

Graphics *Journal*

December 2018
Volume 3
Issue 11



**The Role of Promotion in Driving
Digital Printing Sales**

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Preparing Files for Digital Enhancement

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Great Lakes Graphics Association

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ASSOCIATION NEWS

Two GLGA Representatives Join PIA Board



Printing Industries of America President Michael Makin (far right) inducts the new board members: from left, David Bennett, Bennett Graphics; Joe Lyman, GLGA; Mike Magerl, Trabon; Kerry Summers, Vibrant Group; and Cathy Skoglund, ASU Printing and Imaging Lab.

GLGA Past Chairman of the Board John LeCloux of WS Packaging and GLGA President Joe Lyman have been elected to the 2019 Printing Industries Board of Directors. The installation ceremony took place on November 11, 2018, at the PIA Fall Administrative meetings held in Grapevine, TX. Joe Lyman was inducted as a new board member during the ceremony; John LeCloux continues in his second term as organization Treasurer.



John LeCloux

New Union Data Break-Out

2018 Wage and Benefit Survey Report Published

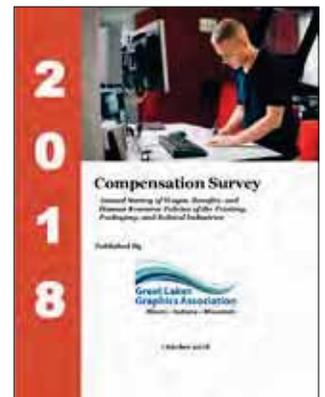
The 2018 Wage and Benefit Survey Report - one of GLGA's most popular member programs - is now available. Almost 90 GLGA member companies participated in this year's survey and confidentially provided data about their compensation and benefit offerings.

The study was conducted over the summer on behalf of all the affiliates of Printing Industries of America. This year's survey has 510 participating companies and includes compensation reporting for more than 18,000 employees.

As in past surveys, wages are reported by region and by company size. The data from GLGA members is further broken down by the three states. This year, for the first time, a break-out of data for unionized workforces also is available.

The compensation section includes monthly wages and yearly salaries for a variety of staff and management positions. The benefits section includes data on HR policies and practices, including reporting on changes for 2018.

All GLGA members who participated in the survey received a free copy of the report. Non-participating member companies may purchase the report for \$250; the non-member price is \$1000. Please contact Debra Warner at (262) 439-8992 or dwarner@glga.info to get your copy of this valuable and insightful report.





Fun Night at Indiana Holiday Celebration

GLGA returned to Topgolf in Fishers, IN, for the Indiana Holiday Celebration on November 28, 2018. Players from Accion Performance, Agfa, Canon Solutions America, CliftonLarsonAllen, Eckhart and Co., HP, International Paper, Kodak, Litho Press, Midland Paper + Packaging, Millcraft, Multi Packaging Solutions, Pixelle Specialty Solutions, Printers 401k, Priority Press, Ricoh, Sun Chemical, Veritiv and World Arts Printing enjoyed appetizers and conversation, and tried Topgolf's signature games with micro-chipped balls in our heated hitting bays.



THANK YOU TO OUR SPONSORS:



Becoming a "Contrarian Salesperson" at the Illinois Sales Focus Forum



A sell-out crowd gathered on November 14, 2018, at Jimmy's Charhouse in Elk Grove Village, IL, for a Sales Focus Forum that challenged their existing beliefs of how to sell.

Karen Meracle of Sandler Trainer presented the eight "Contrary" rules for non-traditional selling to help sales professionals move prospects to a yes or no faster, hold margins, and build more predictable pipelines for growing business. Attendees received a copy of the Sandler Training book, "The Contrarian Salesperson."

THANK YOU TO
OUR SPONSORS:





By
Joe Lyman
President

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Wisconsin

Everyone is looking for young, talented individuals to join their growing companies. However, no matter how hard you try finding them, young adults are not available. That might change soon. Great Lakes Graphics Association, along with other industry partners, recently re-engaged with the Wisconsin Department of Workforce Development (WDWD) to revitalize the Printing Youth Apprenticeship (YA) program at the high school level throughout the state. Remembering back decades ago, Printing was the very first youth apprenticeship program the WDWD launched in the early 1990's. Interest in the program dipped in the late 2000's because of a severe downturn in the economy, but has seen some significant demand in recent years.

The program is not only to be updated but considerable time and effort will be given to promoting career opportunities in the industry to technical education teachers, students and parents throughout the state. This is the boost the industry needs in helping to identify and recruit young, talented individuals into our growing companies.

Businesses have a role in this as well. It is their responsibility to help pass along knowledge and expertise to help students grow in their apprenticeship positions to truly master their skill. Only through this sort of partnership will the program be successful. Finally, do not allow insurance companies to necessarily preclude you from participating in the YA program and having individuals below the age of 18 operate equipment in your facility. There are state statutes that allow students to operate equipment a certain percentage of time while they are on the job.

