

PrintReleaf: The Hassle-Free Approach to Sustainable Printing

If you are like most printers, you care deeply about the environment. You educate your customers about print’s bona fides as a recyclable, renewable and sustainable option. You use responsibly-sourced papers. You look for environmentally-friendly inks and solvents.

But when it comes to seeking the Forest Stewardship Council (FSC) certification that your customers often request, well, you probably wish there was a better option.

The FSC logo lets people know that the paper used in a print job came from a sustainably-managed forest, which is great. But obtaining that FSC logo can be a real hassle. It’s expensive. It’s not always available for specialty papers. It delays the workflow. And it comes with a requirement for you, the printer, to pay for an annual physical audit to prove you’re properly following FSC guidelines.

Good news: Now there is another option!

Introducing the PrintReleaf program

PrintReleaf, a new alternative to FSC certification, is the world’s first platform that automatically converts your paper footprint into actual trees. As you print, you



actively replant trees in forests around the world that need it most. In effect, PrintReleaf is a verified reforestation process. This is something your customers will appreciate, especially those that have corporate mandates in the ESG (Environmental, Social and Governance) arena.

“PrintReleaf,” explains CEO Jordan Darragh, “is a sustainable paper certification system and software platform for automated global reforestation. Instead of tracing a given lot of paper back to a particular forest, as FSC certification does,

we focus exclusively on reforestation. For each print job for which you want PrintReleaf certification you simply enter the total paper weight into the app. We instantly determine how many trees are needed to replenish what was used, and then we plant those trees in your choice of the various PrintReleaf-monitored forests worldwide.”

PrintReleaf certification, which does not slow down your workflow, is available for any job and any type or stock of paper. The platform can be used manually or

integrated directly with some of the most popular print management software solutions. Plus, there’s no wait to obtain the certification logo (logos are available instantly online, on demand), and there are no facility audits at all.

“Instead of auditing the printer,” Jordan says, “we audit the forest. We believe what is most important is ensuring that reforestation takes place. So we send auditors from SGS International to verify that the number of trees we have been paid to plant have indeed been planted in our dedicated planting zones, and that these trees are surviving over time.”

PIASC members receive a discount on PrintReleaf

As a PIASC member you’ll save on PrintReleaf’s job certification fees, which are based on the weight of the paper used. A one-time setup fee and a modest ongoing monthly subscription fee also apply.

PrintReleaf membership includes:

- Job certification** – After you enter the job information you immediately

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GOVERNMENT & LEGISLATIVE

On Our Radar

Recently added to the list of proposed regulations and other issues that we’re following:

- Securing a Strong Retirement Act of 2020 – Bipartisan legislation, H.R. 8696, has been introduced in the House that aims to increase retirement savings, simplify and clarify retirement plan rules, and more. This Act would expand auto-enrollment, update the “Saver’s Credit” IRA contribution tax credit, increase the age for requirement minimum distributions from traditional IRAs, and more.

Updates to proposed legislation, regulations and other issues we’ve been following:

- Split roll property tax measure failed – Proposition 15, which would have increased taxes for many commercial property owners, was defeated.
- California Consumer Privacy Rights Act passed – Proposition 24, which expands and enhances consumer data privacy laws, creates the most restrictive data protection laws in the U.S.

PIASC hosted a webinar, “Making Sense of the California Consumer Privacy Act,” on December 18. Recording available on the members-only Resource page.



Holiday Message from PIASC President

2020 is quickly coming to an end. Most of us would say, “please sooner versus later!” It has clearly been a challenging year. Businesses and families have suffered. To add to the chaos of the last year, we also have been challenged by the noise of politics no matter which side of the aisle you find yourself on. However, as bad as this sounds, our industry continues to serve the interests of everything from the healthcare community to our local small businesses. The thought that the printing industry and its supporting vendors are anything but essential is ludicrous. The survival of the industry is required for our nation to rebuild itself! We should take great pride in what we do.

The vast majority of printers are arguably entrepreneurs. A noun that is bantered around but have you ever looked up the definition. Merriam-Webster’s dictionary provides the following: “one who organizes, manages, and assumes the risks of a business or enterprise.” Characteristics of an entrepreneur include “a person who starts a business and is willing to risk loss in order to make money” and “far-sightedness and innovation.” During this last year, our members have risked their livelihoods and been innovative in their efforts to survive. Anyone needing to find an entrepreneur need only to talk to a printer.

Based on the calls that I have

HUMAN RESOURCES

The Challenge of Hiring and Retaining Skilled Manufacturing Employees

As the number of workers in the manufacturing industry aged 55 and older continues to increase, the ability of manufacturing employers to fill open positions becomes more challenging. The next generation of workers interested in manufacturing is far smaller than the generation of Baby Boomers they will replace.

