

Print Samples Pay Off!

By: Pat McGrew, Senior Director, Production Software and Services

Do you have a print sample kit? Some printers don't... and even worse, very few of the printers that do give any real thought to the samples that are included. However, by developing print samples that pair your print solution with a functional story, you can differentiate yourself from your competitors. Furthermore, story-telling print samples give your sales reps stronger talking points when they are engaging with prospects and existing customers.

All printers need samples

It doesn't matter if you are a transaction provider or a commercial provider that prints bills, invoices, point-of-sale brochures, pitch books or packages—you need print samples!

For example...

- Commercial print providers** have the opportunity to show off their full range of print and finishing options. Whether you print wide format, letter/A4 flat, or folded and glued materials, you probably have more capabilities than your custom-

ers realize. Give your existing clients a refresh on your capabilities and share ideas on how you can create unique products for them. If you have digital print capabilities, you can help them create highly segmented output that adds value to their marketing collateral or point-of-sale material. Look for the value-added solutions that make you indispensable, then get examples into the hands of your sales teams and clients!

You can also consider building a project to show an entire campaign, perhaps for your own company, that uses every piece of technology you offer. You can also showcase the same piece printed on different substrates, to illustrate the role that paper can play.

“Look for the value-added solutions that make you indispensable, then get examples into the hands of your sales teams and clients!”



For transaction print providers, both in-plant and print-for-pay, developing a healthy print sample program gives you an opportunity to highlight what you can do with your devices. If you have a white paper factory and a full color

press, develop samples that show full color images, marketing messages and key information with colored text or boxed highlighting. TransPromo communications aren't finished growing, and you can help your clients understand how to design for success.

- For book printers**, consider the types of books you produce today and think about the added value of color, paper variations, cover variations or personalization and customization. Even if you already do this work for customers today,

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GOVERNMENT & LEGISLATIVE

Storm Water Permits: What Happens if You *Don't* Qualify for a No Exposure Certification?

As we've written about before (see <http://bit.ly/stormwaterissue>), the State Water Resource Board's storm water permit program is a complicated program that affects all printers in California.

Most printing operations qualify for the less-onerous “No Exposure Certification” (NEC), which basically certifies that 100% of your operations are indoors and therefore will never come into contact with precipitation. But what if your facility does not qualify for an NEC? In this case you must obtain an “Industrial General Permit,” which involves much more effort and cost. Here's an overview of what's involved.

Many printers start by applying for a No Exposure Certification.

After you complete the on-line application process and pay your fees, the system automatically generates an NEC identification number stating that your facility has an active permit. After that, the Water Resource Board can send out an inspector to see if you actually qualify.

The inspector will look at your entire operation to ensure you do not have any industrial activities at all that can potentially/theoretically be exposed to storm water. What's in your plant? How are materials delivered and stored? How is waste removed? Where are things loaded and unloaded? Etc.

If any areas of exposure are identified, you'll receive a Notice of Noncompliance. You'll then have a set period of

time to either correct the deficiencies or file a Notice of Intent.

You may have to obtain an Industrial General Permit

If any aspect of your operation is outdoors and uncovered, you will need to file the Notice of Intent (NOI) and obtain an Industrial General Permit. To do this you must pay higher annual fees (\$1400 to \$1600 for the NOI versus \$150 to \$200 for an NEC) and develop and implement a Storm Water Pollution Prevention Plan (SWPPP).

Key components of a Storm Water Pollution Prevention Plan (SWPPP)

A SWPPP identifies all of the activities conducted and potential pollutant sources at your site. Then it describes how you will ensure these pollutants do not actually end up in the storm water runoff from your property.

The SWPPP includes:

- Site maps** – A diagram identifying your operations, potential pollutant sources, and storm water flow and discharge. The site map must also identify the water body into which the storm water will eventually flow.
- Description of your potential pollutants** – What's going on at the facility? What are the potential sources of pollution (such as paper waste and ink spills)? How can these things potentially get tracked outside of the facility or how

are they handled/stored when outside the facility? What is the pathway by which these things can be carried off of your site by storm water?

- Explanation of your Best Management Practices (BMPs)** – What measures will you take to prevent polluting storm water runoff? The minimum required BMPs that all facilities must implement include good housekeeping practices, employee training and awareness, spill prevention and response procedures, preventative maintenance, and material and waste handling practices. Site-specific BMPs may be required as well.

- Details of your Monitoring Implementation Program (MIP)** – Annual monitoring and reporting is required. Some of the “big ticket items” in the MIP include conducting annual employee training, collecting storm water runoff samples, and paying to have these samples analyzed by a state certified storm water testing laboratory. Expect to pay \$150 to \$300 per sample analyzed.

What happens if your runoff samples “flunk the test”?