The timeline for relaunching the program is mid-2019. Over the next few months, time will be used to review the curriculum and revise the equipment lists that are currently used in the industry. For more information about the program or to get involved, please contact me at (262) 522-2212.



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By
Brent Eckhart
Indiana Director

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Indiana

The winter holidays are in full swing and what could be better on a frosty evening than relaxing with plenty of friends, enjoying some great food and drink, and GOLF! On November 28, 2018, Indiana printers met again at TopGolf in Fishers, IN, for the annual Holiday Party. TopGolf is an exciting venue whether you are a scratch handicapper or have never teed up a ball. As the night unfolded, I had a few observations. The first is that there are unlimited ways to swing a club and still make contact with that little white ball sending it out into the brightly lit sky where it comes to rest (hopefully) in one of the neon lit circles. Secondly, those of us in the print community have a lot to be thankful for and a lot to celebrate.

No one appreciates the challenges of our industry better than a colleague, and it is fun and therapeutic to get together and share our stories, joys and frustrations. I am thankful for that opportunity. As our group divided up into teams of six for some friendly head-to-head competitions, the customer/vendor or supervisor/employee divisions melted away and at least for the moment we were just teammates. The celebration of our industry and our participation in it may not be directly reflected in the statistics of paper or presses sold, profits made, or production goals achieved, but I believe such celebrations are important for our psyche.

As we head toward a new year, I would like to raise a glass and say to all my industry friends, “Thanks for all you do! Thank you for the sponsorships, the participation, the fresh ideas and helpful critiques. I am thankful for all we have and look forward to new celebrations!”



By
Bill Gibson
Illinois Director

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Illinois

On December 12, 2018, a special roundtable was held with concerned Illinois printers, finishers and mailers and our chief lobbyist, Josh Sharp of the Illinois Press Association, our financial advisor, Andrew Klemens of BKD, and me to discuss government affairs lobbyist activities in 2019. I personally want to thank those who registered to add their input in shaping our legislative future!

We have a very sufficient win in our favor with passing the Graphic Arts Exemption for equipment and certain consumable supplies that go into our production process. This exemption has saved millions of dollars for our industry in Illinois, and I am pleased that our voice was heard over the course of a three-year battle.

Meetings with the Illinois Department of Revenue Rules Committee concerning regulations that govern the exemption have proved to be encouraging. We have helped shape an understanding of what we face day to day to remain competitive with our border states as well as the nation and the global environment.

Moving forward in Illinois politics with a new Governor and changes in the legislative bodies (Senate and House), we will need to keep ahead of proposed bills that will affect our industry in staying competitive and compliant. Rumors are floating around the statehouse on how to add revenue to the state coffers, and some are not very manufacturing friendly.

Your lobbyists are dedicated to keeping a watchful eye on legislation that will impact your bottom line and keeping a fair competition across the country...that is where YOU come in! When called upon we will need your input and position on proposed legislation and rules that affect your production and business in Illinois. Become proactive with us and give me your thoughts and support when requested. The success of our efforts depend on all of us working collectively for the best possible outcome.

“We must all hang together, or assuredly we shall all hang separately.”

- Benjamin Franklin

A Profitable Alternative to Selling as a Going Concern



By
Al Reijmer and
Paul Reilly
Partners
New Direction Partners

Part of a sound plan for launching a printing business is thinking ahead to the day when the business will go forward under the control of someone other than the person who started it. Passing the company to family members is one way of accomplishing this. Nowadays, though, it's more common for the transition to take place in the sale of the company as a going concern or as a tuck-in that conveys some – but not necessarily all – of the business and its assets to a new owner.

Accepting the fact that one of these options will work better than the other may require an emotional adjustment as well as a strategic decision on the seller's part. Although sale as a going concern promises a new lease on life for the seller's company in its present form, the bar of eligibility for this kind of transaction is set fairly high. A tuck-in that doesn't preserve the business as a working enterprise may not be what the owner originally had in mind, but the truth is that tuck-ins are rich in advantages both for individual sellers and for the industry as a whole.

Let's first consider sale as a going concern. A company that's well managed and reasonably profitable with an EBITDA percentage greater than the seven to ten percent range is the type of business that will appeal to buyers seeking plants they can keep in independent operation.

The acquirer may want to establish a footprint in a new region or add capabilities that the buyer's plant doesn't have. The buyer could be a private equity investor looking to augment the platform of other printing businesses it has purchased. Thanks to the good economic health that the industry continues to enjoy, we're seeing more opportunities for going-concern transactions than we did when conditions weren't as favorable.

Although a plant acquired in this way stays largely as-is, the new owner likely will want to find ways to take costs out of the business structure. This usually is done by eliminating redundant administrative positions and any inessential indirect labor. Duplicative layers of management may be trimmed as well.

