

## Don't Miss the Event of the Year – A Very Vibrant Graphics Night!



PIASC Graphics Night is the event you don't want to miss. With over 350 in attendance, this is the evening on which we celebrate our Executive of the Year, Janet Steiner, former President of Thoro Packaging (now known as Autajon Packaging Thoro) and the winners of the regional printing competition, Print Excellence Awards. Mark your calendar for Friday, May 3, 2019 at Pacific Palms Resort in City of Industry and bring with you the people that help make your company successful: your employees, clients, friends and family.

The celebration begins at 5:30 pm with a hosted wine reception. Entries of the printing competition will be on display for your viewing pleasure and

during this time, guest can participate and select their favorite piece, the “People's Choice Award”! The evening continues with dinner, followed by the evening's program where all in attendance will hear the acceptance speech of our Executive of the Year and witness the winners for awards such as: *Best of Catalogs - Best of Packaging - Best of Foil Stamping - Best of Media Kits - Best of Point-of-Purchase - Best of Digital Printing - Best of Binding - And much more!*

Contact Maribel Campos at 323.728.9500, ext. 215, [maribel@piasc.org](mailto:maribel@piasc.org) to make your reservations today!

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### NATIONAL ASSOCIATION NEWS

## Exposition Industry Gives High Marks to SGIA Expo

Trade Show News Network (TSNN) and Trade Show Executive (TSE), the exposition industry publications, have recognized last year's SGIA Expo as one of the largest and fastest-growing trade shows in the country. With 290,150 net square feet of exhibit space, 612 exhibitors and more than 24,000 registrants, the final edition of the SGIA Expo ranked No. 62 on the TSNN Top 250 list and was named to the TSE Fastest 50 lists recognizing growth in net square feet of exhibit space and attendance. These rankings place the SGIA Expo in the top tier of the 8,000 to 10,000 business-to-business exhibitions held annually.

“We have member companies that have been going from being strictly sheet-fed commercial printers to adding technologies such as large-format textile and wide-format. They're also hosting websites and becoming engaged in everything that has to do with visual communication,” says Great Lakes Graphics Association Illinois Director William J. Gibson. “They're engaging in convergence. And as the word kept coming up, they understood that PRINTING United, the Specialty Graphic Imaging Association's (SGIA's) ‘new and improved’ event, is where they will need to be in 2019.”

“This recognition from the exposition industry testifies to the solid foundation SGIA has built and which will be in place for PRINTING United. We're looking forward to continuing on this path with the new event, which will expand and better meet the needs of the print-

ing industry as a whole when it opens in October,” relates Ford Bowers, President & CEO, SGIA.

PRINTING United (Dallas; October 23 - 25) will expand upon the success of the SGIA Expo with a special focus on the opportunities that are revealed by the convergence of market segments.

“Printing industry trade shows have traditionally honed in on a single, specific market segment. But our research shows that's not how print service providers are focusing their businesses. We've found that 95% of printers see opportunity for expansion within and outside their primary market segments,” Bowers explains.

As a result, PRINTING United will take a broader approach, with exhibitors, attendees and educational sessions representing all areas of the printing industry, including garment decorating, commercial printing, graphics and sign, graphics installation, functional printing and in-plant printing.

“PRINTING United will better reflect the forces shaping the larger printing community,” Bowers adds. “With that diversity will come opportunities and new ideas that can be the impetus for future growth. The show floor, which is 14% larger than the 2018 SGIA Expo, is already over 90% sold out. To learn more about PRINTING United, visit [PRINTINGUnited.com](http://PRINTINGUnited.com).”

### BUSINESS & MANAGEMENT

## Recycling Update

Last April we reported on China's National Sword Policy (<http://bit.ly/pulp-policies>), under which exports of recyclable materials to China have plummeted. At the time Zack Kirstein, Vice President and Co-Owner of 4G Recycling, pointed out that the biggest impact was on “bulk grade” waste paper. Anyone printing on ground wood, newspaper or corrugated was heavily impacted.

