses, we need to remember where this whole process needs to start. Dare I say, that we need to first verify that the press itself is in optimal mechanical condition!

Testing of this kind will give the printer a solid base from which to work. Color profiling tests can now be printed with confidence that there are no mechanical influences being brought to bear on the printed sheet. Color curves can be applied where necessary and the entire process becomes more stable.

Call PIA/GATF with your technical questions at (412) 741-6860.

## BUSINESS DEVELOPMENT

### Update your enlarged buying center mailing list

By Sid Chadwick

Changing market conditions usually create opportunities for the supplier willing to implement change to capture new opportunities for additional business.

With customer organizations downsizing, the person who buys print (and often it's multiple personnel) may have a wide range of titles. That person, regardless of their position, is often less familiar with print and graphic arts, and is therefore dependent on other key positions for advice, recommendations, and even the "final decision" of who to buy from.

Additionally, with less time to see prospective supplier's sales reps, developing new accounts is increasingly more difficult for most Sales Reps.

To support a steady stream of new business, concentrate on keeping your company's "customer mailing list" updated. To that effort, work to insure it particularly includes target customer and prospects' "enlarged buying center" personnel. These key personnel can be critical in invisible ways - for recommending your company for a project, and even suggesting that your company receive a call for suggestions and ideas to solve a problem the account is experiencing.

To "test" your mailing list, examine how many recipients represent the one and only name for a target prospect or customer. Such evidence indicates a lack of recognition that "the enlarged buying center" is engaged through your company's mailing list.

And to support your all-important self-promotion efforts, work to insure that your company's self-promotion pieces truly represent your company's market differentiation, and that target prospects are in alignment with your company's strategy for "new account development."

If there's little in writing regarding your company's direction or market strategy, ask that it be developed.

Chadwick Consulting, located in Lewisville, NC, (336) 945-0645 works with graphic arts organizations and focuses on improving company strategy and business development.

## BOOK REVIEW

### UV and Hybrid Inks: A Benchmark Study-A GATF Research and Technology Report

Author: John Lind  
Item Number: 1636  
Non-Member Price: \$199.00  
PICA Member Price: \$99.00

The UV and hybrid UV markets have been growing over the last two decades; hybrid UV applications are less than five years old and growing rapidly. This study examines the issues relative to succeeding with these UV and hybrid UV technologies in the marketplace and also shares the printing conditions of the leading suppliers and their customers.

In addition to providing the opportunity for discussion with suppliers and printers using the technology, the study also generated test forms printed by the participants and returned for a benchmark gallery. The samples were measured for various print attributes-solid density, tone value increase, overprint trapping, print gloss, and abrasion resistance-in the PIA/GATF Preucil Print Analysis laboratory. UV and Hybrid Inks: A Benchmark Study shares these results and also reviews the techno-economic issues, project protocol, printer case studies, and the process control print attributes for each participating printer.

### Color and Its Reproduction, Third Edition

Author: Gary G. Field  
Item Number: 14303  
Non-Member Price: \$99.00  
PICA Member Price: \$75.00

Color and Its Reproduction is a comprehensive guide to just that: color and its reproduction-in theory and in practice. This authoritative guide to color theory and color reproduction in the graphic arts has been fully updated and reorganized, now placing greater emphasis on digital imaging technologies. It contains the industry's most thorough coverage of all facets of color, from color vision and measurement to the elusive

but critical topics of color quality objectives and color communication.

More than 40% of this revised edition is new; fifteen chapters cover all aspects of the field in-depth, including: color theory, color systems, color perception fundamentals, color printing, color reproduction objectives, color separation, color proofing, and color quality strategy. This authoritative text is ideal for all those who must make informed judgments about color reproduction quality-graphic arts professionals, technical specialists, and print buyers.

### What the Printer Should Know About Ink, Third Edition

Author: Nelson R. Eldred  
Item Number: 13113  
Non-Member Price: \$99.00  
PICA Member Price: \$75.00

This comprehensive overview of the fundamentals of ink in the printing industry covers everything from the components of printing inks to testing and specification and includes troubleshooting charts for litho, gravure, flexo, letterpress, and screen inks. Presented in an easy-to-understand format, this book is a valuable reference tool for students and industry representatives alike. This third edition includes chapters on energy-curing inks and coatings, inkjet inks, and health, safety, and the environment.

### Chemistry for the Graphic Arts, Third Edition

Author: Nelson R. Eldred  
Item Number: 14013  
Non-Member Price: \$99.00  
PICA Member Price: \$75.00

The third edition of this important reference explores the chemical processes that are basic to or play an important role in many graphic arts operations. Beneficial for the newcomer and the seasoned professional, this book helps to develop a working knowledge of chemistry basics before progressing into the chemistry involved in the graphic arts, including coverage of pH and conductivity, water purification, digital proof-

ing, inkjet printing, and chemical safety.

To order any of these publications, visit the GAIN bookstore at [www.gain.net](http://www.gain.net), or call (800) 662-3916.

## Library Parade

The following books are available in the PICA Library and can be loaned to members for two weeks.

### Work Smarter, Not Harder: Ergonomics in the Printing Industry

Compiled by PIA

### The PDF Print Production Guide

By Joseph Marin and Julie Shaffer

### The GATF Guide to Direct-Image Presses

By Richard M. Adams II and Frank J. Romano

### Stochastic & Hybrid Screening Printability Study

By Gregory M. Radencic

### At the Finishing Line: A Primer for New Bindery Workers

By Frances M. Wieloch

The Library gives members an excellent way to peruse books before purchase. Call PICA at (704) 357-1150 for more information.

