

## 2014 Wage and Benefit Survey Now Open; Get Report FREE by Completing Survey

Do you find yourself guessing what to pay your employees? End the guesswork. GLGA's Wage and Benefit Survey - the Association's most popular member-only product offer - is now open for submission. All members who participate in the survey will receive a FREE copy of the report.

The survey is conducted throughout the U.S. during the summer months and results are published in November. In 2013, more than 550 companies - covering 18,700 employees - were surveyed, making this one of the most significant and valuable management tools of its kind for printing company owners and managers. The benefit received an overall rating of 8.83 out of 10 from those participating.

The 2013 report contained 64 pages of data, with breakdowns on hourly wages and salaried positions as well as a look at benefits including health insurance and HR policies. Information is reported both by region and by company size. In 2013, expanded metrics gave a more in-depth look at the statistics, with average, high/low and median reported.

### Not Participating Could Be Costing You Money

Printing and graphic arts firms use the annual survey to benchmark their compensation and benefits practices. The report will help you structure your wage and benefit packages to be more competitive and more profitable. It also will help you better understand industry trends, especially since the industry is changing so rapidly.

### How to Participate

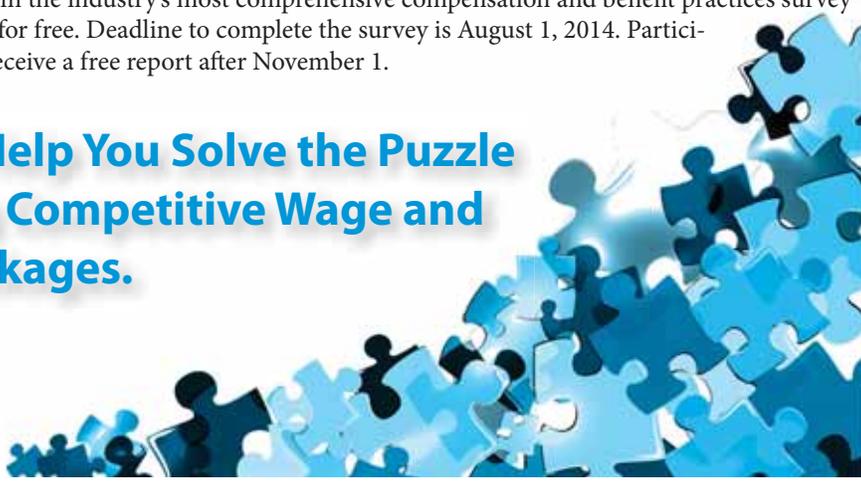
There are two convenient ways to participate. Complete your survey online or download a PDF version of the survey questionnaire to complete and fax to (262) 522-2211.

- To take the survey online, visit <http://tinyurl.com/pg59klz>.
- To download the PDF questionnaire, visit <http://tinyurl.com/qxop35v>.

All information collected is kept confidential. If you have any questions, please contact Debra Warner toll-free at (855) 522-2210 or [dwarner@glga.info](mailto:dwarner@glga.info).

Don't wait. Participate in the industry's most comprehensive compensation and benefit practices survey and receive the report for free. Deadline to complete the survey is August 1, 2014. Participating members will receive a free report after November 1.

## Let GLGA Help You Solve the Puzzle of Creating Competitive Wage and Benefit Packages.



### What's Inside

National Awards .....	2
Events .....	3
Environmental .....	4
HR .....	5
Legal .....	6
Sales .....	7
Tips from the Experts .....	8
From the PIA Bookstore ....	8
Member Spotlight .....	9
New Members .....	10
Calendar .....	11

### Upcoming Events

Mark your calendar for these 2014 major events:

State Golf Outings:  
Illinois - July 16, 2014  
Wisconsin - August 13, 2014

Graph Expo Reception:  
September 29, 2014

Indiana Annual Meeting  
November 2014

Check the complete calendar online at [www.glga.info](http://www.glga.info).

### GLGA Hotlines

#### Technical Hotline

Do you have questions about a technical process? Call the PIA Technical Hotline at (800) 910-4283 ext. 786.

#### Free HR Hotline

Use the free InfoNow line to get answers from MRA's HR professionals. Call toll-free 24/7 at (866) 275-6721, or email [infonow@mranet.org](mailto:infonow@mranet.org).

# National Awards

## Top GEA Projects Win 7 Bennys in National Premier Print Competition

Seven award-winning pieces from our 2014 Graphics Excellence Awards competition were honored with the top award in the 2014 Premier Print Awards competition, sponsored by Printing Industries of America. The Benny statue for the Best of Category award is the national competition's highest honor.

There were more than 3000 entries in this year's Premier Print contest. All together 30 GLGA member companies won 7 Bennys, 22 Awards of Recognition and 49 Certificates of Merit. The Benny winners will be recognized at the 2014 Premier Print Awards Gala during Graph Expo in Chicago on September 28, 2014.

