

PRINTING INDUSTRIES OF VIRGINIA

Dear Brad

One of the benefits of membership is the technical expertise provided by Printing Industries of America. Each month, Brad Evans, Printing Industries' senior research technician, discusses common production problems and issues. Evans has twenty-five years of experience in the industry and regularly consults on paper and ink interactions. He is frequently called upon as the contributing paper and ink specialist for industry publications and has served as an expert witness in court on issues related to paper and ink.



Brad Evans

Dear Brad

Q: How is hue error of an ink calculated?

A: It can be calculated by the following equation:

$$\text{Hue Error} = 100 \times \left(\frac{\text{Mid Density} - \text{Low Density}}{\text{High Density} - \text{Low Density}} \right)$$

Q: How is the grayness of an ink calculated?

A: It can be calculated by the following equation:

$$\text{Grayness} = 100 \times \left(\frac{\text{Low Density}}{\text{High Density}} \right)$$

Q: What are the factors that cause web heatset paper to blister?

A: Blistering is caused when paper with excessive moisture content is heated to set the ink, but the ink film itself acts as a barrier and does not allow for escape of moisture. The moisture vaporizes inside the sheet, causing it to rupture.

Q: What is microencapsulation?

A: Microencapsulation is a process in which tiny capsules are filled with liquid particles which release their contents under pressure. It is the technology behind carbonless paper.

PIA/GATF Resource:

Offering unbiased and confidential results, Printing Industries of America offers a range of testing and laboratory services to help solve printing-related problems. For more information, please contact Brad Evans at 412-741-6860, ext. 784, visit www.printing.org (click "Research and Consulting"), or email labservices@printing.org.

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The First Step to Greater Profitability for Your Company

It may be hard to believe that a management tool can make a real difference to a company's profitability. But it's true! Printers and others in the graphic arts business demonstrate that the Printing Industries of America *Ratio* studies play a significant role in the growth and success of their companies.

By reviewing key information from the company's operations, then measuring themselves against the most successful companies, *Ratio* participants found efficiency and productivity improvements that helped contain expenses, produce more billable work, and identify opportunities for revenue growth.

One Virginia printer found that using the *Ratio* helped a modest 5% increase in sales result in an amazing 46% increase in profits. And Central Lithography achieved these results in just two years! Says Central Litho's president, Victor Clarke, "We are very enthusiastic about our results." The company set up benchmark targets for net profit, sales per employee, profit as a percent of value-added, manufacturing and support. These benchmarks are shared with all employees, who then identify individual goals to help reach the company's collective goals.

An Ohio printer agrees with this approach—so much so, that the owner

had the *Ratios* built into the monthly financials. This way, Jim Hopkins, Hopkins Litho, receives an "ongoing overview of how we are doing in each category."

As you can see, many companies find tangible benefits from participating in the *Ratios*, whether long-time users or new practitioners—companies from across the U.S. and Canada, of a variety of sizes, which produce a variety of graphic arts products: sheetfed print, web print, digital print, labels, newspapers, magazines, and books as well as general commercial print. There is even a series for trade binderies and binder manufacturers.

So why should you take an hour out of your busy day to participate in the *Ratios*? (And yes, it really takes just an hour. Most survey participants—even those new to the *Ratios*—report that they spend less than an hour completing the survey.) Because hundreds of companies have found that the *Ratios* helped their company become:

- more efficient
- more productive
- and more profitable

All of which adds up to a company that is, on average, eight times more profitable than the competition!

To participate, contact the PIVA office.

Chairman's Column

As I write my column for this quarter's newsletter, Virginia is being hit by the biggest snowstorm of the winter. Roads, schools, and some businesses have been forced to close. Nice scenery, but a lot of trouble spots along the way.

It occurred to me that our industry is experiencing its own "snowstorm" with plenty of trouble spots. I refer, of course, to the steady news of reduced sales and profits; declining employment; plant closings; and a barrage of technical changes. Diligent cost controls and careful investments are certainly in order. At the same time, however, it's not a good idea to cut off your ties to the industry. And your membership in PIVA provides you with many ways to keep those ties—and at little or no cost.

Lest we forget, here are a number of important services provided through your PIVA membership. And they are **FREE!**

- E-mail, phone, or fax response to your questions; PIVA does the research, if needed.
- Wage and Benefit surveys
- Regular economic reports about the industry from Dr. Ron Davis, PIA's Chief Economist.
- Monitoring national, state, and local legislation and regulations which affect your business.
- List Serves which allow you to communicate with others in the industry in the areas of Human Resources, Financial/Accounting, Sales/Marketing, and Safety/Environmental.
- Tax advice from member Christian and Barton.
- Monthly Human Resource updates from PIA.
- PIVA's Job Bank, which lets you advertise job openings and check resumes.
- Print Access, an online advertising medium for your firm.
- Hot Line, which allows you to question the technical experts at PIA.
- Membership in the Digital Printing Council, including a web site for questions and answers.
- Information on how to become a Sustainable Green Printer.

