

Taking Action on Newsprint Tariffs

Battling back on the newsprint tax (a.k.a. tariffs on uncoated groundwood paper imported from Canada) is a key lobbying priority for PIA, and next week is a pivotal moment in this advocacy campaign. On July 17th, the International Trade Commission (ITC) will hold a hearing to determine whether to keep harmful tariffs on this critical raw material. Will you help us ensure that decision makers on Capitol Hill and in the Trump Administration hear loud and clear that Print Powers America?

You can help in three ways:

- 1. Sign our online petition** and ask employees, customers and other stakeholders to do the same. Tell the ITC that trade law should not be used to harm the domestic print and publishing industry, which employs over 600,000 workers. Visit: <http://bit.ly/stopnewsprinttax>
- 2. Urge your Senators and Representative to co-sponsor the PRINT Act** (S. 2835/H.R. 6031). More than a quarter of Senators have signed on to this bipartisan bill, and the House bill is gaining momentum. This bill would suspend current tariffs until a study is conducted on the economic consequences of such tariffs on the print and publishing industry. Visit: <http://bit.ly/STOPPcontact>
- 3. Become a Print Powers America supporter today!** Join your peers to make a corporate contribution to Print Powers America, and help us continue waging important legislative, grassroots and public affairs battles on behalf of your company and the entire industry. Working together we can amplify Printing Industries of America's legislative advocacy and increase our chance of success. Visit: www.printing.org/printpowers.

Supporters of Print Powers America are passionate about the dynamic world of today's print industry and its ever-evolving future. They know that decisions made in Washington, D.C. impact their bottom line and the trajectory of the entire industry. Please join us in taking action on this important issue and supporting Print Powers America today!

The Opportunities for Print Providers

Don't rely on business growth to come from an improving economy or from finding the next great salesperson. Print providers need to be the catalysts for growth. They need to utilize marketing to differentiate themselves and give their sales staff a competitive advantage.

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, Inc..

Going Beyond 4-Color Printing with Digital Print

Production digital color document printing technology has come a long way since it was first introduced in the mid-1990s! Technological innovations on many fronts have led to faster speeds, longer run capabilities, larger formats, wider color gamut and the ability to create eye-catching special effects that enable pieces to stand out, get noticed and drive business results.

Many of today's commercially available digital printing solutions give you added units beyond four-color, either inline or offline, to enable special effects that enhance digital print. The new feature sets of today's devices offer big benefits and new application options for print providers. In the U.S. and Western Europe, InfoTrends, a division of Keypoint Intelligence, believes that the market value for enhanced digital printing is about \$917 million—and expects this to grow by a whopping 14% per year, reaching \$1.3 billion by 2020.

Enhancing the Value of Print

By offering unique imaging capabilities you can transform printed materials from commodity, price-sensitive offerings to higher-value products that command a premium. Some of the many options for enhancing the value of digitally-printed applications include:

- **Specialty inks or effects:** Show your clients how to make the most of unique inks such as metallics, foils, fluorescents, UV/IR (for security applications) and white (required for printing on clear or colored substrates).
- **In-line spot or flood coating:** Use spot coating to create special effects like watermarking, and flood coating for a matte or gloss finish that provides a protective layer against scratching.
- **Spot colors:** Apply a standard highlight color (e.g., red, green, blue or yellow) or a custom color that matches a particular corporate branding or other desired color (such as a Pantone color).
- **More colors:** Expand the color gamut by using a single color to expand the gamut in one direction (e.g., toward red, green or blue), or multiple colors to more extensively expand the gamut (e.g., by adding orange, violet and green to cyan, magenta and yellow). You can also extend the tonal range of process colors by adding light cyan, light magenta or light black (gray).
- **Textured effects that capture attention:** Provide a tactile, embossed/debossed effect for book covers, labels, greeting cards and other applications.
- **Enhanced security:** Print materials with infrared (IR) or ultraviolet (UV) inks that are only visible under special lighting conditions. These are typically used for tickets, identity cards and other secure documents.

Buyers Want to Use Special Effects

According to InfoTrends' study, *Beyond CMYK: The Use of Special Effects in Digital Printing*, designers and print buyers understand the benefits that special effects deliver in making their print pieces stand out and capture attention. The print buyers that InfoTrends interviewed identified white, spot colors, fluorescents and spot/flood coating as the special effects they would be most likely to leverage.

Overall, buyers saw the most benefit in using special effects with printed brochures, business cards, direct mail and greeting/invitation cards. While only a small percentage of today's production digital printing jobs are produced using these specialty effects, a significant number of print buyers believed that these effects would be beneficial for certain applications. For example, 47% of print buyers believed that their brochures could benefit from spot or flood coating.

The Bottom Line

Enhanced digital printing techniques offer many benefits to print service providers. Unique imaging can help you differentiate your business from competitors by offering a broader set of capabilities. More importantly, these capabilities can enable you to better serve your customers. When combined with other digital print advantages such as short runs, quick turnarounds, personalized print, and just-in-time manufacturing, these enhanced capabilities open up an entirely new world for production digital print.

Source: Keypoint Intelligence

Sponsor: Canon Solutions America

Calculating Your Facility's Carbon Footprint

There are three main reasons why calculating your facility's carbon footprint is an important exercise. First, if your facility has carbon dioxide equivalent emissions greater than 25,000 metric tons per year, you are required to report your greenhouse gas emissions to the Federal Environmental Protection Agency (EPA) under EPA's Greenhouse Gas Reporting Program. Second, your facility may be required to report emissions if your State or local government has set a lower reporting threshold. The first step in understanding and meeting these requirements is obviously to determine your facility's greenhouse gas emissions levels.

Finally, calculating your carbon footprint will prepare you to answer customer inquiries. Customers are becoming increasingly interested in the environmental impact and sustainability of companies. The carbon footprint of a printing operation is a valuable metric that can communicate your commitment to sustainability.

"Scope I and II" emissions represent the greenhouse gas emissions that are directly released from a facility due to burning fossil fuels, or are indirectly released due to the consumption of energy such as purchased electricity.

As a PIASC member you have access to a handy tool that will provide emissions data reported as carbon dioxide equivalents (CO₂e). It contains an EZ Form that is supported by 14 separate calculation sheets that address fuel combustion, solvent oxidation, vehicles, refrigerants, electricity purchased, etc. Almost all printing operations will be able to simply enter their data into the EZ Form, but the tool can be customized in each source category in the event that a specific emission scenario is not included.

To download the tool, go to:
<http://bit.ly/CarbonCal>

PIASC's Premier Print Awards Winners: The Stats

The PIA Premier Print Awards is the world's most prominent international print competition. As reported in the July 9th issue of Native.news many of the awards in the 2018 competition went to PIASC members—proof that there's a great deal of excellent work being done here!

While we ran the full list of local winners in the July 9th issue of Native.news (see <http://bit.ly/AndTheWinners>), we thought it would be fun to revisit the topic and look at some of the stats on the Southern California-based winners...

- **# of Local Winners:** 24 firms, with a total of 77 awards
- **Type of Awards Won:**
 - 5 Bennys
 - 27 Awards of Recognition
 - 45 Certificates of Merit
- **Most Awards Won:**
 - Colornet Press, 19 awards—the sixth year in a row that Colornet has topped PIASC's "most awards won" list
 - Marina Graphic Center, Inc., 10 awards, including 1 Benny
 - Lithographix, Inc., 6 awards
- **# of Categories Represented Overall:** 61 Categories