A complete list of winners will be posted at [www.printing.org/page/3917](http://www.printing.org/page/3917) later this summer. Here are our region's Benny winners:

**Service Catalogs (4 or more colors, printers with 21–50 employees)**  
**Ace Graphics**, Naperville, IL  
“North Shore School”

**Environmentally Sound**  
**Ace Graphics**, Naperville, IL  
“Streeter Place Booklet”

**Booklets (4 or more colors, printers with 51–100 employees)**  
**Fey Printing**, Wisconsin Rapids, WI  
“Neenah Paper Menu Promo”

**Newsletters (4 or more colors)**  
**Fey Printing**, Wisconsin Rapids, WI  
“D/City Newsletter”

**Brochures and Broadsides, Small (1, 2, or 3 colors)**  
**HM Graphics Inc**, West Allis, WI  
“Carthage College Theatre Brochure”

**They Said It Couldn't Be Done**  
**HM Graphics Inc**, West Allis, WI  
“Layton's Legacy A Historic American Art Collection 1888-2013”

**Stationery Packages (1, 2, or 3 colors)**  
**Yorke Printe Shoppe**, Lombard, IL  
“Paragon Homes Identity”



## Two GLGA Members Win BIA Product of Excellence Awards

Holum and Sons and Reindl Bindery were winners in the 2014 Product of Excellence awards competition, sponsored by the Binding Industries Association. They were recognized at the BIA annual conference held in Dallas, TX, earlier this spring. The POEs recognize outstanding examples of craftsmanship and expertise.

**Category: Self Promotion-Loose Leaf-Manufacturer**  
**Holum and Sons**, Westmont, IL  
“2014 Holiday Box”

**Category: Special Products**  
**Holum and Sons**, Westmont, IL  
“Accordion Spine Binder”

**Category: Stitching**  
**Reindl Bindery**, Germantown, WI  
“LG My Signature Kitchen”

**Category: Boxes and Totes**  
**Holum and Sons**, Westmont, IL  
“CareFusion Patient Kit”

Additionally, Holum and Sons was named the Custom Loose Leaf/Information Packaging Company of the Year. This is the second consecutive year that Holum and Sons has won this prestigious honor.

## Dale Reindl of Reindl Bindery Inducted into the BIA Hall of Fame



Dale Reindl, chairman of the board of Reindl Bindery, Germantown, WI, was inducted into the Binding Industries Association Hall of Fame during the 2014 BIA annual conference in Dallas, TX, held earlier this spring. The Hall of Fame honors binding and loose leaf manufacturing industry executives who have gone far beyond the standard obligations to become a dominant force in the shaping of BIA and the business of finishing.

# Events

## Indiana Golf Outing a Success

More than 70 golfers took to the fairways at Plum Creek Golf Club in Carmel, IN, on June 25, 2014, for the annual Indiana golf outing. A brief rain shower did not dampen the enthusiasm, and it was a great afternoon of golf followed by an outstanding steak dinner with cocktails and conversation (and an impromptu twilight putting contest) on the outdoor patio.

After a scorecard play-off against the Priority Press team, the HardingPoorman team took home the traveling First Place Trophy. Vince Elpers of xpedx had a hole-in-one on the 167 yard Number 11 hole to win a golf bag donated by Ricoh (he also clearly won closest to the pin on that hole).

“The golf outing was fantastic,” said Robert Robinson of Heidelberg USA. “I know our group had a wonderful time. I just wish a few more putts would have fallen for us. The food was very good too. I look forward to next year’s event.”

“The outing was a great success,” said Indiana director Brent Eckhart. “This was the largest number of golfers we’ve had in recent years. Thanks to all the participants and especially our sponsors who made it all possible.”



Above: Nathan Metz and Will Schapker of HardingPoorman accept the First Place Trophy on behalf of their teammates Keith Craig of HardingPoorman and Tom Morales of The Morales Group.



Right: Vince Elpers, xpedx, enjoys his hole-in-one.

## Wisconsin Golf Outing Is August 13



The third of our three state golf outings is coming up. The Wisconsin Golf Outing is set for Wednesday, August 13, 2014, at Lake Ripley Golf Club in Cambridge, WI. The event is open to all GLGA members, their guests and anyone in the Wisconsin printing industry.

The event begins at 10 a.m. with registration, a buffet lunch and open range for practice. A shotgun start is at 11:30 a.m., with a beverage cart and beer tent available on the course. Immediately after the conclusion of golf begins the social hour, and at 5:00 p.m. is our traditional steak cookout. Raffle and prizes complete the outing.

The registration form may be downloaded from our website at [www.glga.info](http://www.glga.info). The cost is \$150 per golfer or \$600 per foursome. Dinner only is \$55 per person. To register, please contact Sharon Flick toll-free at (855) 522-2210 or via email at [sflick@glga.info](mailto:sflick@glga.info). For sponsorship opportunities, please contact Debra Warner toll-free at (855) 522-2210 or via email at [dwarner@glga.info](mailto:dwarner@glga.info).

### ILLINOIS GOLF OUTING

July 16, 2014

Last chance to register!

Call Sharon Flick toll-free at (855) 522-2210 or email at [sflick@glga.info](mailto:sflick@glga.info).



Paper  
Plastic  
Metal

Established in 1996, RAM Recycling, Inc. is one of the Midwest's premier industrial and commercial recyclers.

RAM Recycling, Inc. is the Preferred Recycling Partner of the...

#### GLGA Group Buying Power Program!

- Earn an additional **2%** year-end recycling rebate bonus each and every year.
- The **2%** year-end bonus is based on the total recycling rebates paid for the entire calendar year.

