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2018 Print Market Atlas

Want to gain insight into what the print market looks like in your area? For the fifth year, our national association's (Printing Industries of America's) Center for Print Economics and Management has compiled a detailed report on

our industry using data from the U.S. Census Bureau and the County Business Patterns database.

The 2018 Print Market Atlas reports on data from fiscal years 2015 and 2016. It offers information on how

many establishments, shipments and employees are in each area, in order to give decision makers the tools they need to make choices on where to lead their company.

The report segments the industry into two major categories:

- 1. Commercial Print and Related Support Activities (NAICS 323)
- 2. Print-Related Media or Publishers (NAICS 511)

You may wonder why "publishing" was included in the Print Market Atlas as



2018 PRINT MARKET ATLAS

printing are done in the same establishment, the establishment is classified in Sector 51, Information, in the appropriate NA-ICS industry—even if the receipts for printing exceed those for publishing." If the publish-

part of the "printing industry." This was

because the government's definition of "Commercial Print and Related Support

Activities" states: "When publishing and

ing sector was ignored, industry shipments would be skewed significantly downward.

Luckily, the Census Bureau breaks down publishing shipments by media type (print, online and other). The Atlas was therefore able to include only publishing revenue that is generated by print, and leave out publishing revenue from online and other sources.

Members can download the report for free from the Printing Industries of America online store. The report is \$200 for non-members. Visit http://bit. ly/2018printatlas

BUSINESS & MANAGEMENT

The Opportunities for Print Providers

Want to see your business grow? Don't rely on this business growth to come from an improving economy or from finding the next great salesperson. Instead, print providers need to be the catalysts for growth. Utilize marketing to differentiate your firm and give your sales staff a competitive advantage. For example...

• **Client Retention:** Overcapacity continues to define the industry. Engage your customers frequently. Customers seek reassurance of appreciation. Utilize a multichannel approach. Engage your clients a minimum of every 90 days. Ideally, every 30 days.

• Lead Generation: New sources for generating prospects are needed. LinkedIn is the second biggest source of incoming traffic to our website. Traffic = requests. Support your sales staff with content for LinkedIn and watch your sales grow.

- **Content Marketing:** Marketing is more about creating conversations than campaigns. But if your content isn't relevant and engaging, you risk just being part of the marketing noise. Dynamic, engaging content goes a long way to helping foster trust and credibility.
- **Social Media:** Social media is now expected. If you are not fully utilizing it, you are at a disadvantage, and your brand's perception will suffer. Be perceived as being progressive and tech-savvy.
- **Thought Leadership:** Keep promoting your company as a thought leader. Your brand's perception plays a significant role in determining who gets the job.

Source: Great Reach Communications, www.greatreachinc.com

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NATIONAL ASSOCIATION NEWS

New Color Accurate Soft Proofing Course Added to iLearning Center

NATUR

SOFT PROOFING

Soft proofing is an essential function in a print shop, because more creative and color-critical decisions are made on an LCD display than on any other device or media. Yet, most print

professionals are not managing their dis-



Participants will learn:

- What is soft proofing?
- Requirements for success
- Hardware and software requirements

TECHNICAL & TECHNOLOGY

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 discuss common production problems and issues. The Center for Technology and Research helps members with environmental, health and safety concerns, and provide consulting and on-site technical assistance.

Q. What is the industry standard for wet trapping inks on press?

A. There are no official published figures for wet trap, as these figures vary in the low to mid 70s, although the blue trap is often in the 60s.

Q. We have a client who is having issues with the coupon we digitally print for them being fraudulently copied and redeemed. What solutions can I provide to them?

A. Some digital presses give users the option of printing an invisible "void" pattern that shows up when copied. If your press doesn't have that, digital void pantograph technology can be purchased from a provider of print security devices. Another option is to purchase paper with the void pantograph pattern pre-printed in the background. Finally, if those options aren't effective, red fluorescing dry ink is available for many digital presses. It produces invisible images that only show up under UV light.

plays properly to ensure that what they are seeing on displays is as close as possible to what the final printed product will look like.

Color Accurate Soft Proofing aims to give you the vital information you need to calibrate and profile displays for col-

- The 5 steps to a color accurate display
- How to use Adobe CC applications to view color accurately
- The ideal soft proofing viewing environment
- To access the course visit http://bit.ly/ ilearningcolorcourse

depending on the ink, the ink sequence, and paper. Generally, for KCMY rotation, the green trap (yellow and cyan overprint) should be in the low 90s. The red trap (magenta and yellow overprint) should be in the low to mid 80s, and the blue trap (magenta and cyan) should be

GOVERNMENT & LEGISLATIVE

ADA Accommodations: Who Gets to Choose?

Under the Americans with Disabilities Act (ADA), you are required to provide a reasonable accommodation to a qualified employee who has a disability. However, sometimes there are multiple options that could be considered "reasonable accommodations." In these situations, does the employee get to dictate the accommodation, or do you get to make that decision?