If your storm water runoff tests high in certain parameters, the Water Resource Board will bump you up to “Level 1 Status” for the following reporting year. This involves more reporting requirements and more expense, such as hiring a Qualified Industrial Storm Water Practitioner to develop an Exceedance Response Action Report.

If you still don't get things under control, you get moved up to Level 2 Status. Level 2 is even more stringent, and can require extremely expensive Best Management Practices such as structural changes and storm water treatment.

Being a polluter exposes you to legal risks as well

Be aware that all of the information submitted to the Water Resource Board as part of the storm water permit process—including your test results—becomes public information. Because of this, organizations such as LA River Watch and Orange County Coast Keeper are suing facilities for violating the terms of their permits. They're saying that by discharging these pollutants you're negatively impacting their beneficial uses of these receiving water bodies. The legal risks are significant.

You don't have to tackle all of this yourself

Luckily there are companies, such as Frog Environmental, Inc. (www.frogenv.com), that specialize in storm water compliance and can handle the entire process for you. As Erik Liebrecht, Frog Environmental's Lead Consultant, points out, “There's a lot of work that goes into this. If you do not have experience with what they're looking for, it can be daunting.”

HEALTH

New Fitness Guidelines for Kids and Adults

The U.S. Department of Health and Human Services has issued new fitness guidelines that recommend adults get two and a half hours of moderate exercise every week, at a minimum. The slogan of the new guidelines is “move more, sit less,” in an attempt to address the two main reasons many of us don't get enough exercise. This new guidance is the first update to the guidelines since 2008, when they were first released. Here are the report's main suggestions:

Adults

- At least two and a half hours of “moderate-intensity aerobic” exercise a week.
- Exercise should be done in intervals that are at least 10 minutes. It doesn't matter when or how long you exercise every week, just as long as the total reaches the recommended minimum. Exercising less than 10 minutes does not render the same benefits.



- On top of this 150 minutes of aerobic exercise, adults need to do strengthening activities, like push-ups, sit-ups and weightlifting, twice a week.

Children

- At least 60 minutes of moderate and vigorous aerobic physical activity per day.
- At least three times a week, kids should engage in vigorous-intensity physical activity, like running, jumping rope, swimming or playing soccer.
- Muscle-strengthening activities (such as weightlifting) and bone-strengthening activities (like running) three times a week.

To view the complete list of guidelines visit <http://bit.ly/fitguidelines>.

Source: *Printing Industries Benefit Trust LifeLines*

Upcoming Events

WEBINAR: Things to Know About the 2018 SCAQMD Emissions Reporting

February 20, 2019
11:00 am – 11:45 am PST

The South Coast Air Quality Management District's (SCAQMD's) Annual Emission Reporting (AER) program was developed to track emissions of air contaminants from permitted facilities. Don't miss this informative webinar where you will learn:

- Basics of the AER program.
- What are the inclusion criteria? What are the filing requirements/thresholds?
- Information gathering for the report.
- Links to the AQMD and AER on line reporting tool.
- Types of emissions to report.
- Associated fees based on emission levels.
- Filing deadline.
- And more.

This webinar is FREE for members! Log in and be prepared to ask questions.

Register online at www.piasc.org/events or contact Emily Holguin 323.728.9500, Ext. 200, emily@piasc.org



Building Elaborate Illustrations, One Miniscule Piece at a Time

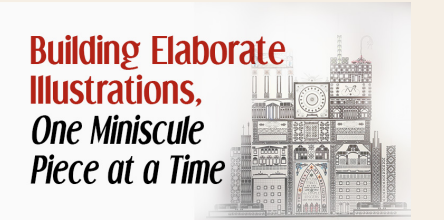
February 17, 2019
6:00 pm – 7:00 pm PST

International Printing Museum

For 20 years, Jennifer Farrell of Starshaped Press has focused her letterpress work around metal type and ornament. From rigid cityscapes to organic shapes, each elaborate form challenges the limitations and physicality of the type itself. Jen will be discussing how she addresses a project from initial sketch to final print, sharing solutions for complicated designs and detailing the process through images and support materials she'll be bringing to the lecture.

- 5:30 pm Reception with Light Refreshments
- 6:00 pm Lecture by Jen Farrell

Questions? Contact International Printing Museum, 310. 515.7166, mail@printmuseum.org.



NATIONAL ASSOCIATION NEWS

President's Conference in Phoenix, Arizona, March 3 – 5, 2019

The President's Conference is the only conference of its kind specifically created for industry owners, CEOs, leaders, and top-level managers. This year's event features exactly the type of keynotes and breakout topics that leaders and owners are asking for—but that's only the beginning! In addition to all of the fabulous conference sessions, we're including a truly unique experience this year! We'll be taking a tour of the state-of-the-art facilities at Runbeck Election Services.