**We pay top dollar for your scrap paper, plastic and metals.**

Scrap Paper	Scrap Plastic	Scrap Metal
Printer Grades	Regrind	Aluminum
Rolls - odd/job lot	Purgings	Copper
OCC	Parts	Brass
Newsprint	Film	Stainless
Office Paper	Surplus Virgin	Steel
Tissue/Towel	Rolls & Sheets	Equipment

Other Services... Roll Cutting • Mill Direct Brokerage • Document Shredding

[www.ramrecycling.net](http://www.ramrecycling.net) • [info@ramrecycling.net](mailto:info@ramrecycling.net) • (414) 315-0300

**Profitable recycling made easy!**

## Climate Change – State Emission Standards Applicable to Combustion Sources

By Ann O'Brien and John Flickinger  
TriMedia Environmental and Engineering Services, LLC

*In this issue of Currents, we summarize emission standards applicable to stationary Reciprocating Internal Combustion Engines (emergency generators) located in Wisconsin.*

The table below briefly summarizes the emission standards in Wisconsin as they apply to emergency generators. For the most part, the state regulations mirror the federal regulations, but there are a few differences.



**Table 1. Wisconsin DNR Emission Standards – Emergency Generators**

Emergency generators may be subject to the emission standards found at Wis. Adm. Code **NR 445 State Hazardous Air Pollutants** as described below.

Emergency generators that only combust Group I virgin fossil fuels (natural gas and #2 distillate fuel) are exempt from the emission limits and control requirements found at **NR 445.07 Emission thresholds, standards, control requirements and exemptions**.

Emergency generators powered by compression ignition engines<sup>1</sup> that combust fuel oil may be subject to **NR 445.09 Fuel, control and compliance requirements for compression ignition internal combustion engines combusting fuel oil**.

1. Compression ignition (CI) internal combustion engines capable of combusting fuel oil are exempt from the requirements of **NR 445.09** if they meet one of the following conditions.
  - a. An engine with rated brake power less than 100 horsepower.
  - b. An engine used to provide an essential service.
  - c. An engine used to power an emergency electric generator that is exempt from the requirement to secure a construction permit, or is exempt from the requirement to secure an operating permit.
  - d. An engine manufactured after July 1, 2004 installed to provide substitute power during maintenance or repair of a CI engine (that is subject to NR 445.09) provided the substitute engine has a power rating equal to or less than the existing engine, operates less than 10 consecutive days per substitution and meets the fuel requirement for sulfur content (see NR 445.09 (2)).
  - e. An engine that meets the fuel requirement for sulfur content (see NR 445.09 (2)) and is approved by US EPA to meet prescribed particulate matter emission standards (see NR 445.09(1)).

**NR 485.055 – Particulate Emission Limit for Gasoline and Diesel Internal Combustion Engines** limits the particulate matter emissions from stationary or semi-stationary gasoline or diesel-powered internal combustion reciprocating engines to 0.50 pounds of particulate matter per million Btu heat input, unless a more restrictive limit applies, either in an applicable New Source Performance Standard or as established in an air permit.

**Wis. Adm. Code** If the visible emissions from an engine are not already regulated under one of the New Source Performance Standards, then they are regulated under **NR 431 – Control of Visible Emissions** (either NR 431.04 if constructed on or before April 1, 1972, or NR 431.05 if constructed after April 1, 1972).

In regard to VOC emissions, Wisconsin DNR incorporates the New Source Performance Standards for Reciprocating Internal Combustion Engines by reference and does not separately regulate them.

<sup>1</sup> “Compression ignition internal combustion engine” or “CI engine” means an engine that has operating characteristics significantly similar to the theoretical diesel combustion cycle. The absence of a throttle to regulate intake air flow for controlling power during normal operation is indicative of a compression ignition engine. Combustion of the fuel in the engine proper is indicative of an internal combustion engine.

### **About the Authors:**

*Ms. O'Brien is a Senior Scientist with TriMedia Environmental & Engineering Services, LLC. She has more than 35 years of environmental management experience. Mr. Flickinger has more than 36 years of air regulatory experience, environmental chemistry, and the evaluation of environmental compliance at printing and packaging facilities. For more information, visit [www.trimediae.com](http://www.trimediae.com).*

*In the next edition of Currents, we will summarize state emissions standards specific to emergency generators located in Illinois and Indiana.*

## Protected Concerted “Chaos” in the Workplace



By Scott Paulsen  
Labor Relations Director  
MRA

After just three months of employment, you’re not happy with your organization’s policies on breaks, bathroom facilities, and compensation so you go into your manager’s office and complain. During the course of this discussion, your manager tells you that if you don’t trust the organization you don’t need to work there. You lose your temper and start yelling at your manager, calling him a jerk, a crook, a tyrant, plus a few more flavored expletives!

You throw in for good measure that the manager is stupid, nobody likes him and everyone talks about him behind his back. During your outburst you stand up in this small office, push your chair aside, and tell your manager that if he fires you, he will regret it! Your manager then fires you. Well, you’re toast and have no recourse, right?

Not so, says the National Labor Relations Board (NLRB) in a recently issued decision. In Plaza Auto Center, Inc., the NLRB found that the employer violated federal labor law by discharging an employee who engaged in the very conduct described above. The employer was ordered to reinstate the employee and make him whole for the loss of earnings and benefits.