## CHAIRMAN'S LETTER



**John deLoach III**  
Chairman,  
PICA Board of  
Directors  
Crowson-Stone  
Printing Company  
Columbia, SC

### PICA to reconnect with membership

Dear Friends of PICA,

It is an honor and a privilege to have been elected your Chairman. I thank our Immediate Past Chairman - Barry Long - and the entire Executive Committee and Board for their steady leadership during a challenging, yet rewarding, past year.

As I write this, your association finds itself in the midst of significant change. Dick Spencer's departure and the appointment of Gwen Doster as Interim Executive Director marks the closing of one and the opening of another chapter in PICA's long history; I am delighted to report that your incoming Board of Directors, Gwen and the entire PICA staff are unified in their optimism and enthusiasm over the opportunity to understand and respond to your challenges by bringing fresh solutions to each and every PICA member.

I have also been humbled to have received so many calls expressing support and

encouragement from literally every corner of the Carolinas. The staff at PICA headquarters has experienced this, also. To those of you that have taken the time out of your busy day to call, I express my sincerest thanks. You can't imagine how motivating it is to hear from you.

So, where do we go from here? First, let's revisit PICA's mission statement:

"...to protect and promote the common interest of the printing industry and to help our members prosper, both individually and collectively, through fellowship, education and cooperative action."

Our immediate objective is to seek to redefine exactly what "common interest" means, and to do this by reconnecting with each of you, personally and face-to-face. You - not the board or the staff - must shape the future of PICA as an organization built on your requirements and what you consider relevant - even essential - to the future of your business. This must then evolve into an ongoing process that revisits and refines our value proposition so that PICA remains essential as our industry continues to change.

In the coming weeks, we will be undertaking a series of "open forum" meetings in virtually every area of the Carolinas. The purpose of these meetings will be to reconnect with all of you in a convenient and relaxed session. We want our industry - current, past and prospective members - to explore specifically what "the essential PICA" should look like in a "town hall meeting" environment. We have a clean slate... no sacred cows... an eager and enthusiastic staff... truly a unique

opportunity to create our own future together. I urge you to take advantage and be part of the excitement. PICA's future depends on it!

As these meetings take place, look for regular communication from PICA that will keep you informed of our progress and what your industry colleagues are saying. When our blitz is complete, we'll compile and distribute a thorough summary of your recommendations. As our joint vision for PICA's future becomes clear, we can begin to consider how we should respond, and what resources and leadership are necessary.

Thank you for your continued support of your association. I am proud to be associated with the finest in our industry, and even more proud to have the chance to serve you this exciting and challenging year. My goal for my term as your Chairman is to do whatever is necessary to help you create your "essential PICA." I need your ideas and suggestions to do this. Please, PLEASE!...get in touch with me if there is anything I can do to foster this growth environment. You may call me at (888) 576-0606, or e-mail me at [jdeloach@crowsonstone.com](mailto:jdeloach@crowsonstone.com). I hope to hear from you soon.

Yours truly,



PrintForce will hold first-ever events in Greensboro, Myrtle Beach, Wilmington

# Wilmington to launch new PrintForce events

PrintForce will hold events in important, key areas for the first time since the workforce development initiative was started six years ago.

All of the new Career Awareness Events target educators as attendees. Guidance counselors, school-to-work professionals, career-technology educators, graphic arts

instructors, journalism, art and yearbook teachers will be invited to the events. These educators then talk with their students about the event and the wide variety of career opportunities that are available in the printing industry.

Different sizes, processes and types of companies are toured during the event to give educators and students the widest possible glimpse into the industry.

The first-ever Wilmington Career Awareness Event for Educators will be held on October 7. Educators will tour commercial offset printer Linprint Company and flexographic printer Prestige Label.

On October 27, educators will attend the second Raleigh event. The first and last event held in the Triangle was in September 1999 – so this year's event is being treated as a new area. Educators will tour Henry Wurst, a commercial offset web company; the Raleigh News & Observer, a flexographic newspaper, and commercial sheetfed company Commercial Printing.

The Asheville event will be held in conjunction with the Asheville-Buncombe Educator in Industry event on October 28.

The long-awaited Greensboro Career Awareness Event will be held on November 2. Educators will tour Pharmagraphics, and Graphic Printing Services, a Best of the Best

Workplace in America award winner from Master Printers of America, featuring offset and narrow-web flexo. The Greensboro event is particularly important because of the absence of any high school or two-year collegiate graphic arts program in Guilford County, despite the fact that the Triad area is the largest print market in the Carolinas.

The first-ever Myrtle Beach Career Awareness Event will be held February 21, 2005. Attendees will tour Sheriar Press and another local printing company. Both the Wilmington and Myrtle Beach events mark the first time PrintForce has been able to secure dates with local school systems for events on the Carolina coastline.

Graphic Arts The Charlotte Show, to be held March 17-19, 2005, will feature the Student Graphic Awareness Event on Thursday, March 17 with about 500 students in graphic arts and related studies.

Winston-Salem's Career Awareness Event for Students will be held on Wednesday, April 13.

Career Awareness Events, which make young people aware of the employment opportunities in printing, are made possible because of the generous financial support of PrintForce contributors. Without the support of the PrintForce contributors, these events could not take place.



Students from the Triad area attended the Winston-Salem Career Awareness Event for Students on April 27, 2004, held at Forsyth Technical Community College (above), Salem Printing and Winston Packaging. The next student event in Winston-Salem will be April 13, 2005.

## Government Affairs

Continued from page 1

result of the legislative contacts made by members of The Printing Industry of the Carolinas. Our strategy was based on local printers talking with their legislators and every time we needed help, printers came through," said lobbyist Don Beason.