Approach the issue in good faith

Before making a decision, keep in mind that the ADA includes a "good faith" provision. In the recent Sessoms v. Trustees of the University of Pennsylvania case, the U.S. Court of Appeals for the Third Circuit stated that "an employer may demonstrate good faith in various ways, including meeting with the employee, requesting information about the employee's condition and limitations, asking what the employee wants, showing signs of having considered the employee's request, and offering and discussing available alternatives when the request is too burdensome."

Ultimately, it's your choice

Assuming you are acting in good faith, the ruling in the Sessoms case established that the ultimate decision is yours. You are not required to provide the specific reasonable accommodation requested, and you are allowed to consider alternative reasonable accommodations—provided the one chosen is effective.

In this context, an "effective"

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HUMAN RESOURCES

Rounding Payroll System is Permissible

In a welcome ruling in favor of employers, a California state appeals court recently ruled that a pay-

roll system that automatically rounds workers' hours either up or down to the nearest quarter-hour is permissible. In fact, in this particular case the court ruled in favor of the employer even though it was shown that a slight majority of employees lost time.



Under California law, this type of payroll system is legal as long as it is neu-

tral on its face "without an eye toward whether the employer or the employee is benefiting from the rounding," and does not "systematically undercompensate employees" over statistically significant periods of time. The court held that a rounding system is valid if it "aver-

ages out sufficiently."

Employment Actions Can Be "Adverse" Even When No One Objects

In past court cases, an "adverse" employment action was typically one to which the plaintiff objected. But in a recent case, the U.S. Court of Appeals for the Eleventh Circuit expanded the definition of an adverse employment action. In Vinson v. Koch Foods of Alabama, LLC, the Court found that an adverse action existed even though the plaintiff didn't mind the action that had been taken.

Different discipline for the same offense

The plaintiff, who is Hispanic, and two other employees, both Caucasians, had all worked in the Human Resources Department of a poultry processing plant. One day the three left the HR office unattended for several hours. All three were suspended for taking too long of a break off the clock. After the suspension the plaintiff was reassigned to a position on the production floor, but her two peers were not. According to the district court's finding, the plaintiff didn't object to being on the production floor.

However, she did experience a significant change in her job duties, while the other two disciplined employees retained their positions in the HR department and eventually received promotions. Although the plaintiff eventually received a raise, too, her position was eliminated and she was terminated shortly after that and that's the point at which she sued, claiming she had been subjected to discriminatory discipline.

Upcoming Events

WEBINAR: Surprising Ways to Win More Business from Existing Clients

The key to building a loyal customer base is to be an effective communicator. If you haven't put too much thought into your customer service strategy yet, this is your cue to do so. During this webinar with speaker Al Storey you will learn:

- 3 key elements of communication
- How to identify your customer's Primary Sensory Dominance
- How to use Transactional Analysis to attract customers to work with you

This webinar will help you have a strategy for each customer conversation, in order to win more business. Increase your communication confidence and get tools you can implement immediately that will work with both good and challenging customers.

Don't miss this invaluable webinar! Log in and be part of it. **Tuesday, August 28, 2018, 10:00 am PST.**

Who should attend:

Owners, Managers, Sales Reps and Customer Service Reps

FREE WEBINAR FOR MEMBERS NON-MEMBERS \$30

Register online at http://bit.ly/waystowin828 or contact Emily Holguin at (323) 728-9500, Ext. 262 or emily@piasc.org.

WEBINAR: How to Gain a Competitive Advantage and Increase Profits with Lean Sales

Thursday, September 20, 2018 - 2:00pm to 3:00pm

FREE WEBINAR FOR MEMBERS NON-MEMBERS \$29

In today's new reality as much as 70% of the buying decision may be completed before your salesperson and a buyer connect. Your sales team and the people and processes that support it must adjust to this new reality. Synchronizing your sales process to the buying process and eliminating wasted activities will move prospects quickly through the pipeline for increased revenue and profits. The improved process will also open new opportunities for a broader range of services.

You Will Learn

- The impact of the Internet on the buying and selling processes
- How to synchronize the buying and selling processes for success
- How the lean approach to continuous improvement can be applied to your sales and CRM processes for astonishing and measurable results
- How lean continuous improvement provides a competitive advantage

To register, visit http://bit.ly/9-20webinar



GOVERNMENT & LEGISLATIVE

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accomodation is one which "would remove a workplace barrier, thereby providing the individual with an equal opportunity to apply for a position, perform the essential functions of a position, or gain equal access to a benefit or privilege of employment." When there are two or more effective accommodations, you can choose the one that is less expensive or simply easier to provide.

In addition, if an employee requests a transfer as an accommodation, the burden is on that employee to show that appropriate positions within the company are actually available.

Portions of California's New Workplace Immigration Law Now on Hold

California's Immigrant Worker Protection Act, AB 450, went into effect on January 1, 2018. This law prohibits private sector California employers from voluntarily allowing Immigration and Customs Enforcement (ICE) agents to access non-public areas of their worksite and/or to access, review or obtain their organization's employment records unless ICE provides a judicial warrant. It also requires employers to provide workers with notice of certain immigration enforcement actions.