We recently caught up with Zack to get an update. With National Sword truly wreaking havoc in the U.S. recycling market, what's next?

**Paper recycling is becoming less economically feasible**

“The biggest story right now with paper recycling,” Zack relates, “is that prices for most bulk grades are at extreme lows and trending lower, and corrugated specifically is at a 10-year low on the West Coast. In fact, if you look at the RISI paper index you see that many prices went down by \$10 a ton just between February and March”

Where is the waste that used to go to China going now? A lot is going into Latin American markets, including Mexico, Guatemala, Chile and Ecuador. Much is going to domestic paper mills, at some of the lowest pricing ever. Some is going to other Asian countries. And many municipalities are starting to landfill these recyclables, because separating out the lower grade items and attempting to ship them somewhere doesn't always make financial sense.

**The next big story is likely to be India**

In the plastics market, India has been the second largest export buyer of recyclable materials. Now they're also saying “enough!” and have banned the import of plastics starting around August 1, 2019.

While this may not seem like a big deal to the “ink on paper” segments of the printing industry, the impact is not likely to be limited to just the plastics market. As Zack points out, “China started with just plastics, and then expanded their ban to affect every grade of waste imaginable. When I look at what's happening in India, my crystal ball predicts that this ban will also expand, creating a serious impact that will have a broad ripple effect.”

**Printers are feeling the pinch**

Waste paper is a direct byproduct of the printing process. Every printer has waste to some degree, and—at least in the past—selling this waste to recyclers like 4G Recycling has been a significant revenue stream for many. Not as much so today. In today's market many printers are struggling to find a recycler that will take some of their waste paper at any price.

Of course, in the printing industry the problems don't just affect paper waste. Prices for aluminum waste have also taken a nose dive and litho plate pricing is also at a three- to four-year low. Plus, the market for aluminum printing plates is usually quite fluid. Whereas for the most part paper prices only change once a month, metals prices change by the minute.

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### PAPER BY JAN

## Key Take-Aways from Paper2019

Jan Gottesman, President of Spicers Paper & Kelly Paper, reports on the latest happenings in the world of paper supply and costs.

I recently returned from Paper2019. Co-sponsored by the National Paper Trade Association (NPTA) and the American Forest & Paper Association (AF&PA), Paper2019 is the paper industry event of the year. Industry executives from the paper mills, suppliers, merchants and major paper buyers were there. We heard about the industry from all viewpoints, including those of the mills and Fastmarkets RISI, which is a trusted price reporting and market analysis provider for the forest products sector.

Here are my key take-aways from the event:

- The paper markets got off to a slow start in 2019, but there's a lot of optimism moving into spring and the rest of the year.
- Demand for printing and writing papers continues to decline, on trend with what we've been seeing since 2009. Fastmarkets RISI is projecting a 3% decline this year. This is unfortunate, but manageable.
- Most mills are diversifying their businesses, probably sooner than they had anticipated, to reduce capacity for printing and writing papers. In addition to shutting down machines, some mills are converting equipment to produce other products.

- Expect to see tightness in the uncoated paper markets. A lot of capacity is coming out of the market, and this is outpacing the decline in demand. So we'll see tightness in the uncoated market, particularly copy paper, most likely from mid-year on. This tightness, of course, may lead to more price increases—which would be on top of the 3% price increase we saw in March.
- The coated paper market should be stable. After 2018's big run-up in coated paper pricing, the good news is that we're not anticipating price increases in 2019. Capacity versus demand is fairly balanced, and we will most likely see good supply and flat prices for the rest of the year.

While there were many different industry viewpoints from all parts of the world, we all agreed that the paper industry will continue to experience rapid change for the foreseeable future. The players who are able to adapt and diversify (not unlike the printing industry) will be the winners in the future.