"There are a lot of people who made this success possible," said Spencer. "Tom Reese, Hickory Printing, Chairman of the NC Government Affairs Committee and his committee, who led the campaign to inform NC legislators of the importance of this bill. Also, all the printers who called their local legislators to drum up support for this important issue. Those who gave financial support were very important to this success. PIA paid 50% of the cost of the lobbyist, while several printers stepped up to the plate with donations to the lobbyist. PICA is still seeking an additional \$12,000 from members to help defray the cost of the lobbyist. PICA is also very appreciative of Senator Austin Allran of Hickory who sponsored the bill in the Senate and Rep. David Miner, who sponsored the bill in the House. Also, House and Senate leadership on both sides of the aisle supported this bill enthusiastically. Don Beason, PICA's lobbyist, fulfilled all of our expectations."

"I want to express our most heartfelt thanks and gratitude to all of those printers and our friends in the North Carolina State legislature who helped us win this battle," said Reese.

"In Raleigh, we owe special thanks to Speaker Morgan's Chief of Staff, Ms. Sabra J. Faires," said Beason. "Prior to joining the Speaker, Ms. Faires was the Assistant Secretary of Revenue in charge of Tax Administration and the Streamlined Sales Tax Program. Without her support our legislation would not have been possible."

### Not resting on laurels

As the printing industry in North Carolina moves forward with these successes, PICA will not rest on its laurels, but will begin addressing other government affairs needs.

"Our next challenge is to address North Carolina state print buying," said Spencer. "Unlike all our neighboring states, North Carolina does not have a minimum 10% lower price requirement before printing can go to an out-of-state printer. This results in millions of lost printing to North Carolina printers and equally a loss of hundreds of

jobs in North Carolina."

Spencer said the South Carolina Government Affairs committee will handle any issues or needs that come up. That committee is chaired by Jimmy Doar of Wentworth Printing in Columbia.

### Grassroots involvement

Just as in the streamlined sales tax issue, grassroots actions are extremely important to letting legislators know about the issues faced in the printing industry.

"Grassroots is critical to any success the industry expects to have in state or federal legislatures but it is much more than a tool to pass or defeat bills," said Cooper.

"Legislative action is far from over and we have several very important items to be faced," reiterated Reese. "One is the post office reorganization plan which is before the US Congress. The other is in North Carolina with the need to secure new legislation which will require all state contract printing be purchased from North Carolina printers unless the cost from out of state sources is at least 10% below the lowest price received from a North Carolina printer. This is going to be a tough one. Other industries have tried with limited success. We will need a lot of help and contacts here."

Cooper said, "A lot of times, we think of 'grassroots' as simply contacting legislators on a specific bill. In fact, 'grassroots' is a much broader term encompassing industry awareness, marketing, regulatory action, political action and, when necessary, lobbying. Printing is a dominant industry in virtually every state in the country but many times we have to sell ourselves. A well organized grassroots program will accomplish much of this well in advance of need, making the entire process more efficient."

Part of PICA's grassroots efforts will be a new activity within PrintForce. During this academic year, legislators will be invited to attend local Career Awareness Events to increase their awareness of the industry, its size, needs, and employment base.

For more information on how you can become a part of PICA's grassroots government affairs efforts, call (704) 357-1150 or email [pica@picanet.org](mailto:pica@picanet.org).

## Pawley's Island to host Fall Conference

The 2004 PICA Fall Conference will feature several breakout sessions guaranteed to increase a printing companies' bottom line and improve productivity.

The conference will be held October 22-24 at Pawley's Island, SC.

### General Sessions

#### Workflow

Speaker: Joe Suffuleto, GATF

#### Getting Value Added from your B&W and Color Copiers with Variable Data Printing and Designing for Variable Data Printing

Speaker: John Leininger, Clemson University

### Breakout Session: Software

#### QuarkXPress – Troubleshooting, Issues, & Preview of Quark XPress 6

Speaker: Shelly Hall, Quark

### Breakout Session: Color

#### Tying the Color Together – Prepress to Pressroom

Speaker: Tom Whiteman, Chowan College

### Breakout Session: Software

#### Preflighting InDesign Files

Speaker: Taz Tally, Taz Tally Seminars

### Breakout Session: Sales

#### "Why Aren't Your Sales Reps Selling More?"

Speaker: Sara Fargo, Print Tec

In addition to the breakout sessions, for the first time ever, a Technology Update will be held to give attendees a sneak-peak

glimpse at new and innovative technologies.

### Teacher Conference

Sessions for graphic arts teachers will also be held at the Fall Conference. Taz Tally will deliver a three-hour program on Adobe Creative Suite. For schools that do not have flexography, Jerry Howell, Fort Mill High School, will present "How to Teach Flexo without a Press." For programs that currently incorporate flexo, CL&D Graphics will present a session on "Film and Foil for the Flexo Press."

### Accommodations

Accommodations are available by calling Pawley's Plantation direct at (800) 367-9959. Ask for the PICA block. Several accommodation options are available in the PICA block, such as single or double rooms, and multiple bedroom suites.

## Unique opportunity available for Platinum, Gold sponsors

For the first time ever, a Technology Update will be held at the Fall Conference.

Platinum and Gold level sponsors will be allowed to discuss latest technologies from their companies to give attendees a sneak-peak glimpse of new products.

For more information on sponsoring the fall conference or on the Platinum sponsorship program, call PICA at (704) 357-1150.

Sponsorship opportunities are a members-only service.



### 2004 Call for Entries online

# PICA Awards deadline Oct. 29

The deadline for the 2004 PICA Awards Call for Entries is Friday, October 29.