There's more, but you get the idea—PIVA and PIA have a lot to offer at no cost. So if you're feeling a little snowed under lately, work your way out of the trouble spots—use your PIVA membership to full advantage by utilizing the free services offered to you.

Doyle Rasnick
Chairman



Doyle Rasnick

On the Road with Alice Fletcher

I wanted to thank everyone who complimented this section of the newsletter. I am glad you are all enjoying my stories. It has been a great adventure and I enjoy learning what our members do. I also want to thank all those who have served as my companions to make sure I don't get lost; the gentlemen at VADA (PIVA's employee benefits and insurance brokers), Lee Biedrycki, Brandon Chisholm, Alan Crawford and Mike Saunders and Sentry's Mike Kelly and Jessica Hohenwarter.

I didn't get to visit many places last quarter since it was the Christmas season and we were in the midst of Best In Print, but here are the highlights of the road trips I did get to make.

In December, we visited the Northern Virginia area where we stopped by the Fannon's in Alexandria. Mary Ellis & Daniel Fannon are a mother and son team running a small shop, **Fannon Fine Printing**, doing big stuff. For such a small shop, they print some really neat high end pieces. Also, join me in congratulating Daniel Fannon for his upcoming marriage!

Off to **D&P Printing and Graphics, Inc.** to meet John Dwyer. D&P is a commercial printing shop and one of the two union PIVA members in the state of Virginia. We thank John for his time and for his information.

A short trip to Arlington took us to see Mr. Bill Grant at **Kirby Lithographic**. Bill was very gracious to give us a tour of his book printing facility. Kirby prints soft bound, case bound and saddle stitch books and specializes in small to medium runs.

In Sterling, we visited with the employees of **Colorcraft of Virginia**, where they were celebrating a Christmas luncheon. There was some impressive dart shooting and some buck shots, too. But I think we were all impressed when Dana Peyton shot a bullseye! The Mayes family is one of the most hospitable families I have ever met. Colorcraft does a little bit of everything including design and digital printing.

National News (continued from page 3)

that all workers should have the right to a private decision when it comes to joining a union. Further polling shows that a majority of Americans do not believe that EFCA would be good for job creation. This poll data, paid for in part by Printing Industries of America support for CDW, will be featured in print ads in Washington, DC publications. Visit www.myprivateballot.com for more information on EFCA. And be prepared to write your Senators this year – the unions will certainly be contacting them!

A Good Read

Trying to write a sustainability policy for your company

Down to Ashland to meet with Chip Tompkins at **We Think In Ink**. Chip runs a small print shop right in the downtown area of Ashland. His motto is 'Creative Solutions in Print'. Chip does digital, short run envelopes, and just about a little of everything.



Alice Fletcher

In the beginning of February, it was down at Danville, where we met with Gene Saunders of **McCain Printing**. As some of you might recall, Gene was a PIVA chairman from 2001 to 2002. McCain is the only commercial printer in Danville.

From Danville to Bassett where we met with David Flach, Jr. of **Bassett Printing**. David prints specialty point of purchase items. A little more on what Bassett does is mentioned on the *Meet PIVA Members* section of this issue.

Off to the east coast of the state where we visited **Apollo Press**. John Taylor gave us a tour of his plant. They also print a little of everything, specializing in forms. Apollo is considered one of the fastest growing companies in Virginia.

From the east to the west to meet Ernie Bentley of **Old Town Printing**. This small shop in downtown Christiansburg offers full color offset and digital printing. The employees at Old Town are a very personable bunch.

A beautiful drive to North Tazewell to meet with PIVA chairman Doyle Rasnick of **Clinch Valley Printing Co.** This family-owned shop is impressive to see. You know you will always see Linda on the phone, Jennifer doing her runs from office to shop and Doyle making deliveries. Clinch Valley prints a little of everything.

It is my goal to visit all of our members and learn what they do so that we know how to better assist you. So, if you are interested in our visiting your plant, please contact me at 804-550-7500. I hope to see you soon.

and don't know where to start? Read Gary Jones' piece *How to Prepare a Sustainability Policy* in the January issue of the PIA magazine, Management Portfolio. Gary is director of environmental affairs for PIA and an expert on sustainability.

Training Videos

Make sure you visit www.printing.org/videotraining for short training videos from industry experts. So far almost 2,000 individuals have visited the training video site with hundreds downloading the free offerings we have provided, covering a multitude of topics.

Meet Other PIVA Members

Bassett Printing

Bassett, VA
(276) 629-2541
David Flach Jr.