Traditional recruiting and retention methods are falling short of employers’ demand for an increasingly skilled workforce that can program, operate, troubleshoot, repair and maintain complicated machinery. Outsourcing, automation and the like are only short-term solutions. Creative thinking and investment in advanced training programs may be manufacturing employers’ best hope for building a reliable talent pipeline. While strategizing on how to keep current workers in the industry longer, it is imperative that employers understand the changing demographics and prepare for the next generation of skilled workers with a workforce development plan that includes the following:

- Rebrand and reach out.** Careers in modern manufacturing are high-tech, clean, safe and profitable, but people unfamiliar with the industry fail to recognize that. In addition, students continue to face stigma when choosing a vocational training over a four-year degree. To change public perception, invite



the community (especially middle and high school students) on plant tours; ask the most experienced workers to participate in career days; hold Q&A sessions; sponsor science, technology, engineering and math (STEM) and technical training scholarships; and celebrate Manufacturing Month (October) and Day (first Friday in October) with tours, presentations and social media campaigns. The list goes on.

- Highlight career opportunities and job security.** New workforce entrants today are more likely than past generations to see their first job as a steppingstone, rather than a career commitment. Manufacturing employers should outline the attractive career paths available, emphasizing training, mentorship and sponsorship programs

and leadership development opportunities.

- Create or join apprenticeship programs.** Registered apprenticeship programs are worth a look. They reduce turnover, increase productivity and lower recruitment costs. According to the U.S. Department of Labor, 91 percent of apprentices that complete an apprenticeship remain employed nine months later. Nevertheless, less than one percent of manufacturing sector employees are registered apprentices, suggesting manufacturers are not capitalizing on this option. Manufacturers also can partner with community colleges and vocational schools to support training programs and bridge the skills gap.

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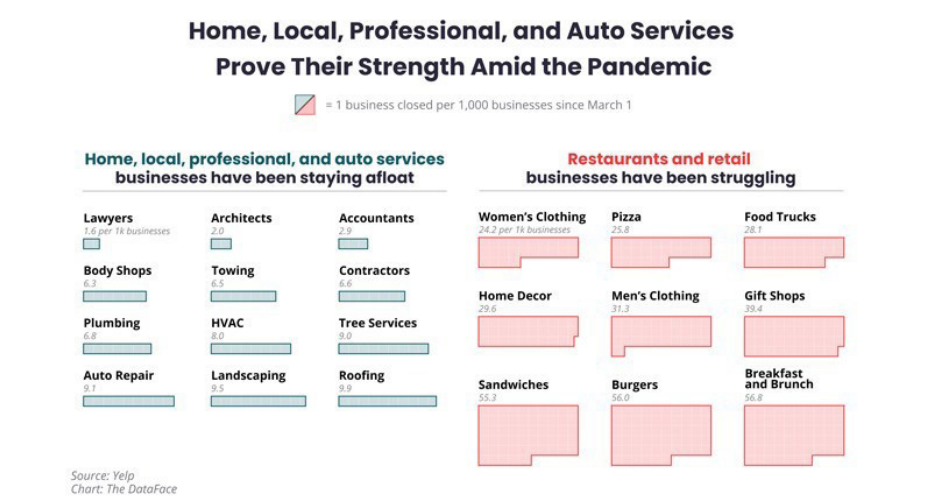
BUSINESS MANAGEMENT

Three Ideas for Prospecting Print Sales in 2021

Imagine having to drive 45 minutes for a haircut, or to get clothing altered. Imagine no malls or shopping centers to stroll through on a rainy Sunday. Imagine no family-owned restaurants to bring out of town guests to, no local bars to watch the big game, no local small businesses when you need to run and pick something up. Unfortunately, it doesn’t take much imagination these days, just go driving around your neighborhood.

Yelp’s Local Economic Impact Report for September 2020 showed that only 65,769 of the 163,735 businesses which have shut down in the United States since March 1st had reopened, leaving 97,966 permanently closed. With another COVID lockdown in progress or looming in cities across the country, more permanent closures are sure to come.

It’s time to make your community a top priority for your business now and as we move into 2021. Here are three ideas to get your creative juices flowing... and make no mistake, you need to create the ideas and a menu of services around each one.



Cooperative Promotions

Business owners are short of cash. You can help several of them at once with some clever ideas. Using this chart as a roadmap to get you started from the “staying afloat” column. Think of a mailer that promotes the towing company and the auto repair shop, architects and contractors, landscaping and tree services. Create your

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FEATURE ARTICLE

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get a certificate of reforestation for that job showing the number of trees being planted in a specified forest, as well as a certification logo that includes the job's unique ID number. Customers can enter that number at the PrintReleaf.com website to verify the compliance and sustainability of the job.