CLASSIFIEDS

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Want to place a classified ad? Contact Erica Sanchez, 323.728.9500, Ext. 209, erica@piasc.org

CONTACT US

Address:

The Trump administration sued over these policies, and on July 4 a federal judge issued a preliminary injunction blocking enforcement of the provisions of AB 450 that deal with employer "consent."

As a result, as of now, private sector employers may choose to:

• Consent to a federal immigration enforcement agent's request to enter nonpublic areas in the workplace;

Grant federal immigration enforcement agents' access to employee records; and/or
Re-verify an employee's eligibility to

work in the U.S. However, all of AB 450's notification

requirements are still in effect. This includes a requirement that you provide your workers with notice of certain immigration enforcement actions, such as inspections of I-9 forms and other employment records by an immigration agency, within 72 hours of receiving the federal Notice of Inspection.

Of course, this decision is likely to be appealed, so things may change again in the future.

California Proposition 65 New Warning Requirements

Starting August 30, 2018, businesses that sell consumer goods to Californians will be subject to new warning requirements.

Through its one-of-a-kind labeling law, California regulates thousands of businesses, whether through e-commerce or retail outlets in the state. The changes to the warning requirements under Proposition 65 (Prop 65) have triggered a lot of questions and requests for compliance guarantees and statements by print customers.

Prop 65 was enacted in 1987 and the compliance requirements have not changed. The duty to warn employees and the general public about exposure to over 800 chemicals that are carcinogenic or pose reproductive hazards above the "no significant risk level" or safe harbor level has been the cornerstone of the regulations.

To read more about Prop 65 warning requirements and compliance, please visit <u>http://bit.ly/prob65blog</u> for detailed information.

If you have any questions about Prop 65, please contact Gary Jones, Assistant Vice President, Environmental, Health, and Safety at 412-259-1794 or email gjones@printing.org

BUSINESS & MANAGEMENT

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Members Can Now Save on State-of-the-Art Konica Minolta Production Systems

Konica Minolta is pleased to announce the addition of Printing Industries of America (PIA) into its Franchise and Commercial Print Association Program. Building on the existing partnership of the two organizations, Konica Minolta will now offer **considerable discounts to PIA members on more than two dozen of its bizhub and Accurio digital production printers.**

"Adding Konica Minolta to the National Buying Program roster fortifies our commitment to providing Printing Industries of America members with valuable benefits to enhance their growth potential and profitability," said Michael Makin, President and CEO of Printing Industries of America. "This partnership demonstrates the shared vision of PIA and Konica Minolta toward the evolution and continued success of the printing industry."

Konica Minolta sales representatives working with PIA members will be able to access the discounted pricing upon verification of membership status. The agreement is effective as of July 1, 2018.

For more information about the numerous digital production printer options offered by Konica Minolta Business Solutions, please contact Brian Steck at Printing-PIA.Info@ kmbs.konicaminolta.us.

Other Industry Events 2018-2019

9/28/18 - 10/2/18	PRINT 18	Chicago, IL	703.264.7200	www.graphexpo.com
10/15/18 - 10/17/18	Adobe MAX	Los Angeles, CA		www.max.adobe.com
10/18/18 - 10/20/18	2018 SGIA Expo	Las Vegas, NV		www.sgia.org/expo/2018
10/30/18 - 10/31/18	2018 OSHA Compliance for Printing Workshop	Warrendale, PA	412.259.1779 krundle@printing.org	www.printing.org
4/4/19 - 4/9/19	2019 AIGA Design Conference	Pasadena, CA		www.orangecounty.aiga.org

Want us to list your event? Contact Maribel Campos, 323.728.9500, Ext. 210, maribel@piasc.org



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SUMMER SAVINGS!

Get these amazing deals before they're gone! Available to members starting June 21st - September 29th.



PIASC Events Calendar

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Surprising Ways to Win More Business from your Existing Clients 10:00 am - 11:00 am PST Webinar at a computer near you FREE/ members Details: piasc.org/SurprisingWays

sept.

20th Annual Paper & Substrate Show 5:30 pm - Andrei's Event Center, Irvine \$30/member pre-register Contact: Emily Holguin, Ext. 262, emily@piasc.org

sept.

OSHA Ready! Virtual Conference 10:00 am - 2:00 pm PDT \$99/member Details: printing.org/oshaready sept. **20**



How to Gain a Competitive Advantage and Increase Pro its with Lean Sales 10:00 am - 11:00 am PST

Webinar at a computer near you FREE/members Details: http://bit.lv/9-20webinar

PRINT 18 McCormick Place South, Chicago, IL FREE/ member Details: printtechnologies.org/events/print18



Los Angeles Printers Fair

10:00 am, The Printing Museum, Torrance\$10/adult, \$5/kids under 12 Details: printmuseum.org Contact: 310.515.7166

For full list of workshops and virtual classes, please visit www.piasc.org/training.