The Call for Entries will be mailed out in September, but is currently available online at [www.picanet.org](http://www.picanet.org).

The PICA Awards is the symbol of print media excellence throughout the Carolinas. Only members of the Association can participate. Recipients of PICA Awards earn well-deserved industry recognition for their companies, employees and customers.

Entry in the program is confidential. An unbiased panel of printing experts from outside the Carolinas serve as judges. Every entrant has an equal opportunity for recog-

niton as the judging is divided into four divisions: up to nine employees, 10 to 25 employees, 26 to 50 employees, and 51 or more employees.

Primary judging considerations are quality of processes used, ink coverage, density of solids, registration, dot structure, paper usage, binding, finishing, degree of difficulty, and overall visual appearance.

#### Reasons to enter

There are many valid reasons to enter the PICA Awards. The first is customer relations. Customers take great pride in receiving PICA Awards and their confidence in their printer's capabilities and skills is reinforced.

Secondly, PICA Awards are an excellent marketing tool to use in today's tough competition for new customers. Award-winning printers stand out from the crowd.

Next, the intangible benefits of employee recognition and satisfaction must be taken into consideration. When employees know they had a hand in producing an award-winning piece, they recognize the importance of every customer's job and that excellence in the art and science of printing does matter. They also implicitly understand that this type of continuing success helps maintain job security.

PICA members receive two free entries in

the program. After that, the fee is \$30 per entry. Entries must have been produced between November 1, 2003 and October 28, 2004, and entering companies must have sold and produced the job - except for trade shops, which may enter pieces in categories relating to the specific production process the shop provided.

To enter the awards, simply follow the instructions provided in the call for entries, available on the website at [www.picanet.org](http://www.picanet.org).

The PICA Awards banquet will be held January 29, 2005 at the Grandover Resort in Greensboro, NC.

## PICA thanks conference sponsors

PICA would like to thank the generous sponsors of the recent PICA/PIAG Joint Summer Conference, held July 22-25 in Charleston, SC.

Platinum Sponsors were Mac Papers and xpedx.

Event Premier Sponsors were Creo Americas, for sponsoring Kraig Kramers' book; Pitman for the Casino Night; and Pritners' Service - PRISCO for sponsoring Shop Talk Roundtables.

Gold sponsors were Agfa Corporation, Athens Paper Company, Coyne Textile Services, Flint Ink, Heidelberg, KBA North America, Komori America, and MAN Roland.

Enovation Graphic Systems was the Silver sponsor.

Bronze sponsors were Freeman Graphic Systems, G.E. Richards Graphic Systems, Konica Minolta, and Reeves International.

## Platinum Sponsors announced for new fiscal year

The Printing Industry of the Carolinas, Inc. (PICA) is proud to announce the 2004-2005 Platinum Sponsors.

Mac Papers and xpedx have renewed their Platinum Sponsorships. Both companies have supported the program since it began in 2001.

Platinum sponsors enable the Association to publish their newspaper The PICA Scanner, the website, and the newsletter PICATalk. Also, their sponsorship provides for workshops throughout the year.

In addition to the gold, silver, and bronze-level sponsorships available for the summer and fall conferences, Mac Paper and xpedx receive bonus recognition for being Platinum-level sponsors of these conferences.

Mac Papers and xpedx receive rotating logos on the homepage of PICA's website and recognition at all PICA educational events.

There are available slots for a limited number of additional Platinum sponsors. For more information on becoming a Platinum sponsor, call (704) 357-1150.

## Sales Tips

### Sales call self-assessment

Bill Farquharson

"Howditgo?" is the greeting you receive from your manager upon returning to the office from an important sales call. You respond, "Good. I think we're in." And with that, you have set your manager's expectations that business will soon begin to flow in. In this particular sales call, business was discussed but not placed. It was more of a relationship-developing call than a closing call. Still, it went well.

Making it to your desk, you sit and ponder your pat answer. How DID it go? How DO you rate the effectiveness of a sales call that does not result in a sale? You might think you slayed 'em, only to learn that the order will eventually go to another vendor. Unfortunately, buyers do not pass out evaluation forms when you leave their office, so it is not always easy to know. You, then, are left to self-assess and will need a set of criteria against which a measurement can be made.

#### Do the Math

Let's start with a fundamental rule: A sales call can be considered successful when you have done more listening than talking. My dad was never a salesman, but he understood this issue well. "God gave you two ears and one mouth, son," he'd say. "Do the math." Ask one hundred sales people about their greatest fault in a sales call and they will tell you they talk too much and do not listen enough. Too bad. We learn nothing with our mouths open. As anxious as we are to talk about ourselves, our companies, our products, services, issues and problems, our clients and prospects are equally anxious. Give them the chance.

Have you ever been at a cocktail party and find yourself listening to a blabbering boor rage on and on about his or her recent achievements? Think you'd ever seek that person out at the next party? Well imagine delivering that same "I don't care about you" message in your sales calls. Now think how popular you would be if you mastered the skill of listening. Imagine all the things people would tell you if you would only listen. It is infinitely easier to sell when armed with information. Such information is there for the listening. Shut up and open your ears.

Question number one, then, is "How much listening did you do?"

#### Are You Smarter?

Okay, now that we are tuned in, what information are we looking for? Make sure that at the end of every sales call you

are smarter than you were before the call started. Do you better understand the client? Do you know more about their industry, problems, or needs? Do you have a greater read on your competition? All of these pieces help put the puzzle together.

The source of good information is asking good questions. Ask the client about their current challenges, projects, company direction or the latest edict from their boss. It is amazing what you learn when the customer is doing the talking.

Question number two is "Did you learn anything during the call?"