Bassett Printing specializes in high quality printing on paperboard & synthetic substrates. From static clings to floor graphics, Bassett Printing produces a full range of in-store promotional and P-O-P implements. We serve some of America's largest brands in the food & restaurant industries as well as banking, retail and consumer product goods. We welcome opportunities from printing industry professionals.

SoftSolutions

Roanoke, VA
(540) 345-1045
Jay Foster



SoftSolutions was founded on the belief that real-time, highly accurate data provides decision makers with a competitive edge. We believe that most individuals can effectively self-manage if they are provided with the right information at the right time.

Our goal is to empower clients with the most intuitive and effective Enterprise Integration Tools that link corporate level 'Sales Demand' into the realm of real-time Production results.

Our team combines expertise in operations management, software development, systems engineering, and industrial-quality data collection with experience in the trenches of manufacturing.

From our groundbreaking FLEX performance scorecards and our FLEX-OS data integration engine, to our Data Warehousing solutions and custom software development, we know how to integrate people & processes across the real-time Enterprise to enable higher productivity.

Members Making News

Best Places to Work

The Printing Industries of America announced the recipients of the 2008 Best Workplace in the Americas awards. A total of 51 graphic arts companies were selected by a committee of distinguished Human Resource experts from within the industry. The program is designed to recognize graphic arts companies for outstanding human relations efforts that contribute to a successful workplace. Three PIVA members won in different categories. PIVA congratulates the following members:

- **Worth Higgins & Associates, Inc.** for the Best of the Best category
- **United Litho** for the Best Workplace, Medium Companies
- **Good Printers, Inc.** for the Best Workplace, Small Companies

Upcoming Events

- **ON DEMAND Conference & Expo** – March 30 – April 2, 2009 – Pennsylvania Convention Center, Philadelphia, PA
- **Mayo Seis Fiesta** – May 6, 2009 – PIVA Headquarters, Ashland
- **Mid Atlantic Print Management Conference** – August 13-16, 2009 – Great Wolf Lodge, Williamsburg
- **Jim Fannon Memorial Golf Classic** – September 23, 2009 – Cannon Ridge Golf Club – Fredericksburg

Announcements

- Congratulations to Daniel Fannon (Fannon Fine Printing) and Molly Voss who just got engaged!
- Make sure you collect all your Best In Print 1st place winners and submit to the Premier Print Awards. Because you won at the state level you can enter your winning pieces to Printing Industries of America for free. For more information, contact the PIVA office at 804-550-7500.

Empty Space in Your Building?

PIVA's lease at its Ashland facility expires at the end of October. While we can renew this lease, it is possible that current industry conditions might have freed up space in some members' facilities. The desired space would be 2000-3000 square feet, to include at least two offices; a meeting/conference room (which could be shared with the member); and some storage/work space. This could be a win/win situation for both parties.

If you are a Richmond-area PIVA member, and have appropriate space available, please call Alice Fletcher at 804-550-7500 for further discussion.

What does PIVA & PIA do for Members?

We are often asked this question, and here are just a few recent examples.

Convinced the Consumer Product Safety Commission to implement a one-year stay of enforcement for testing and certification of certain children's products and toys subject to the Consumer Product Safety Improvement Act of 2008 (CPSIA). Books are included under this Act. We have one year to lobby for a complete exemption from the Act and to present technical data to support our request.

New Buying Powers

PIVA utilizes Marathon Processing Systems, an industry specialist in credit card processing. As our new alliance partner, Marathon has agreed to provide PIVA Members with wholesale credit card processing rates, elimination of all unnecessary Non-Compliant or "Junk Fees", and complimentary credit card processing software. Contact Danny Haggerty directly at 800-386-0711 extension 254, or take the "Marathon Challenge" and fax your most recent MC/VISA merchant statement to 913-888-0598 for a free side-by-side analysis. Some of our members are already

using this program and have saved an average of 45% on their credit card processing.

PIVA is proud to announce a partnership with Kline Paper Mill Supplies to help all of our members with their paper recycling. As an added benefit from your affiliation with PIVA, Kline Paper Mill Supplies will conduct a recycling audit at your plant for no charge. Kline Paper will strive to pay you at least 10% more than you are currently receiving for your waste paper. Even if the recycling company you are with has installed recycling equipment or has you under contract, we encourage you to talk to the folks at Kline; there may be a way you can still benefit from this program. John Crow from Kline will be contacting each of you to schedule your free recycling audit. The sooner you schedule your audit, the sooner you can begin to enjoy the benefits of an improved bottom line.

Lobbying efforts: We are currently watching closely the progress of the Employee Free Choice Act (EFCA). More information on this Act is in the National News section of this issue.

Hurray for Women In Print!