The production, sales, and CSR head counts, on the other hand, probably will not change. Only about five percent of positions, if that many, tend to be affected in a sale as a going concern. If the buyer is a private equity investor without much experience in running printing businesses, there may be no change in staffing at all.

There are some circumstances in which continuing to operate an acquired plant could be tricky: workflows may not align or the two businesses may serve different ends of the market, as when a commercial printer acquires a packaging firm or a creative agency. But, when a sale as a going concern unites compatible entities on mutually beneficial terms, everyone wins.

Tuck-ins solve problems for owners whose companies may not be candidates for acquisition as going concerns. Of primary interest to the buyer in a tuck-in is the seller's book of active accounts, which represent most of the value of the company. The accounts must be "portable," meaning that they can be serviced from the buyer's plant with the capabilities the buyer already has.

It is important to note that not only distressed firms sell as tuck-ins. Firms rich in assets may find the tuck-in structure more advantageous than an in-place, going concern transaction. Firms with highly valued equipment and customer bases could actually see greater proceeds from a tuck-in.

Typically, a seller of a tuck-in sees three flows of proceeds:

1. Proceeds equal to the difference between accounts receivable plus inventory and accounts payable.
2. Proceeds from sale of equipment purchased by the buyer or realized by the seller in auction.
3. Proceeds from the value replaced on the customer base, usually paid in the form of royalties on sales over time.

Based on the assessed value and profitability of the overall book of business, a good faith advance cash payment is frequently offered to the seller. This usually takes place in the first year of a three- or four-year royalty period.

Often, the selling owner will be expected to stay on for a period of time in a managerial or a sales role to assure a smooth transition.

What about plant, equipment, and personnel? The buyer either will want to retain some of these assets, or it will not. In a reverse tuck-in, where the seller's plant is larger and/or better equipped than the buyer's, the buyer may decide to shift production to the facility being acquired.

Reverse tuck-ins, however, are the exception. In most cases, the seller will dispose of the building and grounds (if owned), liquidate the equipment, and take the proceeds as part of his or her compensation. Sellers with long-term, unbreakable leases will have to settle with their landlords so that the obligation doesn't complicate closing the deal.

Because tuck-ins focus on sales rather than assets, human assets may be among those that don't come along in the acquisition. As in a going-concern transaction, the buyer will be looking to eliminate redundancies and overhead; so, preservation of jobs is something that will have to be negotiated. Not all jobs can be saved, but experience suggests that anywhere from 20 to 80 percent of positions will survive a tuck-in. Larger companies may have a better chance of protecting jobs than smaller ones.

Sellers sometimes see tuck-ins as a less than ideal way to leave their ownership responsibilities behind and move on to the next stages of their lives. We think it's a mistake for them to let ego get in the way.

For one thing, compensation to a seller in a tuck-in often will be greater than what the seller can expect to receive in a sale as a going concern. To make the point to our clients, we'll estimate selling price both ways so that they can see how earn-out plus liquidation value may be more to their advantage than cash terms.

Tuck-ins aren't just good for individual sellers. They benefit the industry as a whole by taking fixed costs and excess capacity out of it. Key accounts continue to be serviced, and the companies that acquire them grow stronger. The industry owes a considerable part of its post-recession recovery to tuck-ins, which have left it in better financial shape than it otherwise would have been. The effect hasn't gone unnoticed by investors, who after many years of shunning the printing industry are now willing to put capital into it.

If you are the owner of a printing or a packaging company that ticks all the boxes for sale as a going concern, buyers are looking for you. Owners of companies that don't fit the profile often have more opportunities than they may realize in tuck-ins. Even in the toughest circumstances, never consider closing your doors before exploring this alternative.

Remember, too, that because value in a tuck-in is based upon the anticipated future performance of the accounts being acquired, the timing of the transaction matters. Executing a tuck-in when sales are strong gets a better deal for the seller than attempting to do it during a slump. Unfortunately, many printers learned this the hard way when the recession slashed their revenues and undercut their chances for a profitable transfer of ownership.

The M&A marketplace continues to be well stocked with opportunities for buyers and sellers alike. Sale as a going concern is always desirable, but if opportunity arises in the form of a tuck-in, don't hesitate. Understand your options, seize the moment, and reap the rewards.

