

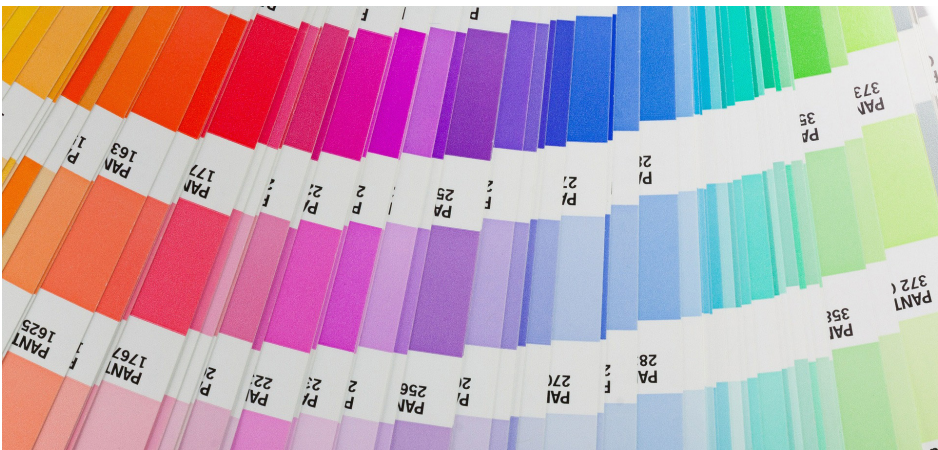
# The CMYK+ Conundrum in Digital Print

Recent research by Keypoint Intelligence reveals a significant lack of enthusiasm for CMYK+ features in production color digital printers. What is behind this rather lukewarm reception and what does it mean for users of these devices? Let’s start with some definitions.

### Defining CMYK+

The ability to print more than just the process colors (cyan, magenta, yellow and black) is a common feature of offset presses, which often have a fifth or sixth unit for printing special effects such as Pantone colors, metallic inks, neons or fluorescents. Colors beyond CMYK are also common in wide format digital printing, with many devices supporting eight or twelve colors. Yet in the production digital print market for documents, four-color devices are the most common, with a relatively small number of exceptions.

Systems supporting more than four colors — what is frequently referred to as CMYK plus or CMYK+ —have been around since the 1990s in devices from HP Indigo, Kodak NexPress and Xeikon.



In the past decade, CMYK+ capability expanded to a much wider range of digital print devices, which most frequently offer a fifth color for effects like clear coatings, white and special colors. On these digital print devices the extra colors/effects, which are sometimes known as “print enhancements,” are applied in-line with CMYK. In addition, there is also a relatively new class of offline devices that use digital print techniques to add special effects such as spot coatings, dimensional effects and metallic foils.

### How big is the CMYK+ market?

In landmark research conducted in 2016, Keypoint Intelligence (formerly InfoTrends) predicted that the digital print enhancement market (in other words, CMYK+ pages produced via digital print) would experience double-digit growth rates through 2020. Despite this strong rate of growth, the digital print enhancement market still accounts for less than 2% of the available enhancement market. Most output continues to be produced with traditional methods like offset li-

thography. This means that there is lots of room for additional growth.

Continued introductions of in-line and offline systems, coupled with an expansion of colors and effects for existing systems, were expected to propel the market forward. A declining cost per page for digital enhancements, combined with the perceived high value of these effects, was also expected to contribute to growth. While some of this has happened, there has been significant pushback from print service providers who are struggling with their CMYK+ sales and marketing efforts.

### What are print service providers saying about CMYK+?

Some digital printers have had trouble marketing and selling CMYK+ print enhancements to their customers. A Keypoint Intelligence study conducted in late 2020 asked users for their perspective on print enhancements. Survey respondents in the United States reported that 14% of their digital print jobs included a print enhancement of some kind and that 16% of

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## GOVERNMENT & LEGISLATIVE

## California Expands Small Business COVID-19 Relief Grant Program

On February 23, 2021, Governor Newsom signed SB 87 into law. SB 87 greatly expands the state’s existing Small Business COVID-19 Relief Grant Program by creating a \$2.075 billion program to provide grants of up to \$25,000 for qualified small businesses that have been affected by COVID-19.

Eligibility criteria, which are not particularly stringent, include:

- Up to \$2.5 million in annual gross revenue
- Impacted by COVID-19 and the related health and safety restrictions
- Open or have a plan to reopen when allowed
- And more

Priority goes to certain impacted industries as well as underserved business groups such as businesses owned by women, minorities or veterans, or businesses located in low-wealth communities.

Funds cannot be used to cover costs already covered by funds received from other relief or grant programs. Aside from that, funds can be used for employee expenses, overhead (including rent), working capital and costs associated with health and safety restrictions, such as purchasing PPE.

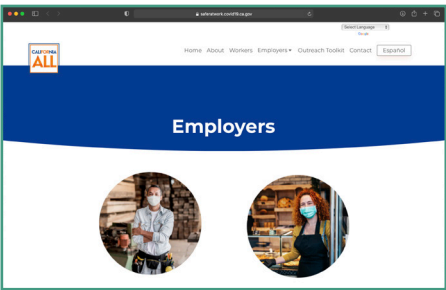
For more information, including application guides, visit <https://careliefgrant.com/>.