The NLRB concluded that the foul-mouthed employee was engaging in protected concerted activity under the National Labor Relations Act. He was complaining about terms and conditions of employment that he shared with his coworkers. The NLRB arrived at the following conclusions in finding that the employee’s manner of expression did not lose protection under the law:

- Applying an “objective standard,” the employee’s conduct was not menacing or physically aggressive.
- The employee’s outburst occurred in a closed-door meeting in a manager’s office away from the workplace and no employee overheard the obscene and denigrating remarks.
- The manager engaged in extremely provocative acts. Telling an employee who is engaged in protected concerted activity that he may quit if he does not like the employment policies is an implied threat to discharge because it suggests that continuing to engage in such protected activity is incompatible with continued employment.
- Affording the Act’s protection to the employee furthers its goal of protecting employee rights without unduly impairing the employer’s legitimate interest in maintaining workplace discipline and order.

This decision is a continuation of the NLRB’s aggressive pursuit of cases involving employee rights to engage in protected concerted activity. Other recent cases by the NLRB have found violations of employee rights by an employer maintaining a policy against “boisterous” workplace activity and another employer with a work rule requiring employees to work “harmoniously” with coworkers. Such

policies and rules have been held to be overly broad and unlawful because they could discourage employees from exercising their rights to engage in protected concerted activity.



What’s an HR manager to do in light of this continued emphasis by the NLRB on protecting employee rights to engage in protected concerted activity? Union or nonunion, HR managers first need to carefully review policies and rules to determine whether they can reasonably be interpreted to interfere with employee rights under the NLRA. Next, when disciplinary action, especially discharge, is considered in response to an employee’s behavior, carefully consider, as part of your investigation, the issue of whether such conduct might be considered protected activity under the NLRA. Unlike pursuing a lawsuit, it takes very little time and resources by an employee to file an unfair labor practice charge with a regional office of the NLRB to challenge a disciplinary/discharge action taken by his or her employer.

*MRA - Where HR Means Business - serves more than 4,000 employers in the Midwest, covering 800,000 employees throughout the world. Your GLGA membership includes access to MRA resources, including the free advice hotline, free 30 on Thursday webinars, the monthly HR Digest newsletter, and a 15 percent discount on every MRA service, product or training. For more information, visit [www.mranet.org](http://www.mranet.org).*



Enviro-Safe has been helping the printing industry save money and improve regulatory compliance for over a decade.

Check us out to see the type of benefits other printers have been receiving for years!

We are nationwide leaders in Recycling, Sustainability, Beneficial Reuse, OSHA & RCRA Compliance, Employee Training and more!

Minimizing Waste to Maximize Our Resources!



[www.enviro-safe.com](http://www.enviro-safe.com)  
(262) 790-2500

## How to Deal With the Unscrupulous Customer – Beating the Deadbeat on Both Sides of the Ball

By Jeffrey L. Widman  
Shaw Fishman Glantz & Towbin LLC

Consider this scenario: you get a call from a new client, asking you to run a huge job. They used one of your competitors in the past, but needed to make a change. Eager to please a new client and do work on a large job, you jump all in right away. After a few weeks of back and forth, you print the client's job and they're thrilled with the result. After sending them an invoice, you wait. And wait. A few phone messages later, you start to see very clearly what you didn't bother to look for at the outset of the relationship – the customer is a deadbeat. Worse yet, they go on the offensive, attacking your work with all sorts of bogus claims – overcharges for prepress work, improper binding charges, claims that the freight charges were not market rates, etc.

This scenario plays itself out over and over throughout our economy. Indeed, if it didn't, there would be a lot less lawyers in our society. So, how do you deal with this? How does your company protect itself against the unethical customer?

### Offensive Measures

The most effective approach is – obviously – to protect your company before diving in to a new business relationship with both feet. Besides running a credit check, you may insist on certain protective measures with a new client:

**Personal Guaranties.** While not foolproof, the personal guaranty is perhaps the most effective tool in ensuring payment is made. The problem, of course, is that they're not always easy to get and, by asking for one, you fear alienating your new customer. Having said that, if the opportunity is there, try and get such a guaranty whenever possible.

**Security Agreements.** A properly drafted and perfected security agreement gives you a security interest in some type of property. Much like a bank that holds a mortgage on your home, if you hold a perfected security interest in a customer's property, you can foreclose on that interest and obtain possession of that property. Security agreements can be as broad or as narrow as you want them to be. For example, you could limit your security interest to certain inventory that your customer is holding or have it apply broadly to all of your customer's assets. Either way, obtaining a security interest gives you an added layer of protection if your customer fails to pay.

**Confession of Judgment.** A confession of judgment is a document in which the buyer agrees to allow a seller to enter a judgment against it without notice and without having to engage in the typical lengthy (and expensive) litigation process. Creditors can file a confession of judgment, along with a form complaint, and obtain a judgment against the debtor in a matter of a few days. After that, you can then institute post-judgment collection proceedings, such as issuing bank garnishments and citations to discover assets.



**Letters of Credit.** A letter of credit is nothing more than a promise to pay. Typically issued by a customer's bank, they provide sellers with the comfort of knowing that, if the customer fails to pay, the bank is on the hook. Letters of credit are more commonly found in international transactions but can be used domestically as well.