Al Reijmer began his 40+ year Graphic Arts career at his family-owned printing firm in Utica, MI. Subsequently, Al held production management, estimating and finance positions at several industrial scale printing establishments with large format sheetfed and web capability. Al also held various positions at Manroland, Heidelberg USA and TD Global including Vice President, Senior Vice President and President. Since 2011 Al has been providing countless printing establishments with investment banking, transition strategy, growth and operational consulting, and he is often called upon for advice on human and technical resource evaluations and investments. Contact Al at (586) 530-8600 or areijmer@newdirectionpartners.com

Paul Reilly has been in the industry for more than 40 years, and for the last nine years has been providing investment banking and financial advisory services for sellers and buyers, valuation services, financing and refinancing efforts, turnaround and restructuring services, and temporary/interim management consulting. Engagements have included packaging, label, commercial printing, direct mail, web-to-print, digital printing, envelope manufacturing and graphic art supplier clients. Paul frequently speaks at industry conferences on leading, managing and M&A trends in the graphic communications industry. Contact Paul at (610) 230-0635 ext. 702 or preilly@newdirectionpartners.com..



The Role of Promotion in Driving Digital Printing Sales



By
Kate Dunn
Director
Keypoint Intelligence—
InfoTrends

Editor's note: this article from Keypoint Intelligence was provided for GLGA members courtesy of Canon Solutions America.

Investing in digital printing devices doesn't guarantee print demand. The key to building demand lies in promotion. Marketing communications, or promotion, is what propels the marketing and sales process for digital printing; it catapults demand.

Promoting digital printing is of prime importance because customers and prospects may not be aware of the benefits and value it can deliver. Promotion is a vital component of marketing digital printing as it can prove your ability to handle and produce digitally printed jobs that yield results.

Attracting new digital printing customers or expanding share of business with current clients starts with creating awareness and educating customers on its benefits and your competency. Awareness of competency can lead to consideration

as a potential supplier. The more decisions the print service provider can participate in, the more chances they have to win valuable customers and increase its hit rate (or close rate).

"Customers are looking for a partner—not a manufacturer—that can help them accomplish their organizational goals."

Self-promotion campaigns, marketing materials, and educational efforts that demonstrate digital printing capabilities will open more doors for sales reps. When sales reps can start conversations earlier in the buying cycle, they have the opportunity to set a vision focused on the value the project can deliver and rather than the price-per-piece. Supplying your team with high quality leads improves their productivity and gives them more time to focus on high-value opportunities they can close.

Where should you start? Identify the key value messages.

Short-Run, Fast, Affordable Production

Digital printing accommodates demands for shorter runs and faster turnaround times at competitive prices. This isn't a new value message, but it remains important.

According to a recent Keypoint Intelligence – InfoTrends survey of enterprises with 500+ employees, the top criteria used to select a print provider included the ability to meet deadlines and competitive pricing—both of which are benefits of digital printing.

Your marketing messages should focus on the benefits of improving the customer's ability to react quickly to customer interest, capture more opportunity and stretch budgets by reducing inventory costs and waste.

Digital Printing is More than Four-Color

Advancements in digital printing technology, substrate availability, and finishing capabilities bring great flexibility to end customers in terms of the jobs they can produce and the use of special effects. Unique imaging capabilities lift the status of printed materials from commodity, price-sensitive offerings to higher value products.

InfoTrends believes that the market value for enhanced digital printing in the U.S. and Western Europe is about \$917 million. This value is expected to experience a compound annual growth rate of 14 percent, reaching \$1.3 billion by 2020.

Your marketing messages should focus on the benefits of increased customer engagement and response rates possible with enhanced digital print.

Expanded Substrate Capabilities Extend Application Options

Digital print engines can support an increasing array of substrates, including heavier stocks and synthetic materials. They also can support high-value substrates like rugged synthetics; pressure-sensitive stocks; photo media; and pre-scored, ready-to-print dimensional stock. This brings great flexibility to print buyers in terms of the jobs they can produce.

The right substrate can create the opportunity for higher value (margin) print in today's market. The variety of substrates available today can help your customers re-engineer products to move more quickly in today's world by streamlining their supply chain.

Marketing messages should focus on increased response with creative uses of dimension, texture and color; the ability to improve the durability of certain print projects; and new opportunities that can be created through new and reengineered digital print products.

Personalizing One-to-One Communications

Personalization enables marketers to deliver the right content, to the right person, in the preferred channel, at the right time. According to InfoTrends' survey of enterprise marketers, 41 percent of printed communications include some type of personalized information or images targeting the recipient. Personalization was primarily pursued to improve results—communications with personalization delivered a 38 percent higher response rate than communications that did not.

Personalization is primed for mainstream use, and 55 percent of surveyed enterprises expect to increase their use of it over the next two years.

Print providers can help drive the use of personalization by creating personalized promotions and measuring/sharing the results of those efforts. Use your marketing to help potential customers understand how they can use personalized print to improve response rates and increase loyalty through improved customer experience.



Markets for Customized Print Products are Expanding

Digital printing's ability to customize and affordably produce lower quantities on an ever-expanding range of substrates enables customers to create new products for specific audiences or individuals.