- At the 2019 President's Conference you'll discover:*
- What it takes to attract and retain younger talent to the industry
 - Tactics to create a constant flow of innovation
 - New approaches for adding new customers and growing sales
 - Success stories from other industry owners/leaders, along with new sales compensation ideas, strategic thinking, and cybersecurity

All in a great desert setting with plenty of opportunities for you to network with your peers.

Don't worry. It's not all work and no play—there's also plenty of time for fun and relaxation! Check out the events and activities that are happening in sunny Phoenix including golf, spring training baseball, concerts, shopping, and outdoor recreation at one of the nearby desert parks. You can find all of these activities and more listed at www.presidentconference.com

PIASC Member Promotion

As a PIASC Member, we will provide a grant of \$200 towards your registration. On top of this promotion, PIA National is providing past participants \$100 off registration with promo code, PCPAST100. To take advantage of the PIASC President's Conference grant, your registration must go through, Socorro Garcia, 323.728.9500, Ext. 229, socorro@piasc.org



FEATURE ARTICLE

Print Samples Pay Off! *Continued from front*

it may not be in your sample kits. When you complete an amazing project, obtain your client's permission to show off the work in your sample kits or lobby display. Highlight the range of your capabilities to increase share of wallet among your existing customers while also attracting new ones.

- Tips for building print samples that sell more work:**
- **Show off your press.** Build a set of technical samples that highlight great facial tones, dynamic textures, bold colors and even muted colors.
 - **Dial in the color management.** Remember that just downloading great images from your favorite stock library isn't enough. You will want to col-

HUMAN RESOURCES

2019 IRS Cost of Living Adjustments

The IRS has issued a variety of cost of living adjustments. Here's what you need to know:

Item	New (2019) Amount	Old (2018) Amount
Mileage: Standard reimbursement rate for miles driven for business use	\$0.58 per mile	\$0.545 per mile
Taxes: Social Security taxable wage base	\$132,900	\$128,400
401(k): Maximum employee elective deferrals to a defined contribution plan, including 401(k) and 403(b) plans (excluding "catch-up contributions" for employees aged 50 and over)	\$19,000	\$18,500
401(k) & Profit Sharing: Maximum annual contributions to a defined contribution plan, such as a 401(k) or profit sharing plan	\$56,000	\$55,000
Compensation: Maximum compensation taken into account under qualified plans for benefit calculations and non-discrimination testing	\$280,000	\$275,000
FSA: Maximum employee contribution to Health Care Flexible Spending Account (FSA)	\$2,700	\$2,650
QSEHRA: Maximum reimbursements under a QSEHRA (Qualified Small Employer Health Reimbursement Arrangement)	\$5,150 for self-only coverage \$10,450 for family coverage	\$5,050 for self-only coverage \$10,250 for family coverage

Workers Disability Payments to Increase

Effective January 1, the maximum benefit for new California State Disability Insurance (SDI) claims has increased from \$1,216 per week to \$1,252 per week. To help fund this, the SDI withholding

rate remains unchanged at 1.0% of wages, but the taxable wage limit has increased from \$114,967 to \$118,371.

Action item: If you allow employees to combine paid leave hours with SDI benefits to receive the equivalent of their full salary, be sure to include these higher SDI payments in your calculations.

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DON'T FORGET TO SUBMIT!

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PIASC
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DEADLINE:
Friday, February 22nd
4:00PM

www.piasc.org/printexcellence

PIASC Events Calendar

- FEB.
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Webinar: Getting Started In CI – Three Metrics You Need To Improve Customer Satisfaction And Operational Effectiveness

10:00 am – 11:00 am, PST at a computer near you

Details: www.piasc.org/events

Contact: Maribel Campos, Ext. 210, maribel@piasc.org
- FEB.
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Building Elaborate Illustrations One Minuscule Piece at a Time

6:00 pm, International Printing Museum, Carson

Details: www.printmuseum.org

Contact: mail@printmuseum.org, 310.515.7166
- FEB.
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WEBINAR: Things to Know About the 2018 SCAQMD Emissions Reporting

11:00 am at a computer near you

Details: www.piasc.org/events

Contact: Emily Holguin, Ext. 262, emily@piasc.org

- FEB.
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WEBINAR: Supercharge Your Sales Onboarding Strategy

11:00 am PST at a computer near you

Details: www.piasc.org/events

Contact: Maribel Campos, Ext. 210, maribel@piasc.org
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**Call for Entries
Deadline: Print Excellence Awards**

11:00 am

PIASC Off ces

Details: www.piasc.org/printexcellence

Contact: Maribel Campos, Ext. 210, maribel@piasc.org
- MARCH
3-5

2019 President's Conference

Special \$200 Grant for Members

Phoenix, Arizona

Details: www.presidentconference.com

Contact: Socorro Garcia, Ext. 229, socorro@piasc.org

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