#### Get a Name

A third measure of a successful sales call is coming away with a lead. Remember: the most successful form of cold call is a referral. Are you doing everything you can to harvest new prospects? Few people will offer up the names of other decision-makers in different departments or friends in other industries. You need to ask. It's so easy yet underutilized a tool.

Not every sales call needs to include a referral request and not every request will result in a name. Plant seeds in the minds of your clients by asking them to give the matter some thought. Send an e-mail a day or two in advance of your visit. Hopefully your client will have a list of potential clients ready for you when you arrive.

Question three is "Did you come away with a referral?"

#### Working the Crowd

A printer in Massachusetts made an interesting observation recently when he noted it now takes six client visits to close an order where it once took only three. That's a lot of schmoozing! If the order is secured in only one of those six calls, what is done in the other five that makes them successful, too?

The answer, of course, is relationship building. With each customer contact, you have the opportunity to foster that precious relationship. More than price, delivery and service, the best clients are built on the basis of their trust and faith in you. You have the opportunity, then, to lay the groundwork for future orders one conversation at a time.

Question four is "Did this call further the relationship with the client?"

#### An Idea

If you have never heard this before, hear it now: You are only as good as the last

order you shipped in. Clients have short memories when you succeed, long memories when you screw up, and no loyalty. Plus, with the economy still on the rebound, there is no shortage of printers out there looking to replace you at any given account. It all adds up to trouble if you don't keep selling the account even after the sale.

One way to accomplish this task is to hit the client with a steady flow of ideas for improving on the work that you currently do for them. Wipe the slate clean, throw out all assumptions and reconsider each specification in an effort to make the piece better, cheaper, or faster. This is a great way of constantly reminding a client why they do business with you. New ideas keep an account fresh and make you bulletproof.

Question five is "Did you offer any new ideas for improvement?"

#### A Good Vendor...

...is as important as a good customer. You must know that your accounts are under constant attack at the hands of your competition. So why wait until the client calls to tell you about the order you just lost? Why not make pre-emptive strikes?

No one will pat you on the back. So, you must do it yourself. Remind your client how good you are when things go right. In addition to putting something in writing, it is not out of line to put in a good word for yourself during a sales call with either the client or his/her boss.

Question six is "Did you cement your standing in the client's eyes?"

Not every sales call will result in an order. That means you will have to come up with other ways to add value and measure success with each client contact. Answering any of these questions with a "yes" also constitutes a successful sales call. Although that's not the same as making a sale, it can help you get there.

Join the hundreds of satisfied Print Tec customers who are getting two to three appointments per week with NEW customers! A new session of Print Tec's Get Sales NOW! program, produced in partnership with PICA, starts each month. Visit [www.printtec.com](http://www.printtec.com) for details or call (800) 587-7022.



### Participants can earn credits toward certification

# GASF Sales Institute coming in September

PICA will sponsor the "Graphic Arts Sales Foundation Five-Day Sales Institute" in September.

The 2004 GASF Sales Institute will focus on cutting-edge selling techniques as old traditional sales and management techniques just don't work in today's new marketplace.

In this innovative and intense program there will be "no secrets" or "quick fixes," only practical, actionable lifetime skills. The Sales Institute is taught by leading industry practitioners working with clients on a daily basis so real-world case histories are utilized illustrating the use of program principles in one's daily work.

Highlights of the Sales Institute: Effective steps to the development of "new business," essential to the survival of a company; methods of obtaining a greater share of

existing customers' business; selling of distribution services (different from traditional selling); update on the industry (information no one else is tracking); and overcoming the "price" issue. In addition, attendees will discover the tools for selling at "the top" of an organization and answer the question, "Who is the ideal customer?"

As an added benefit, participants of the GASF/PICA Five-Day Sales Institute will earn 40 academic credits toward the designation Certified Graphic Arts Sales Representative (C.G.A.S.R.). The graphic arts industry's first professional certification program, designed exclusively for graphic arts sales professionals, was introduced by the Graphic Arts Sales Foundation.

Presented by Dick Gorelick, President, Graphic Arts Sales Foundation, the Five-Day Sales Institute is appropriate for CEOs, sales

managers, and sales representatives and will be held at The PICA Education Center, 3601 Rose Lake Drive, Charlotte, NC on September 27 - October 1, 2004.

The cost includes five days of instruction plus all handouts and workbook and 40 credits toward the Certified Graphic Arts Sales Representative designation. It is:

\$1,250 for PICA members and \$1,500 for non-members. For more information or to register, contact Judy M. Warren-Miller at (610) 431-9780. Early registration is recommended since attendance is capped in order to provide a customized program for attendees.

## Learn how to sell, market digital printing during PICA program

It takes somewhat of a different mindset for a sales rep to sell digital printing - especially VDP.

The sales cycles are much longer than those of selling traditional printing, their approach to the client needs to be on a more consultative basis, and they need to have a working knowledge of digital files and databases.

To this end, PICA will be presenting two half-day programs on marketing and selling digital printing.

"Marketing Digital Printing" will be held the morning of October 28 at the PICA building in Charlotte. Attendees will learn how to successfully "morph" from traditional to digital printing. Speaker Jim Olsen, president of Imagination, Ink, will also discuss how printers fit into the marketing scheme of their customers, the definition of a "content service provider" and how important it is to think in terms of being a marketing services provider.

In the afternoon session, "Selling Digital Printing and Designing for Digital," attendees will explore what a sales rep needs to know to sell digital and VDP. Designing for digital and the steps required for a successful VDP project will also be covered. In addition, attendees will learn how to brainstorm VDP projects with their customers.