- **Impact Statements** – Updated monthly, the Impact Statement provides a record of your company's impact on global reforestation efforts over time. For example, an Impact Statement might show that you have offset the equivalent of “22.5M letter pages of paper consumption by reforesting 2.7K trees since joining PrintReleaf in December 2018.” You can also build PrintReleaf profiles for each of your customers, so that they can receive company-specific Impact Statements as well. “Many organizations really like this document,” Jordan shares, “because it is something they can easily promote. We’ve integrated PrintReleaf with Facebook, Twitter and LinkedIn, so these statements can easily be shared out to a company’s social media audiences.”
- **Unlimited marketing support** – PrintReleaf will teach your salespeople how to present this program to your clients and is also available to present directly to your clients, to help you win business. There is also a large content library with downloadable web widgets, brochures, fliers, posters, magazine ads, presentations and more.
- **Unlimited technical support** – Whether you're entering jobs manually or integrating PrintReleaf with your print management software, they'll be there to support you.
- **Extreme flexibility** – “Users can work with us however they want,” states Jordan. “You can attach PrintReleaf to every job, to one job per year or anything in between, and you can have an unlimited number of users on your account.”

To learn more about how you can reforest one print job at a time, and/or to sign up for the program, visit www.printreleaf.com/signup.

CLASSIFIEDS

SELLING YOUR PRINTING/DIRECT MAIL COMPANY? A well-established Orange County marketing service provider is looking for a bolt-on acquisition to expand mailing capability. If your annual sales are over \$1 million, contact Lou Caron, 323.728.9500, Ext. 274.

Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, wendy@piasc.org

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BUSINESS MANAGEMENT

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own combinations that work and create all-inclusive packages with a marketing plan for the next three to six months. Show your prospects you are IN IT, with them.

Plus-One Promotions

Combining promotions in the “struggling” column can work, but I think there is a better chance of success to add on another business that isn’t struggling to do some lifting... and maybe chip in a little more for the promotion. Think clothing stores and tailors, home décor and home cleaning, pizza and a pay-per-view movie. Get creative and have the promotions thought out and ready to present with costs for design, copywriting, file creation and printing built-in. Show your prospects you understand they are struggling and are there to help—not sell—through your words and actions.

NATIONAL NEWS

Michael Makin to Depart PRINTING United Alliance

Former president and CEO of Printing Industries of America (PIA) has served as EVP since the merger assisting in the transition of the combined organizations

Fairfax, Va. — PRINTING United Alliance today announced that Michael Makin, who was serving as EVP since the merger of SGIA and Printing Industries of America (PIA), will depart on January 1 after a successful transition of the combined organizations. On May 1, SGIA and PIA officially merged to become the largest, most comprehensive printing and graphic arts association in the country. As former president and CEO of PIA, Makin was instrumental in the unification.

Makin has served in leadership roles in the printing industry worldwide since 1995, where he served as president and CEO of the Canadian Printing Industries Association, followed by his tenure with PIA in 2001. He has championed many successful initiatives and transitions, including representing the industry in important legislation and regulatory victories. Michael’s vision and commitment in his role in the SGIA and PIA merger was greatly valued.

“We are extremely grateful to Michael for not only his years of service to our industry and the membership of PIA, and for representing the industry from international venues to the halls of Congress, but most recently for his embrace of the vision of PRINTING

United Alliance and a coming together of the industry in body and spirit,” said Ford Bowers, president and CEO, PRINTING United Alliance. “Without Michael, this would not have happened, and we are all better off for his taking the opportunity to bring two significant organizations together. We are certain he will contribute to whatever he puts his mind to, whatever that might be. Our well-wishes go with him and we look forward to hearing of his continued success.”

“I have enjoyed traversing this vital journey of the SGIA and PIA merger in being involved in helping make the transition a smooth one,” said Makin. “I have been in the printing industry a very long time and am thrilled with the direction that Ford and the Alliance are taking the association. The plans that the Alliance has to serve and lead this great industry are exciting and I wish the team nothing but the best.”

Source: Printing United Alliance / www.sgia.org

HUMAN RESOURCES

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- **Keep current workers longer through upskilling.** A digitally literate workforce is a must. Offer in-house training and hands-on workshops to help existing employees become more comfortable with evolving technologies and new positions.
- **Target recruiting efforts.** Target efforts to increase the numbers of candidates from groups traditionally underrepresented in the manufacturing industry.

The current and growing shortage of skilled workers in the manufacturing industry, and the expected retirements, means manufacturers need to prepare.

Source: Reprinted with permission from Jackson Lewis P.C. For more information visit jacksonlewis.com.

PIASC · HOLIDAY CLOSURES

CHRISTMAS
12/24-12/25

NEW YEAR
12/31-01/01

PIASC's Board of Directors and staff wish you, your teams and your families a safe and healthy holiday season. We thank you for being part of the largest local print association and look forward to making 2021 another great year with you.

The PIASC newsletter, Native.news, will resume on January 11th and the electronic newsletter, e-Flash, will return on January 6th.

SAVE TIME AND MONEY WITH PIASC'S NO-COST STAFFING SERVICES!

Contact Brett Chase at 323.728.9500 ext. 219 or Sandra Rodriguez at ext. 231 to learn more



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At Shield IT Networks, for 21yrs we've specialized in bringing leading edge, comprehensive next generation cybersecurity solutions for the printing industry to protect your business and you from being compromised and bringing your business operations to a halt.

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