I know what you're thinking: those tools are great if you can get them, but it's not realistic to ask a new customer to agree to such heavy handed measures. After all, you're trying to start out on the right foot and, by asking for any of the above, you're implying that you don't trust your new business partner. Fair enough.

So, how do you deal with the deadbeat customer that you've already entered into a relationship with and you don't have any of the foregoing safeguards in place? If the customer wants to continue ordering from you, then you have some leverage. Once you've reached the point where it's clear that the customer either can't or isn't willing to pay you, you should be able to insist on one or more of the foregoing protections in connection with entering into a forbearance agreement. In other words, you agree to not sue your customer and keep providing them with product and, in exchange, you both agree to a reasonable repayment schedule, which is backed by a security interest in their assets, or any one of the other protections available to you. If you are stuck with the customer who no longer is doing business and refuses to pay you, then you simply need to determine whether they're worth going after, either through a collection agency or via lawsuit.

### Playing Defense

You also may find yourself in the unfortunate position of being faced with a customer who subscribes to the belief that the best defense is a good offense. These unsavory characters will often go on the attack, accusing your company of breaching your contract with some sort of frivolous claim simply to avoid payment – improper substrates being used for coatings, unauthorized prepress charges, late deliveries, incorrect paper stock. The list goes on and on. Unfortunately, if a party wants to sue you, they're going to sue you. But, there are definitely certain tools you can use to protect yourself and several of them can be found in PIA's Best Business Practice Guidelines:

**Attorneys fee provisions.** Unless parties contract otherwise, each party to litigation pays its own legal fees. However, if you include a contract provision stating that the prevailing party is entitled to reimbursement for its legal fees, that can go a long way toward preventing frivolous suits.

## #HashtagHysteria



By Ryan Sauers  
Sauers Consulting Strategies, LLC

Well it seems there is a #hashtag signaling a new trend or buzzword everywhere we look. This article is focused on growing your sales so I am going to take us through some questions to consider #SauersStyle in our “new world” of hash tags—as it relates to sales. #HereWeGo

Are you focused each day on maximizing your sales activities? #GoldenSalesHours Where does your time go each day/week? We have 168 hours in each week. No more or less. Time is the great equalizer for all mankind. Are you pleased with how you are using your time? #TimeIsValuable

Do you focus on using multiple communication mediums to connect with prospects? #ProspectingMediumsMatter What goals do you set each month to help you improve your sales performance? How good are you at tracking them? #SalesGoalsMatter Do you market your brand in a manner that makes prospects and customers want to talk to you? #BrandingMatters

How original are you in your sales approach? Is your style creative or boring? #CreativityTrumpsBoring Do you realize that the average per-

.....  
*Continued from Page 6*

**Forum selection clauses.** Include a section in your contract which states that the parties agree to the exclusive jurisdiction of wherever you are located. This gives you home court advantage against a company out of state and prevents them from suing you where they're located. This may cause a buyer to think twice about litigating on your home turf.

**Limitations of liability.** These provisions may not prevent a suit from being filed, but they can seriously limit your potential liability. Common limitation provisions will limit your liability to the cost of goods sold. In addition, provisions in which parties agree that you are not liable for consequential damages, such as lost profits, can protect you from large claims.

### The Extra Point

One final tip. To the extent it makes sense (and is truthful), be sure to characterize what you're selling to your customer as “goods” rather than “services.” This can protect you in a couple of different contexts. One situation this distinction arises in is if your customer files for bankruptcy. The Bankruptcy Code allows creditors who sell goods (but not services) to the bankrupt debtor in the 20 day period before the bankruptcy filing the right to full payment for those goods. Not surprisingly, the issue of whether printed materials are considered goods rather than services can become a hotly contested issue. Bankruptcy Courts will examine the nature of what is being provided and

son (buyer) you are selling to hears many “sales pitches” a week that say the same thing you do? #CharlieBrownSales #WaWahWaWah

My objective in this article is to make you determine your “why” of what you are doing each day in your sales activities. Why are you doing what you are doing? What are you spending your time on? Is it the best use of your time? Are you doing things in a unique manner that helps position you as an expert in what you do? #QuestionsToConsider

If you want to set some time to talk further #LetsTalk about ways to creatively grow your own brand and increase your sales... it is your #LuckyDay. We would love to share some free and creative insights with you. #HaveAGreatWeek

*Ryan T. Sauers is president of Sauers Consulting Strategies and spent nearly 20 years leading printing and promotional product companies prior to founding the firm. The organization consults with printing and promotional product related companies across the country, helping them grow the front end of their organization. He is the author of the top-selling book “Everyone Is in Sales,” with another book in the works. He is a Certified Myers Briggs Type Indicator and DiSC Practitioner and Certified Marketing Executive. Ryan writes national feature articles and speaks at national conferences on such topics as sales, marketing, communications, leadership, organizational strategy and social media. He is also an adjunct university professor. More info at [ryansauers.com](http://ryansauers.com).*

make a determination based on the facts so be sure to be specific in your contract. You may be providing both goods and services under a contract and, if that's the case, be sure to specify which is which.