Over 30 ladies participated at the first Women in Print luncheon hosted by Worth Higgins & Associates in February. - The event featured speakers from saleswomen to plant owners, plant operators, and marketing directors. This luncheon was designed to empower women in our industry.

Julie Mouganis of HP kicked off the luncheon by speaking on how she got to be one of the top saleswomen at HP. Lisa Rawa of Printing Industries of America spoke on how she struggled to have an identity not only as a mom to her son and wife to a doctor, but in the association world, finally landing as a Director of Marketing in PIA. Meredith Mayes of Colorcraft of Virginia went into her life as a daughter of "the boss" and how she had to overcome certain stereotypes to finally become the director of the digital department at Colorcraft. Katie Gekker of Ambassadors for Print & Graphics, formerly of Huffman Press, spoke about how she

started from writing to becoming a printer in the Alexandria area and now the director of Ambassadors. Katie then spoke about the Ambassadors program urging everyone to become an Ambassador to our schools.

After hearing these amazing ladies, "Girl Talk" was kicked off where the ladies introduced themselves and talked about their challenges and gave advice to each other.

We thank Rick LaReau and Susan Higgins of Worth Higgins & Associates, who hosted the event.

Don't miss the next Women In Print luncheon this Fall!



National News

Postage

Based on recent interest in the USPS' proposed regulatory change to letter-size booklets and folded self-mailers, the USPS announced that "based on feedback" to the proposal, the final rule will include only recommendations for folded self-mailers, rather than requirements. Thank you to those who submitted comments on behalf of your companies and industry. Printing Industries' intelligence is that the USPS is will

seek to find some type of middle ground with the industry; the USPS is losing money on these pieces but acknowledges that industry's case against the costs of implementing these requirements was strong.

EFCA

The Coalition for a Democratic Workplace (CDW) has released more polling data showing little support for the Employee Free Choice Act's (EFCA) elimination of the secret ballot in union organizing elections. Three out of four union households oppose EFCA-the same number as non-union households! Even union members recognize

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Celebrating the Best Printing in Virginia

The 49th Best In Print Awards Banquet was held on January 24th at the Williamsburg Marriott. About 200 were in attendance for the celebration. The event featured a pool tournament, reception, dinner and a Carnival Night.

The Best In Print competition is provided for graphic arts companies, schools and designers throughout the state. There were 869 entries for this year's competition. Printing Industries of America judges Lindsay Ferrari and Brad Evans awarded 198 First Place awards and 267 Awards of Excellence. PIVA congratulates all the winners! We also thank all the sponsors who made this event a successful one.

School Division - Sponsored by the Virginia Printing Foundation



PIA Special Merit Award
Hermitage Technical Center



Best Program Promotion
Halifax County High School



Best In Show
North Stafford High School



Most Outstanding Program
Spotsylvania Career & Technical Center

PIA Special Merit Awards

Sponsored by
Eastman Kodak Company



Class 1:
Zoom Printing, LLC



Class 2:
Fannon Fine Printing



Class 3:
Worth Higgins & Associates, Inc.

Best in Show

Class 1- Sponsored by
Heidelberg USA
Class 2- Sponsored by B.W.
Wilson Paper Company
Class 3 - xpedx



Class 1:
Stafford Printing



Class 2:
Fannon Fine Printing



Class 3:
Worth Higgins & Associates, Inc.

Dietz Memorial Awards

Sponsored by
Lindenmeyr Munroe
Paper Merchants



Class 1:
Stafford Printing



Class 2:
Winchester Printers



Class 3:
Worth Higgins & Associates, Inc.

Major Awards



Best Art Print
Rocket Direct
Communications



**Best Book - Sponsored by
Standard Finishing**
McClung Companies



**Best Poster - Sponsored
by Coyne Textile Services**
Winchester Printers



Best Web
United Litho



**Best Digital - Sponsored by
Hewlett-Packard, Indigo Division**
Colorcraft of Virginia



Best Annual Report
Zoom Printing, LLC



**Best Use of New
Technology**
Worth Higgins & Associates, Inc.



**Best Embossing -
Sponsored by API Foils**
The Finish Line



**Best Foil Stamping -
Sponsored by API Foils**
The Finish Line



**Best Printer's Self
Promotion - Class 2**
Fannon Fine Printing



**Best Printer's Self
Promotion - Class 3**
Worth Higgins & Associates, Inc.



Best Graphic Design
Colorcraft of Virginia



**Best Use of Ink -
Sponsored by Flint Group**
BCT Virginia



**Best Use of Variable Data - Sponsored
by Eastman Kodak Company**
Worth Higgins & Associates, Inc.

Don't forget to
mark your calendars for the
50th Best In Print
Awards Celebration
January 2010!