With the right attitude, both the consultative approach and the knowledge are easily achievable and attainable. While the cycle of most VDP sales is much longer than most printers are used to, the rewards are much greater. Pricing is based on the value to the customer - not cost per copy. VDP allows

us to finally move away from commodity pricing.

PICA member pricing is \$75 per half-day seminar or \$125 for the entire day. Non-members are welcome to attend for \$125 per half-day session or \$200 for the whole day. Lunch will be provided for all attendees.

To register or for more information, contact PICA at (704) 357-1150.

### Variety of workshops featured this fall

PICA has announced its fall Associate workshop lineup. Specific dates and locations are available on page 2.

Attendees of "Films, Vinyls and Clings For the Offset Press" will gain an overview of film, including its growth, specialization and printability. Specific substrates and their considerations will also be addressed, including floor, window and POP graphics, as well as non pressure-sensitive films.

The "Future of Wide Format Inkjet Printing" workshop will give attendees an overview of inkjet technologies and the various applications where inkjet is used today. Future trends as well as the reasons why inkjet technology has become successful will also be covered.

Printers can learn which digital color device is the best fit for them during the "Digital Color Production: What Device is Best for My Shop?" session. This workshop is for anyone who would like a straight forward look at what is on the market today.

## PICA's Past



In a year and a half, PICA will celebrate its 75th anniversary. From now throughout 2006, The PICA Scanner will feature photographs from its archives.

The photo above is from the late 1950s or early 1960s.

## Student awards deadline Dec. 8

The deadline for students in graphic arts programs to enter the Twin Oaks Student Achievement Awards is Wednesday, December 8.

The student must be enrolled in an accredited graphic arts program in the Carolinas at the time the work is produced, and must produce the work in the facility of the institution where the student is enrolled. This contest excludes all work done in any industrial facility.

The work must have been produced between December 16, 2003 and December 7, 2004. Each entry must be properly tagged and accompanied by a completed entry form. The entry forms will be mailed to all the graphic arts programs in October but are available now on PICA's website at [www.picanet.org/PrintForce/default.htm](http://www.picanet.org/PrintForce/default.htm).

Categories exist for offset, flexographic and screen printing processes.

Students may enter as many different items as desired. There is no entry fee. Collaborative projects by no more than four students are acceptable. Work should be produced and received at PICA no later than the deadline for entry, Thursday, December 8, 2004.

The Twin Oaks Team, Inc., a recruiting firm located in Raleigh, NC, sponsors the Twin Oaks Student Achievement Awards. Winners will be recognized during the PICA Awards banquet on January 29, 2005.

The student awards competition is sponsored by The Twin Oaks Team, Inc., in Raleigh, NC.

## Webinars offer unique training alternative

A webinar is a seminar that can get your employees up-to-speed on the latest trends and technologies, becoming a unique and cost-effective alternative to traditional training methods.

Participants log on to a special Internet site AND call in to a special toll-free line. Attendees receive a real-time learning experience: they view the presentation and hear the instructor's comments just as if they were all in the same room. Instructors can even take your questions! You can either call in or send your question via e-mail during the session and the instructor will respond.

You now have the ability to train more than one person at a time at your own facility! No travel expenses. And less time away from production operations. Training has never been this affordable!

### The "webinar" format...

Using the latest web-based and telephone conference technology, you and your staff can gather around a computer and receive a briefing on the latest technological, industry information. All you need

to participate is a computer with a standard web-browser, a telephone with a speakerphone, and the handouts that will be made available to registrants prior to the program. And the call is free!

All webinars will be held from 2:00 PM to 3:30 PM. (Eastern time). To register, contact PIA at (800) 742-2666.

Price: \$120 for members; \$150 for non-members.

### Upcoming Webinars

#### September

- 2 - Variable Data Printing: A Case Study #2
- 9, 27 - Orientation to the Graphic Arts

#### October

- 20 - Getting Started with Variable Data Printing
- 25 - Pain Relief: Avoiding the Pitfalls to Color Management Success

#### December

- 2 - Web Offset Troubleshooting for the Skilled Operator
- 3 - Standards and SOPs for the Sheetfed Pressroom



# Managing and protecting night-shift employees

By Terrie Duncan

You see them leave as you drive in the parking lot in the morning, or you see them pull in the driveway as you drive out. They're the night crew, working while most of the rest of the world sleeps, keeping the presses humming and productivity up.

Shift-workers, or employees who work nighttime or early morning hours, experi-

What are some problems that may be associated with working nighttime or early morning hours? According to a white paper from Circadian Technologies, a shift-workers resource and training company, fatigue, heartburn, indigestion, excessive use of caffeine and not getting enough sleep are frequent complaints for shift-workers. Because an employee's family is usually awake when the employee needs sleep, that can cause

the time a shift-worker is at work, top management, administrative, and human resource personnel are not at work. Plus, each shift position is filled by three or more individuals "that must coordinate their efforts, yet they may only see each other when shift change occurs, or not at all."

Circadian Technologies encourages companies to implement "shiftwork lifestyle training" to help employees — and their families — deal with the added stress of working odd hours. An informal survey of 31 PICA members indicates that only two members have had shiftwork lifestyle training in the past; both saw improvements in productivity, safety and quality.

Most members who have never had such training weren't aware that it existed. Some members thought that it wasn't necessary, mainly because the individuals who currently work those shifts were aware of the hours and commitment involved prior to accepting the job. "All of the people we hire have been on the respective shift with previous companies and have already self-adjusted," said Kathy Murchison, president/CEO of DocuSource of NC, LLC in Morrisville, NC. "If we had to hire someone who was not used to second and third shift, we would counsel them first."