The second situation where this issue arises is in a dispute over something that may not have been explicitly agreed to in the contract itself. For example, a contract may specify a certain type of paper you are supposed to use. However, after the contract was executed, you and your customer agreed to change the paper stock. Your customer then refuses to pay and makes the frivolous claim that you breached the contract by providing incorrect paper. If your agreement specifies you are selling goods, then the rules contained in the Uniform Commercial Code (the “UCC”) would apply. And, under the UCC, the court can look at the parties' course of dealing over time to establish your agreement to change the paper. However, if the contract specifies that you provided print services to your customer, the UCC would not apply and the court could only look at the parties' course of dealing if it found that contract was vague. So, if the contract is not ambiguous, the court would be limited to its terms and could not consider your subsequent agreement to change the paper stock.

*Jeffrey Widman is the managing partner of the law firm of Shaw Fishman Glantz & Towbin LLC in Chicago, IL. His practice focuses primarily on representing printing companies in commercial disputes of all natures. He can be reached at (312) 541-0151, [jwidman@shawfishman.com](mailto:jwidman@shawfishman.com).*



# Printing Industries of America

## Tips by the PIA Experts:

As a member benefit, the following tips are provided to Printing Industries of America members exclusively through local affiliate publications.

Dave Dezzutti, Technology and Research Analyst, offers this tip on measuring neutral gray from one density reading:

As printers are aware, attaining neutral gray is considered the bulls-eye of print. This is true in both digital and lithographic arenas. The measurement device required is a spectrodensitometer. There are many available from several different manufacturers.

Here are a few steps to setting the instrument options correctly.

- First calibrate the instrument and then navigate to the density tab.
- Next scroll to the options menu. Be certain to select color as "All", mode as "Absolute", and reference to "Auto."
- Last, measure in the U.S. as status "T."

Take a measurement on a three-color build, such as 50 percent cyan, 40 percent magenta, and 40 percent yellow. The response from the measurement will reflect as a V for visual density. This value is used as a reference only. The focus is on the cyan, magenta, and yellow response. These values will represent how neutral the print actually is. Values such as 0.56, 0.57, and 0.58 are typical results. Ideally the goal would be to have these values be within 0.03 of each other. A perfectly neutral print would have all three colors reflect exactly the same number.

For instance, let's say your measurement read cyan 0.56, magenta 0.56, and yellow 0.60. In this situation you would need to either lower the yellow density or raise the cyan and magenta in order to produce a balance of all three-process colors.

This tip is a quick way to determine what color might be out of balance and gives the operator an immediate response as to what corrective action should be taken. For more extensive information on color management, please contact the consulting group at the Printing Industries of America.



## From the PIA Bookstore:

### Package Printing, Second Edition

By Dr. Nelson R. Eldred

Item Code: 1755

Member Price: \$82.50



#### About This Book:

*Everything you ever wanted to know about packaging ... in one neat package!*

The package is the product—it not only protects the contents and conveys information, but it must also sell itself! *Package Printing, Second Edition* is the definitive guide to this ubiquitous graphic communication medium. This book, written for the package buyer, the printer, the artist and designer, the supplier of printing equipment and materials, and students of printing and packaging, can be used as a reference, textbook, or training tool. In addition to a comprehensive glossary of packaging, 190 illustrations, and 70 tables, the book includes 14 chapters on a wide range of topics:

- Package printing: yesterday, today, and tomorrow
- Packages, packaging materials, and how they are printed
- The printing process
- Design for printing
- Color and color printing
- Prepress operations
- Plates and other image carriers
- Printing presses and auxiliary equipment
- Printing inks
- Coatings, laminates, and adhesives
- Nonprint decoration of packages
- Intelligent packaging: barcodes and RFID
- Technical challenges to management
- Choosing a printer or graphic arts service

#### Specs:

400 pp., 7.5x10-in. spiral bound, ISBN 9780883625880, copyright 2008.

#### About the Author:

Dr. Nelson R. Eldred, an independent graphic arts consultant and former head of GATF's Techno-Economic Forecasting Division, has authored several books, written extensively for both technical and trade journals, and presented numerous seminars and workshops on paper and ink.



Integrated  
Print Center

Add greater value to your service offerings with  
the resources of the Integrated Print Center.

Learning Center • PRIME • Test Drive Tools  
[ipc.printing.org](http://ipc.printing.org)

# MEMBER SPOTLIGHT

Get to know these companies  
whose knowledge and expertise strengthen our Association.

Craftline Graphics is a printing industry leader located in Fort Wayne, IN. Our facility covers over eight acres of manufacturing and warehousing space. We provide an array of services including specialized 4 over 4 color printing, black and 4 color web printing, foiling, embossing, die cutting, warehousing, bindery, packaging fulfillment, and more, for customers across the United States, Canada, Mexico, and Europe. We have been in continuous operation for over three decades. Our personalized service provides our clients with the confidence that they have chosen the best manufacturer for their printing needs. Visit us at [www.craftlinegraphic.com](http://www.craftlinegraphic.com).

### CRAFTLINE GRAPHICS

3522 Ferguson Road Suite E | Fort Wayne, IN 46809 | [www.craftlinegraphics.com](http://www.craftlinegraphics.com)  
Contact: Henry Freistroffer, President/CEO  
Phone: (260) 484-3186 | Email: [hank@craftlineprinting.com](mailto:hank@craftlineprinting.com)



For over a century, Demco has been serving the needs of America's libraries and schools. With a broad product offering of over 50,000 items including thousands of unique or hard-to-find supplies, furniture, and equipment, Demco offers more of what librarians need every day.