One of the more significant trends that has emerged in recent years is the influence of technology on homemade manufacturing. The combination of the Internet with technological innovations that enable individuals to easily make and sell products has resulted in the rise of the "Maker Movement." Makers are found in fields ranging from food to crafts to technology; they are a legion of entrepreneurs starting their own businesses to create and sell self-made products.

Use your marketing to help educate prospects about how customized print products can help them offer new products, enhance existing ones and generate more revenue.

Now is the time for you to demonstrate the value that digital printing services can deliver to your customers. Promotional efforts build awareness, showcase value, and demonstrate your ability to deliver innovative digital printing applications. Print providers who use their digital printing capabilities to demonstrate the possibilities can build stronger customer bonds and position their organizations as trusted and valued partners. Your marketing should both tell customers about your capabilities and help educate them about the value your capabilities can create for their organizations.

Getting your message across requires involves continually showing customers what is possible while also positioning your organization as a provider of innovative applications. Now more than ever, customers are looking for a partner—not a manufacturer—that can help them accomplish their organizational goals. Demonstrating how digital printing can help your customers maximize their communication budget dollars is a strategy that can enable you to out-finesse the competition.

Kate Dunn is an award-winning leader in relevant, cross-channel marketing who regularly shares her expertise at industry events across the United States and abroad. She works at the executive level with print service providers, marketing service providers, and equipment and technology vendors. She also offers expertise on strategy, marketing, lead generation activities, and sales training programs.

Spill Response Teams



By
Cheryl Moran
Project Engineer
SCS Engineers

If you use hazardous substances or store oils or fuels on site at your facility, you need to be prepared to respond properly to a release. Having a written plan such as a Resource Conservation and Recovery Act (RCRA) Contingency Plan, facility emergency response plan, or Spill Prevention Control and Countermeasure (SPCC) Plan is your company's first step to protecting human health, the environment, and your company's assets from the aftermath of a spill. Not all of your employees are qualified to clean up all releases. Training may be required if there are potential risks. Choosing the correct level of training and the right people to train is essential to maximizing your facility's spill preparedness.

Spill planning and reporting can be subject to rules from multiple agencies, depending on what spilled, where the spill happened, and whether it leaves your property. For instance, a release on a roadway will include Department of Transportation requirements. If the material released is either a hazardous material or an extremely hazardous substance that leaves your property, or an oil that enters a storm sewer or causes a sheen on a waterway, the Environmental Protection Agency mandates the reporting. Concurrently, the Occupational Health and Safety Organization (OSHA) is the regulatory body that oversees how you go about your spill response activities.

Where Do I Start?

You can start by assessing your facility's spill potential. Take an inventory of the chemical products at your facility. You will want to include some details in your assessment such as the related hazards of each product, the amount you store on site, the biggest container, and where these are stored and used in relation to employee work stations and other operations at the facility. This assessment may already be incorporated into your written plans.

Ask yourself these questions:

1. Are emergency responders able to get to our site quickly? These entities could include the local fire department, community hazardous materials team, or a private spill cleanup contractor.
2. Does our facility have a written plan that includes facility personnel responding to spills?

3. Do we want employees to be able to take defensive actions to help stop a release from spreading?
4. Do we want employees to be able to take offensive action to stop the release at the source?

Based on your answers, choose the level of spill response training that best suits your needs.

No Training

Are all spills emergencies? No. Some releases are minor. For instance, if you spill a quart of oil on the floor, there is little risk to you to clean it up. It should be easy to do without having to call for assistance. No special training is necessary in order to clean a small spill of a material that is not hazardous. If your spill potential assessment shows that you have a low risk of a release that could threaten human health or the environment, and amounts that could release from a single container are minimal, you do not need any special training.

First Responder Awareness Level

First responder awareness level trains employees who are likely to discover a release. Awareness level responders will know how to identify hazardous materials and their risks, understand the potential outcomes associated with an emergency created when hazardous substances are present, have the ability to recognize the presence of hazardous substances in an emergency, and know how to use the U.S. Department of Transportation's Emergency Response Guidebook (ERG). Responders are expected to understand the employer's emergency response plan including site security and control. Most importantly, awareness level responders must recognize the need for additional resources and know how to make appropriate notifications.

First Responder Operations Level

If you have a moderate spill potential and either risk or delays in getting outside assistance to your site, first responder operations level is what you need. These personnel are proficient in all of the training provided to the first responder awareness level, have knowledge of basic hazard and risk assessment techniques, have an understanding of basic hazardous materials terms, know how to select and use proper personal protective equipment, and

know how to implement basic decontamination procedures. First responders at the operations level can take defensive actions only to prevent the spread of a release. These initial actions can be valuable if your fire department or hazardous materials response team will not be able to arrive quickly. Candidates for first responder operations level receive eight hours of initial training and demonstrate competency in each of the required actions. An annual refresher is required.