### HUMAN RESOURCES

## Paid Sick Leave Laws Are Not Uniform Statewide

Under the Healthy Family Act that went into effect in 2015, nearly all California employers must provide paid sick leave to their employees. What employers may not realize is that some cities, including Los Angeles and Santa Monica, have enacted their own paid sick leave requirements. In areas where the local requirements differ from state law, employers must adopt the provisions that are more favorable to the employee.

Here's what you need to know:

	State of California (California Healthy Family Act Law)	City of Los Angeles	City of Santa Monica
Who is covered	All full-time, part-time, temporary and seasonal workers who work in California for 30 or more days in a 12-month period for the same employer.	All employees who work at least two hours in a particular week in the City of Los Angeles for the same employer for 30 days or more within a year.	Full-time, part-time and temporary employees who work at least two hours in a particular week in the City of Santa Monica.
Sick leave accrual	At least one hour of sick leave for every 30 hours worked.	At least one hour of sick leave for every 30 hours worked.	At least one hour of sick leave for every 30 hours worked.
Allowable usage limits	Three days or 24 hours per year.	48 hours per year.	None. Employers are prohibited from limiting sick leave use.
Year-end carryover	Must carry over unused paid sick leave to the next year.	Must carry over unused paid sick leave to the next year.	Must carry over unused paid sick leave to the next year—unless the sick leave is provided at the start of the year as a whole rather than accrual, in which case rollover is not required.
Allowable carryover caps	Can cap carryover hours at a minimum of 48 hours or six days per year.	Can cap carryover hours at a minimum of 72 hours per year.	Businesses with 25 or fewer employees can cap carryover hours at a minimum of 40 hours per year. For businesses with 26 or more employees this increases to 72 hours per year.



BUSINESS & MANAGEMENT

Recycling

Continued from front

Is there a light at the end of the tunnel?

“I think China’s National Sword Policy is more about the trade war than the environmental concerns,” says Zack. “After all, right now China has a shortage of pulp and all sorts of fiber that they use to make paper, packaging, boxes etc. They still need the material. It’s not all trash. So my personal prediction is that if and when the trade war ends and the tariffs are lifted, China will take steps to open up its recycling market once again.”

Can Emotional Connections Double Your Sales?

Remember the Pareto Principle from Economics 101? This is the “80/20 rule,” which says that 80% of your sales are likely to come from 20% of your customers. But what makes that top 20% so loyal to your company? Chances are it’s emotional connections.

Emotionally connected customers can be goldmines

A recent study for the retail sector<sup>1</sup> compared two groups of happy customers: those who feel an emotional connection to a brand versus those who are merely satisfied with the brand. The emotionally connected customers proved to be far more valuable. They spent up to twice as much (or more) with their preferred retailers, and were nearly four times as likely to recommend these companies.

On average they had a 306% higher lifetime value, and stayed with the brand 1.7 years longer.

Build emotional connections with your customers

How do you create this type of emotions-based loyalty? Start by identifying the emotional need(s) that your brand can fulfill for your customers, and then keep these in mind as you implement the following tactics:

- **Knock their socks off** – Make them happy. Wow them in a way that goes beyond simply meeting their needs, to create a fabulous experience that exceeds their expectations.
- **Be authentic** – Build trust, rapport and positive feelings by working to create a genuine, human connection with them.
- **Show them they’re important** – Remember their name. Use language they can relate to. Be happy to hear from them and excited to serve them.
- **Tell stories** – An emotionally-charged story can result in the release of dopamine in the brain, which will in turn help form long-lasting memories.

Finally, use your marketing materials. The words and images you use can help foster a strong positive emotional connection right from the start. People are emotional beings. Use that to strengthen their relationship with your brand.

<sup>1</sup> Motista, “Leveraging the Value of Emotional Connection for Retailers,” 2018

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GOVERNMENT & LEGISLATIVE

Legislative Action Day: Your Chance to Make a Difference in Sacramento

On June 18 and 19, PIASC members will be heading to Sacramento to participate in the Printing Industries of California Legislative Action Day.