### Strategies for shift-work employees

There are some strategies a company can do to ensure the safety of its employees while keeping productivity to expected levels. Educating workers about effective sleep-

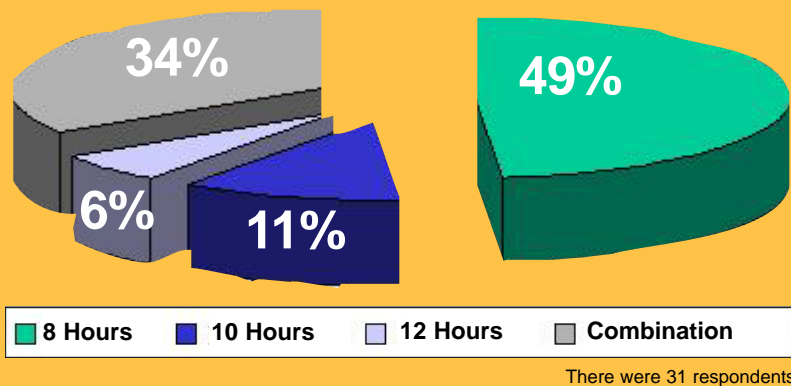
ing practices is one such strategy. Shiftwork Solutions, LLC states, "You can't afford to let sleepiness affect the safety or performance of your workforce."

Ask employees to record their hours of sleep for a week or so, said the Shiftwork Solutions website. The normal requirement is eight hours a day — if the daily averages are 6.5 hours and lower, there could be a problem lurking.

The building could also be lulling people to sleep, and therefore, affecting alertness levels. Low-level lighting; constant, low-level humming noises; and work areas that are too warm have a drowsy effect on people. Increase lighting and use radios for variable noises. Incorporate cool, dry air into the work areas — but take care that humidity levels remain within normal tolerances for the substrates on the press. Encouraging workers to walk during their breaks can also increase alertness levels.

Making sure that employees that work night shifts are safe and alert can improve a company's productivity. Plus, it gives employees added security to know their employer values them, their health and safety — a very good bonus when recruiting and retaining employees.

### PICA members surveyed about different shifts



ence different issues than their day worker counterparts. Shift-workers may experience sleep problems, poor nutrition, problems at home, and, subsequently, an inability to perform to expected levels. And because of these possible problems, companies can experience lags in productivity or problems with absenteeism.

stressful situations at home, which translate into distracted employees at work.

All these difficulties can mean lowered productivity and safety issues for companies. In addition, states Shiftwork Solutions, Inc., communication can also suffer. Their white paper, "Shift Schedules and Communication" states that 60% or more of

# Program protects members from potential environmental liability

Printing and supplier companies that use shop or printer towels, or require uniforms that are laundered at an off-site location need to be aware that they can be held liable for the waste generated from cleaning.

"As with any vendor taking waste from the printer, there is always a possibility that the printer could be held liable for any clean up costs associated with the shop towel/uniform company mishandling the towels or otherwise causing contamination," said Gary Jones, Manager, Environmental Health & Safety Affairs for PIA/GATF.

Jones relates an incident that happened several years ago. "A company that cleaned shop towels for other shop towel companies on a subcontract basis was shut down by the state of Indiana due for environmental contamination. This company, commonly known as American Print Towel, dumped all of their waste cleaning fluids on their property in lieu of having them properly disposed. Since American Print Towel went bankrupt, the Indiana Department of Environmental Protection and the federal EPA took legal action against those who did business with American Print Towel to recover the clean up costs."

Coyne Textile Services, a PICA member and group discount partner for members, recently expanded its focus on environmentally friendly products and cleaning processes that help protect printers and others using solvents and volatile chemicals from long-term liability.

Companies using such chemicals and disposing of them through disposable wipers, saturated rags or hazardous waste-laden sludge produced by their towel rental company that are sent to a landfill, are at risk for cleanup costs should that landfill be targeted as a Superfund site.

### The shop towels and uniform discount program that PICA has offers members substantial savings, while providing peace of mind about key environmental issues.

"When a printer or supplier is identified as a participant in a Superfund site, they are held responsible for all or part of the costs associated with cleaning up a contaminated site. The costs can be quite substantial, even though it may have been legal to dispose of the waste at that location," said Jones.

In 2003, Coyne recovered and recycled over 900,000 gallons of hazardous residuals from its processing facilities into beneficial reuse as a secondary fuel. Since its energy

reuse program began, Coyne has kept more than 10,000,000 gallons of hazardous waste from entering the environment.

At the heart of Coyne's program is its Reusable Absorbent System (RAS). RAS is a combination of reusable absorbent products and Coyne's unique cleaning and recycling process. High quality 100% cotton reusable printer towels and shop towels, and reusable absorbent pads and socks eliminate the need for single-use absorbents including synthetic squares, rolled matting and clay pellets, all of which require disposal as an oil- or chemical-bearing solid waste.

Coyne's RAS system has been fully tested and has proven to meet all EPA and OSHA guidelines. The benefits of RAS include increased worker safety by reducing slip hazards and increasing fluid control, reduced disposal costs, improved house-keeping, and elimination of silica dust created by clay pellets.

Coyne was recognized as one of the companies achieving 100% participation in meeting the objectives of LaundryESP. LaundryESP is an Environmental Stewardship Program established in conjunction with USEPA and the laundry industry to further reduce water and energy use and pollutant discharges to the environment.

The shop towels and uniform discount program that PICA has established with Coyne offers members substantial savings, while providing peace of mind about key environmental issues.

### What to ask your shop towel vendor

To make sure you are protected from any liability issues relating to waste generated from shop towels, ask these questions from your vendor — and be sure you not only receive an answer, but that the answers are environmentally sound.