Hazardous Materials Technician Level

Facilities with higher levels of risk may want to consider hazardous materials technician level training for select employees. Hazardous materials technicians are individuals who respond to releases or potential releases to stop the release. They assume a more aggressive role than first responders at the operations level because they are able to approach the point of release in order to plug, patch or otherwise stop the release of a hazardous substance. Hazardous materials technicians receive training that operations level responders receive, plus have competency in the following areas:



- Know how to implement the employer's emergency response plan
- Know the classification, identification, and verification of known and unknown materials by using field survey instruments and equipment
- Be able to function within an assigned role in the Incident Command System
- Know how to select and use proper specialized chemical personal protective equipment provided to the hazardous materials technician
- Understand hazard and risk assessment techniques
- Be able to perform advance control, containment, and/or confinement operations within the capabilities of the resources and personal protective equipment available with the unit
- Understand and implement decontamination procedures
- Understand termination procedures
- Understand basic chemical and toxicological terminology and behavior

Hazardous materials technician level responders receive at least 24 hours of initial training and 8-hour annual refreshers, and their employers must confirm that they are able to perform the required response functions.

Training Resources

Spill response training should be conducted by trainers who have satisfactorily completed a training course for teaching this subject, or have the training and/or academic credentials and instructional experience necessary to demonstrate competent instructional skills and a good command of the subject matter of the courses they are to teach. You can find OSHA's spill response expectations in the Chapter 29 Code of Federal Regulations Part 1910, Subpart H, with Appendix E providing training curriculum guidelines.

Synchronize Your Plans and Your Teams

After spill response training has been completed, be sure to update your written plans to reflect the level of response authorized at the facility, a list of trained personnel, and the method the facility will use to notify the spill response team that a release has occurred. Support your team by conducting routine spill drills, so your staff is prepared to take efficient and effective actions in the event your facility has a spill.

For more information, contact Cheryl (SCS Engineers Madison, WI, office) at cmoran@scsengineers.com or Ann O'Brien (SCS Engineers Chicago, IL, office) at aobrien@scsengineers.com.

Ask the Technical Experts!

One of the benefits of membership is the technical expertise provided by Printing Industries of America. The technical experts from the Center for Technology and Research help members with environmental, health, and safety concerns; consulting and on-site technical assistance; Technical Association of the Graphic Arts; technology training; and simulators. In this column, they discuss common production problems and issues.

Q. I have heard a drying stimulator can be added to the fountain solution to assist ink drying. What is a drying stimulator and how does it work?

A. A drying stimulator is a water base solution of a compound such as cobalt chloride, cobalt acetate, or manganese nitrate. The proportion is 1–2 ounces/gallon of dampening solution. Cobalt and manganese accelerate the drying of inks that contain drying oils. Drying stimulators can be used to help ink drying and are available from graphic arts supply dealers. Drying stimulators can cause the ink to dry more quickly on the roller in the press and should be used carefully.

Q. I'm being asked by a customer if I'm GMI certified. What is that and how do I achieve it?

A. Graphic Measures International (GMI) was established to help brand-name clients (e.g., Walgreens) certify, measure, and monitor the performance of their printer networks, particularly related to packaging. The certification requirements consist of a print test and an on-site evaluation that examines such things as training, quality control, SOPs, and equipment maintenance in each area of the production process.

GMI has since been taken over by **sgsco**, which manages the packaging graphics of many top brands. While GMI certification is still available, **sgsco** will be transitioning to a Print Quality Qualification process that will have less process scrutiny. To find out more, contact **sgsco** Vice President of Global Color and Print Quality Management Cheryl Johnson at cheryl.johnson@sgsco.com.

Q. We are having a buildup of debris in the image area on the blanket. What is the difference between linting and picking?

A. Linting is the transfer of loosely bonded paper surface fibers to the blanket. Linting can occur in the image and non-image area. Pilling is the buildup of paper fibers or paper coating in the image area on the blanket. Linting is typically associated with uncoated papers.

Picking is the separation of the paper fibers or paper coating from the surface of the sheet due to the ink tack exceeding the paper surface strength. Picking can contribute to pilling. The most common solution for picking is to use a lower-tack ink or reduce

the ink to lower the tack. Ask your ink supplier for recommendations for reducing your inks. Using the wrong reducer or too much ink reducer can cause additional problems. Reducing the press speed also will reduce picking.

Q. A customer is insisting we use a scan of a poor quality bar code for their job. We have told the customer that the scan of the bar code would not be of sufficient quality to ensure readability. Do you have any information on quality for printing barcodes?

A. Bar codes should be created with software that generates vector files. A vector file is a mathematical formula, which is interpreted by the RIP and creates a high-quality image at the RIP's resolution. Scanning an existing bar to a bitmap file is not going to provide the same quality as a vector generated bar code. If a bar code is scanned, it should be scanned as if it were line art, at least 1200 dpi and saved as a bitmap. Saving the file as a grayscale will result in an image with pixilated soft (not sharp) edges on the bar code bars.