### DEMCO, INC.

500 E North Street | DeForest, WI 53532 | [www.demco.com](http://www.demco.com)  
Contact: Chad Fryer, Printing Supervisor  
Phone: (608) 846-3716 | Email: [chadf@demco.com](mailto:chadf@demco.com)



Kerley Ink Company was founded by Ray Kerley in 1932. Incorporated in 1947, Kerley Ink specializes in the manufacture of all types of offset inks for publication, commercial, and packaging applications. Kerley Ink is unique in the printing ink manufacturing industry because of its vertical integration, yet relatively compact size. Kerley Ink formulates and manufactures almost all of its own raw materials: bases, dispersions, ink vehicles and ink compounds. In addition to marketing to the large-scale publication, commercial and packaging printers around the world, Kerley Ink also offers those ink raw materials and its press-ready inks to the rest of the printing ink industry on a wholesale basis.

### KERLEY INK

2700 S. 12th Ave | Broadview, IL 60153 | [www.kerleyink.com](http://www.kerleyink.com)  
Contact: John Whalen, NEED TITLE  
Phone: (708) 344-1295 | Email: [jjwhalen@kerleyink.com](mailto:jjwhalen@kerleyink.com)



Printers, print management companies, publishers, advertising agencies and end users trust SFG to handle their essential work, whether simple inserting or complex affixing, matching, or intelligent mail projects. When it comes to knowledge of the USPS and postal issues, nobody knows more than SFG. As a solutions oriented partner, SFG can consult on size, design and closures that can save money and make a mailing project more dynamic and effective. The SFG Team of mailing experts delivers innovative solutions utilizing years of expertise and a creative approach by assessing each project and determining the best way to get it done with deadline and budget in mind.

### SPECIALTY FINISHING GROUP

1401 Kirk Street | Elk Grove Village, IL 60007 | [www.specialtyfinishinggroup.com](http://www.specialtyfinishinggroup.com)  
Contact: John Mascari, Executive Vice President  
Phone: (630) 625-7400 | Email: [jmascari@sfgrp.com](mailto:jmascari@sfgrp.com)



*Come spend some time in The Spotlight and help other members get to know your business better.  
To have your company featured, contact Sharon Flick toll-free at (855) 522-2210 or via email at [sflick@glga.info](mailto:sflick@glga.info).*

# Membership News

## Welcome, New Members

Please join us in welcoming these new members:

### Graphco – RYOBI MHI

1400 Wilkening Road  
Schaumburg, IL 60173



www.graphco.com

Derek Gordon, Midwest Regional Manager

(800) 458-2769

dgordon@graphco.com

Graphco is the industry's leading provider of digital, offset and print finishing solutions. We proudly represent the finest brands of equipment including MGI, RYOBI, OKI Data, Horizon, MBM, Graphic Whizard, Petratto, and many more. But these brands are only as good as the technical support team that stands behind them and Graphco's reputation for top-notch service is second to none.

### Mihlfeld and Associates

2841 E. Division  
Springfield, MO 65803  
www.mihlfeld.com



Charles Ellis, Account Executive

(417) 831-6727

charles-ellis@mihlfeld.com

Don Grindle, Account Executive

(417) 818-8085

don-grindle@mihlfeld.com

Mihlfeld & Associates is committed to providing logistics management that reduces costs, improves efficiency, and builds value for our customers through customized transportation, distribution and information services. Mihlfeld does this by using internal resources along with industry providers to leverage our clients to best in class logistics programs.

**Have you taken advantage of the Printing Industries of America Safety—Know It, Live It posters?**

Developed by Printing Industries of America's Environmental, Health, and Safety Affairs Department, these safety posters communicate the importance of today's top safety concerns in the printing industry.

Downloads are **free for members** and are in high-resolution PDF format.

Choose from:

- ✓ General Equipment Safety Practices
- ✓ Reduce Combustible Dust Hazards
- ✓ Safe Operation of Powered Industrial Trucks
- ✓ Get to Know the SDS
- ✓ Globally Harmonized System of Classification (GHS) Pictograms Quick Reference

Download yours today at [www.printing.org/safetyposters](http://www.printing.org/safetyposters).

## Ask the Experts

Here are some highlights from a recent Member-Ask-The-Members question. All questions with answers - and there are more than 90! - are available in the Members Only area of the GLGA website. If you have a question on your mind, ask the members for their advice. Please email Sharon Flick at [sflick@glga.info](mailto:sflick@glga.info). This service is confidential.