**Visit the location where the towels will be cleaned. Ask for copies of all permits, which could be air, waste water, or solid waste treatment.**

**What type of employee training is provided?**

**What type of emergency response procedures are in place in the event of spill, release or traffic accident?**

**Request to see a copy of their insurance policy for environmental contamination. It should be for at least \$1 million. Most importantly, the vendor should provide an indemnification extended to printer and it should be in writing.**

**Contact the state DOT to see if the company has cited for noncompliance.**

**Look up the vendor on their state's EPA website for a compliance history. Printers can also check EPA's site at [www.epa.gov/echo](http://www.epa.gov/echo) for compliance history information.**

-- Gary Jones, Manager, Environmental Health & Safety Affairs, PIA/GATF (800) 910-GATF



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September 2004

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A quarterly publication of  
The Printing Industry of the  
Carolinas, Inc.

Our mission is to protect and promote the common interest of the printing industry; and to help our members prosper, both individually and collectively, through fellowship, education and cooperative action.



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## Mark the Date!



MARCH 17-19  
Charlotte Convention Center, NC



**PrintForce**  
Future Printers. Printers' Future.

## 2004-2005 Platinum Sponsors



## New Members

PICA welcomes these new members:

### Letter-Perfect, Inc.

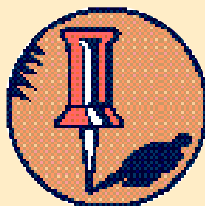
4900 Chastain Avenue  
Charlotte, NC 28217  
(704)523-6730 phone  
(704)522-1940 fax  
Contact: Stephen Ringel

### Print Now, LLC

377 Carowinds Blvd., Suite 209  
Fort Mill, SC 29708  
(803) 548-8766 phone  
(803) 548-8768 fax  
Contact: Roger Dulin

### SpeedyDry - QuickDry, Inc.

2006 Dilworth Road East  
Charlotte, NC 28203  
(704) 400-7028 phone  
(877) 512-9205 toll free  
(704) 370-6374 fax  
Contact: Bryan Isley



# Tips & Tricks

As a member benefit, the following tips and tricks are provided to members exclusively through The PICA Scanner from GATF technical consultants.

### Acrobat Layers

Adobe Acrobat 6 and layers Adobe Acrobat 6 and the PDF 1.5 specification allows for true layers in PDF files. This means that layers set in a number of applications (AutoCAD, Visio, Adobe Illustrator and InDesign) can be saved into PDF files created from those applications. For packaging work, a die line can be a part of a PDF file, but can be set on a separate layer so that it will not affect the rest of the work. Layers can also be used for versioning so that a single PDF file can contain all versions of a document. The problem is that when these files are printed to some RIPs, all three layers will print, one on top of one another. One way to avoid this is to create separate PDF files for each layer before printing. To do this, simply use the Layer Navigation Tab and make layers you do not wish to print

invisible by clicking on the eye icon. Then select "flatten layers" from the Options pull-down. The resultant PDF file will contain only the visible layer. Make sure you "save as" the resultant PDF file and give it a new name, or the non-visible layers will be permanently lost.

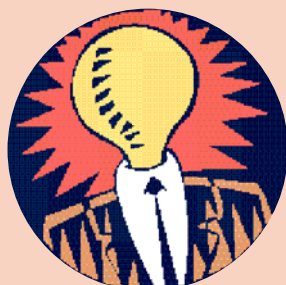
### Automatic fountain solution mixing systems

If you are using an automatic mixing system of some type to automatically dispense and mix your fountain concentrate into fountain solution, you should have in place some type of verification to make sure that the automatic unit is dispensing and mixing the solution consistently and concisely. There have been many cases in which the automatic mixing unit has failed for one reason or another and the press operators do not realize the unit has failed and only real-

ize that problem is the unit when the press begins producing waste sheets.

### High humidity

High humidity can wreak havoc on paper that is left uncovered. The paper's cellulose fibers are always trying to maintain equilibrium with the moisture in the atmosphere. The fibers behave very much like a sponge and will expand more against the grain causing wavy, uneven sheets. Once distorted, the paper will never return to its original flat condition. Keep the paper covered to prevent exposure to the moisture in the pressroom. Cover press skids with a plastic skid cover or wrap with stretch wrap. Do not open paper before it is to be used. Remove unused paper from digital press paper feed trays and re-wrap. The most expensive sheet can be rendered unprintable if it is not handled properly prior to printing.



# Ask Brad

Send your technical questions to [hotline@picanet.org](mailto:hotline@picanet.org).

Q: Does paper stretch?

A: Paper that is exposed in air that contains more moisture than is present in the paper will absorb moisture from the air and will stretch. But the stretch will not be uniform in all directions. The absorption of moisture causes the fibers to expand in two directions, they fatten more than they elongate.

Q: We are a large format web printer who recently had a problem in which the web delaminated, and wrapped around the blanket, causing significant damage and down time. What would cause this?

A: Some possible causes of delamination are high tack inks, high back-cylinder pressure, low surface strength, and internal bond of the paper.

Q: What is the difference between "aggressive" ink and "non-aggressive" ink?

A: These terms are used for inks that are to be printed on plastics. Aggressive ink contains a solvent that softens the ink plastic surface, helping it to adhere. Non-aggressive inks do not contain solvents that attack the plastic surface but adhere by chemical bonding. The relation of surface tension and surface energy of the plastic causes this chemical bonding.

### Remember your PIA member number!

When contacting GATF for a technical question, be sure to refer to your company's full name and/or PIA number. Contact PICA for your member number or more information.