Offering unbiased and confidential results, Printing Industries of America provides a range of testing and laboratory services to help solve printing-related problems. For more information, please contact Jim Workman at (800) 910-4283, ext. 710 or direct at (412) 259-1710, visit www.printing.org/labservices or email labservices@printing.org or jworkman@printing.org.



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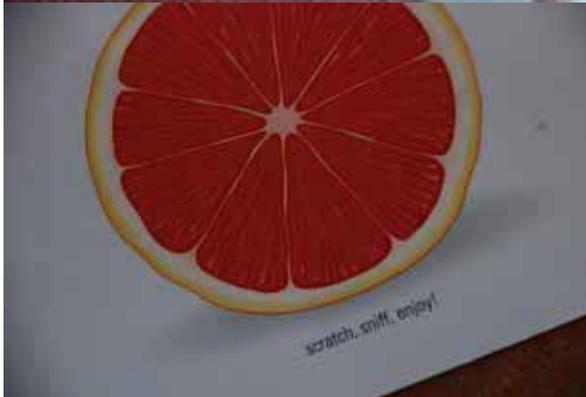
We're putting the spotlight on GLGA member companies that offer trade printing, postpress and mailing services to other members. To have your company featured, contact Sharon Flick at (262) 201-4730 or via email at sflick@glga.info.

H&H GRAPHICS, LLC

450 Corporate Woods Pkwy.
Vernon Hills, IL 60061
www.handhgraphics.com

John Lipkowski, Vice President of Sales
(847) 383-6285
jlipkowski@hhgrfx.com

Year founded: 1978



Q. Tell us about your company.

A. H&H Graphics creates multisensory special effects for print, packaging and displays. Our work is designed to increase engagement and create a memorable experience for the target demographic, ultimately leading the consumer to purchase. Our award-winning R&D team creates many unique effects in-house. We also have a gaming division that focuses on scratch off, pull tab and multichannel games and promotions. We are a certified woman-owned business (WBE).

Q. What is your specialty?

A. We specialize in magic – creating textures, glitters, chromics, scents, and one-of-a-kind effects that make projects irresistible with vivid multisensory appeals and amazing “reveals” that consumers can’t help but want to interact with.

Q. What is your favorite kind of project to do?

A. We love the opportunity to be involved from the earliest stages of design so that we can tailor our expertise around the precise goals and demographic targets of the project and create something truly compelling and original.

Q. What has been your most memorable project?

A. Our work is so customized that every project is memorable, but here are a few that stand out:

Creating the authentic feel of a football for a Super Bowl promotion. Our R&D team brought in a football and experimented repeatedly until the texture was indistinguishable from the real thing. The rubbery dimpled textured coating that resulted felt just like holding the ball!

An 8-scent card handed out to movie goers to enable them to “smell the scene” at specific points in the movie. The scents were all unpleasant odors from “sweaty locker-room” to “moldy cheese.” During printing our production area smelled like whatever we were printing. Ugh!

A photochromic notebook cover that turned from white to sky blue when exposed to sunlight. One user taped off portions of the cover so that when it was exposed to sunlight it spelled out “Will you marry me?” in blue. She said yes.

Q. What's new at your company?

A. December 2018 marks our 40th anniversary in business.

Q. When should another member call you for help?

A. We are here whenever someone has a product or promotion they want to differentiate or has a customer looking for a little out-of-the-box magic. We don't do ordinary.

NEW PRODUCTS AND SERVICES

To have your company, product or service featured, contact Sharon Flick at (262) 201-4730 or via email at sflick@glga.info. News will be published as space allows. We reserve the right to edit for length and clarity.

Accura MIS Releases New Software Update

Accura 5.31 and Accura Online 5.30 contain a wealth of new features as well as many fixes and improvements for their complete print management system. Upgrades are free for all customers with a current support contract.

Among the new Accura features are a delivery schedule window enabling delivery point date scheduling; new packaging settings; new SMS engine; and an improved CRM calendar. Major new features for Accura Online include advanced filtering; client specific product pricing; integration with Google Analytics and Maps; and enhanced color customization. Read more at <https://tinyurl.com/yd5pna69>.