**How do companies currently manage their process of Quality Control – specifically for high volume/large companies that have many departments under one roof. Do you have leads in each department and one QC manager? Or each department has a manager? Who do the QC people report to? What is the current process to ensure QC is happening on the floor throughout production? What are the ramifications for fails on QC?**

- This may sound weird, but everyone in the company is responsible for the work they do. Our philosophy is that we have to build quality and pride in the work we do as we do it, and it does no good to inspect for quality after the work is done. This is true from credit approval, through customer service to shipping and invoicing. Quality is not just ink on paper, but it is also how we respond to a customer inquiry. So to answer, we do not have a QC “department”. Every department is a Quality department.
- QC is built into our processes and procedures. This starts with desktop publishing and continues through to final inspection. Our print and finishing operators are required to make pulls and sign pulls at various times determined by the equipment and the work type. The CSR makes a final inspection and sign off for release prior to shipment of product. We have a 99 percent+ product approval from our customers using this system.
- We have one person on each shift who continually does rounds to all equipment to ensure our quality standards are met. If a deviation is found, the Quality Assurance (QA) person notifies the operator and the situation must be fixed. The QA team reports to the QA Manager. All departments or process steps have quality assurance check sheets that must be filled out by each operator or employee.
- I've thought about this for a while and my summation is that the entire basis for this question is an outdated viewpoint of manufacturing. I was fine until the last question “What are the ramifications for fails on QC” which is basically saying “who and how do we blame a department when our processes fail?” Whatever result this organization is trying to achieve will only be had once their perception of “QC” changes. Saying there needs to be more “QC” is reflexive response when one recognizes a process is not successful but they can't or don't know how to fix it. Without clear guidelines and goals these efforts most often fail and outside forces are blamed because one does not comprehend the impact they have on the process.

Download the complete compilation of answers at [www.glga.info](http://www.glga.info).

# Your Currents Calendar

## Upcoming GLGA Events and Activities

To learn more or to register for any of these programs, contact Sharon Flick toll free at (855) 522-2210 or via email at [sflick@glga.info](mailto:sflick@glga.info). For the most current calendar, visit [www.glga.info](http://www.glga.info).



- July 16, 2014 - Second Annual Chicagoland Printers Scholarship Golf Outing, Wood Dale, IL
- August 13, 2014 - Wisconsin State Golf Outing, Cambridge, WI
- September 29, 2014 - Graph Expo Annual Member Reception, Chicago, IL

## Upcoming PIA Events

To learn more or to register for any of these programs, visit PIA's website at [www.printing.org](http://www.printing.org).



- December 6-December 9, 2014 - 2014 Color Management Conference, Scottsdale, AZ

## Upcoming MRA Webinars



To learn more about these free HR webinars, visit MRA's website at [www.mranet.org](http://www.mranet.org). To register, call MRA's Registration Hotline toll-free at (800) 488-4845 and ask for the registration department. Be sure to tell them you are a GLGA member.

- July 17, 2014 - *To Google, or Not to Google. Best Practices for Background Investigations*
- August 21, 2014 - *Onboarding: The Answer to Retention Woes*
- September 18, 2014 - *Building Blocks of a Successful Compensation Program*
- October 16, 2014 - *The HR Audit - Start Small and Save Big*
- November 20, 2014 - *When Change Clashes with Culture*
- December 18, 2014 - *What to Do When You Can't Find the Talent You Need*



**September 28 - October 1, 2014**  
McCormick Place | Chicago, IL USA  
[www.GraphExpo.com](http://www.GraphExpo.com)

Co-located Show: 

FREE exhibit floor passes for GLGA members.

Get yours at <http://tinyurl.com/kjdzw2q>.

## Graph Expo Member Reception Set for September 29

Start making plans to attend this year's Graph Expo, to be held September 28-October 1, 2014, at McCormick Place in Chicago, IL. Our annual Member Reception will be held in our private reception area after the show floor closes on Monday, September 29. The reception is free. RSVP at [www.glga.info/Education and Events](http://www.glga.info/Education%20and%20Events).

THANK YOU TO OUR SPONSOR:



## GEA Tip of the Month



NOW is the perfect time to start compiling your entries for the 2015 Graphics Excellence Awards competition. Don't wait until March, when you may find yourself scrambling to find your samples.

If you're unsure if a client will permit you to enter a piece in the competition, ask them upfront at the time of production. Have a standard "permission form" ready that you can have them sign, and keep a copy of the Awards Annual handy so you can show them how winning a GEA would enhance their own marketing.

## Staff Contacts

Website: [www.glga.info](http://www.glga.info)  
Toll-Free Phone: (855) 522-2210

Joseph Lyman  
President  
[jlyman@glga.info](mailto:jlyman@glga.info)

Bill Gibson  
Illinois Director  
[bgibson@glga.info](mailto:bgibson@glga.info)

Brent Eckhart  
Indiana Director  
[beckhart@glga.info](mailto:beckhart@glga.info)

Sharon Flick  
Communications Manager  
*Currents editorial contact*  
[sflick@glga.info](mailto:sflick@glga.info)

Debra Warner  
Membership Development and Engagement Manager  
*Currents advertising contact*  
[dwarner@glga.info](mailto:dwarner@glga.info)

Doris Saywright  
IT Specialist  
[dsaywright@glga.info](mailto:dsaywright@glga.info)



Great Lakes Graphics Association  
W232 N2950 Roundy Circle E, Suite 200  
Pewaukee, WI 53072

RETURN SERVICE REQUESTED

PRODUCTION LINE TO BOTTOM LINE.  
PRESS SHEETS TO BALANCE SHEETS.  
WORKFLOW TO CASH FLOW.

**CARLSON KNOWS PRINT**



**Carlson Advisors**  
Certified Public Accountants  
Business Consultants

MINNEAPOLIS | LOS ANGELES | SEATTLE | ST. CLOUD  
763.535.8150 | [CARLSON-ADVISORS.COM](http://CARLSON-ADVISORS.COM)