The goal: To help establish a legislative presence in the state capitol by having our members visit with their elected officials and staff. Participants will help educate legislators about the graphic communications industry’s economic impact in California, and discuss their thoughts on the most impactful state legislation that the industry is facing this year. This includes discussing bills related to workforce development, taxation and environmental issues.

This Legislative Action Day is a vital part of our efforts to build a comprehensive government affairs program here in California. Our ultimate goal is to influence what gets introduced and implemented. When legislators are contemplating bills, we want them to stop and think, “I wonder what the printing industry would think about this policy idea, or what the impacts would be on them.” Having our legis-

lators speak with business owners and managers directly can be an extremely powerful way to ensure that our perspectives are considered.

About the event

The Legislative Action Day event will start with a briefing on Tuesday June 18. Participants will be brought up to date on the landscape in the Capitol, and the details of the issues we’ll be discussing. Teams of members will be established and given their assignments regarding which legislators they will be visiting. Then on June 19 we’ll head to the Capitol for our legislative visits.

Register now

To register for the Printing Industries of California Legislative Action Day please contact Kristy Villanueva at 323.728.9500, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org). For your convenience, a block of rooms has been reserved at the Hyatt Regency Sacramento at a special rate of \$199/night. We will be happy to make reservations for you once you confirm your participation.



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Want to place a classified ad? Contact Erica Sanchez, 323.728.9500, Ext. 209, [erica@piasc.org](mailto:erica@piasc.org)

Upcoming Events

Certified First Aid and CPR Training

**Including Bloodborne Pathogens**  
**Wednesday, April 24, 2019, PIASC Conference Center, Los Angeles**  
**\$65/member**

Cal/OSHA Safety Order Section 3400 states: “In the absence of an infirmary, clinic, or hospital in near proximity to the workplace, which is used for the treatment of all injured employees, a person or persons shall be adequately trained to render first aid.”

PIASC, through Occupational Safety Training Systems, is offering a four-hour seminar on First Aid and CPR and a one-hour seminar on bloodborne pathogens. Individuals completing the training will receive national two-year certification in CPR/First Aid and one-year certification in bloodborne pathogens. In addition to compliance with Cal/OSHA safety requirements, this program is an opportunity to have trained persons in your workplace who can deal with basic medical situations or emergencies where well-trained response may save a life.

The full 5-hour attendance is man-

datory for certification, so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Only 12 spots available, so register today at [www.piasc.org/events](http://www.piasc.org/events).



**SAVE THE DATE**  
**OCT. 23-25, 2019** DALLAS, TX  
Kay Bailey Hutchison Convention Center  
[PRINTINGUNITED.COM](http://PRINTINGUNITED.COM)



PIASC Events Calendar

APRIL 14-17	<b>Continuous Improvement Conference</b> 8:00 am – 1:00 pm The Fairmont Hotel, Dallas TX Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Jim Workman, 412.259.1710, <a href="mailto:jworkman@printing.org">jworkman@printing.org</a>
APRIL 24	<b>Certified First Aid and CPR Training with Bloodborne Pathogens</b> 8:00 am – 1:00 pm PIASC Conference Center, Los Angeles Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a>
MAY 3	<b>Graphics Night</b> featuring Executive of the Year Award and Print Excellence Awards Winners 5:30 am – 9:00 pm PIASC Conference Center, Los Angeles Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a>

MAY 17	<b>PIASC Career Day</b> 9:00 am – 12:00 pm GrC Department, Cal Poly San Luis Obispo Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Kristy Villanueva, Ext. 215, <a href="mailto:kristv@piasc.org">kristv@piasc.org</a>
JUNE 18-19	<b>PIASC Sacramento Legislative Fly-In</b> 12:00 pm – next day 12:00 pm Sutter Club and Halls of Capitol Building, Sacramento Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a>

For full list of workshops and virtual classes, please visit [www.piasc.org/training](http://www.piasc.org/training).