RBP's Liquid Gold 820: Maximizing Performance for Top Printing Operations

Newsprint and coldset pressrooms choose RBP Chemical Technology's Liquid Gold 820 fountain concentrate to maximize the performance of a wide array of plates – including processless. Liquid Gold 820 comes in neutral, mild acid, and hard water versions to meet all users' water conditions and is formulated with special ingredients to keep the non-image area free of unwanted ink, resulting in sharp, clean print, and quick start ups that reduce paper waste. Like all RBP fountain concentrates, Liquid Gold 820 contains the latest in biocide technology to keep the dampening system clean and free of biological growth. Learn more at <https://tinyurl.com/y7nvgxyd>.



swissQprint Launches Printer Generation 3

swissQprint, the Swiss developer and producer of high-end large-format printers, has unveiled a new printer generation. The generation 3 range comprises five models: Nyala 3, Impala 3 and Oryx 3 as well as the speed models Nyala 3S and Impala 3S. Each of these new LED flatbed printers has the accustomed add-on features, which now include an extended roll to roll option. Read more at <https://tinyurl.com/ydxsguv5>.



Xeikon Café Announces 2019 Schedule

Xeikon Café has announced the 2019 schedule for its Xeikon Café Exhibition and Conference events worldwide. Under the tagline “Learn, Connect, Discover,” Xeikon Café is designed to help print service providers evaluate and experience new aspects of digital production. Xeikon Café North America will take place in Chicago May 14-16, 2019. For more information, visit www.xeikoncafe.com.





HARPER COLLEGE, PALATINE, IL: The Harper College Graphic Arts Technology Program hosted its third annual Print Expo for high school and current Harper students on November 30, 2018. About 130 young adults explored the printing industry, learned about career options beyond graphic design, and got to know possible future employers. Thirty-five companies and universities exhibited during the event.

Top, left: Derek Gordon of Graphco/RMGT meets with students. Top, right: Participants ask Kat Tyse of SG360 to mark their scavenger hunt cards. Bottom, left: Laurie Velez of ABS Graphics shows attendees samples of her company's work.



2019 Graphics Excellence Awards Competitor's Tip

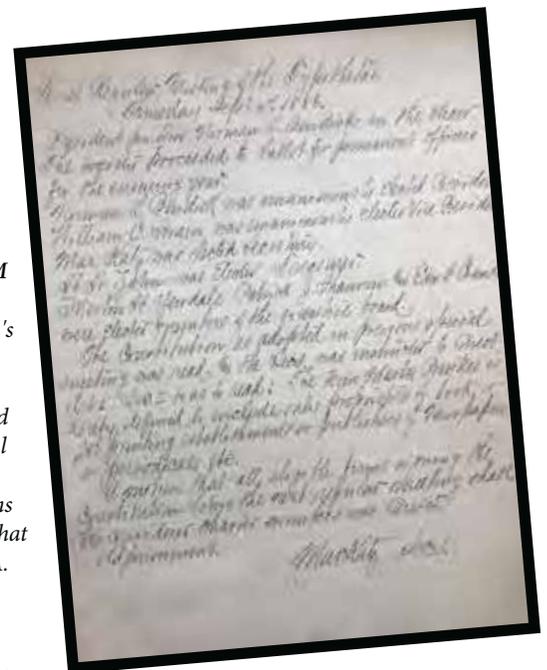


“We’re too small to win.”
 “We’re too big to win.”
 “We’re not good enough.”
 “We don’t have enough projects to enter.”
 “We couldn’t compete with the other companies who have more experience in these competitions.”
 “We don’t stand a chance.”

Think you can't win? Think again.
 One entry CAN win it all.

The 2013 Best of Show honor was won by
 The Fox Company, West Allis, WI,
 who had only ONE entry in the entire competition.

BLAST FROM THE PAST:
 During GLGA's Wisconsin office move, staff discovered some historical artifacts from the associations and societies that became GLGA.



These are the minutes from the very first meeting - in September 1886 - of one of our forerunners, the Milwaukee Typothetae, making GLGA the oldest print association in the United States. "GLGA has come a long way and hopes to provide resources and benefits to members for another 132 years," said Joe Lyman, GLGA president.

To see a larger image, visit <https://tinyurl.com/ybn76cfh>.

Upcoming GLGA Events and Activities

To learn more or to register, visit GLGA's website at glga.info.

Webinar: Quarterly HR Update

February 6, 2019

Annual Bowling and Bocce MIXer

February 13, 2019, Oak Brook, IL

SAVE THE DATE:

Graphics Excellence Awards Celebrations

May 22, 2019, Addison, IL, and Milwaukee, WI

Indiana Golf Outing

June 19, 2019, Carmel, IN

Chicagoland Printers Scholarship Golf Outing

July 17, 2019, Bensenville, IL

Wisconsin State Golf Outing

August 14, 2019, Cambridge, WI

Upcoming PIA Events

To learn more or to register, visit PIA's website at www.printing.org.

Color '19 Conference

January 12-19, 2019, San Diego, CA

Presidents' Conference

March 3-5, 2019, Phoenix, AZ

TAGA Annual Technical Conference

March 17-20, 2019, Minneapolis, MN

Continuous Improvement Conference

April 14-17, 2019, Dallas, TX



Payment processing is a vital part of today's market,

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