## New Portal Consolidates COVID-19 Resources for California Employers

Struggling to keep track of the ever-changing federal, state and local laws, regulations and other “guidance” regarding COVID-19? You’re not alone!

To assist employers, the California Labor and Workforce Development Agency and the California Department of Industrial Relationships have consolidated resources on a new website: <http://bit.ly/safer-atwork>.

This website, which does not provide any new information or guidance, is meant to be a “one-stop hub for California employers to quickly



find up-to-date state and local county COVID-19 guidance by business industry.” Give it a try next time a COVID-19 issue or question comes up!

## NATIONAL NEWS

## PrintAmerica Signs On to PRINTING United User Experience in Orlando

PRINTING United User Experience provides customizable, fully-planned “white glove service” meeting packages to industry groups reuniting at PRINTING United Expo this October

PRINTING United User Experience (PRINTING United UX), a new, multifaceted event experience powered by PRINTING United, today announced that PrintAmerica has joined PRINTING United UX, a customizable meeting venue being held just prior to the PRINTING United Expo in Orlando. PRINTING United Expo takes place Oct. 6-8, 2021 at the Orange County Convention Center where the industry will reunite for the first time in over a year together under one roof. PRINTING United UX was created to provide an ideal setting for any sized industry OEM, group or association to reconnect and restart long-awaited conversations, training, business and future planning.

PrintAmerica is an exclusive peer network of independent print, marketing communications, and packaging companies across the United States. Its highly diversified members offer agency, creative, and branding expertise, as well as automated, programmatic, and analytic marketing solutions. Folding cartons and packaging options are offered in addition to extensive print, mail, fulfillment, display

graphics and other products and services.

Given its widespread printing community representation, and desire to reconnect with one another, PrintAmerica immediately saw value in tapping into the complete “white glove” service package that PRINTING United UX is offering.

“Upon learning about all that PRINTING United UX can offer PrintAmerica and our members during PRINTING United Expo 2021, we immediately saw the value in participating,” said Bill Woods, Executive Director, PrintAmerica. “The fact that the PRINTING United UX team handles all aspects of our meeting, including the planning, logistics, catering, entertainment, and more; we are able to focus on reconnecting and maximizing our time, rather than needing to focus on planning and executing the long list of myriad meeting details. We are very much looking forward to using PRINTING United UX as a place to reunite and reinvigorate our plans for the future.”

**Continue Reading at: <http://bit.ly/PRINTING-PrintAmerica>**

*Source: Printing United Alliance / [www.sgia.org](http://www.sgia.org)*

## BUSINESS MANAGEMENT

## How to Start Taking Credit Card Payments Over the Phone

For most businesses, accepting credit cards is essential to success. However, what if a customer can’t make it to your store or simply wants to use their card outside the point of sale? In these situations, your best option may be to take their order by phone. Here’s all you need to know about accepting credit card payments over the phone.

### The benefits

Many people like the human interaction that over-the-phone payments provide. Plus, if they’ve already called you to ask about your products, it’s probably easier for them to pay right away. If this approach leads to them getting their products faster, that’s a nice bonus.

Over-the-phone payments are perfect for delivery-based businesses, as the customers don’t actually visit your store. These payments are also great if you don’t want to keep cash on your premises or want to protect your company by taking deposits from your customers.

### The costs

The cost of accepting credit cards via phone will depend on your pricing model and the credit card processor you choose. As a rule of thumb, though, over-the-phone payments will set you back slightly more than accepting physical credit cards.

How big of a cost are we talking about? Well, most processors will charge you 2 to 4 percent for any given



transaction. When you accept credit cards via phone, that number is likely to be on the higher end, as card-not-present transactions are inherently riskier than transactions involving a physical card.

### Safety measures

There are a couple of things you can do to protect yourself from the aforementioned risks. First, always ask for complete information before accepting a credit card transaction over the phone. This includes asking for the card number, CSV code, expiration date, customer’s name as it appears on the card, phone number and billing address.

You should also use a secure POS system. These reduce the chance of fraud, as they have the technology necessary for verifying a customer’s account.

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## Upcoming Events

### WEBINAR: CA Legislative Updates – California Plastic Waste Reduction Regulations Initiative & Single-use Packaging



**Date: Thursday, April 22, 2021**

**Time: 11:00 am PDT**

**Cost: Free for PIASC members**

Please join us for a legislative webinar that will focus on the latest developments coming out of Sacramento that would affect the printing and packaging industry. In this webinar we will specifically focus on the various bills and initiatives related to recycling mandates and the potential fees that the printing and packaging industry would have to pay in order to meet these.

### You’ll learn about:

1. The “California Plastic Waste Reduction Regulations Initiative” which may appear on the ballot in California as an initiated state statute on November 8, 2022 or earlier.
2. The numerous recycling-related legislative developments, including SB 54, which seeks to institute new recycling mandates.
3. Other policy concepts that could appear during the 2021-2022 Legislative Session in California.

### Collectively, these policy developments would potentially:

1. Require producers to ensure that by 2030 all single-use packaging and foodware is recyclable, reusable, refillable or compostable.
2. Require producers to reduce or eliminate single-use plastic packaging or foodware that CalRecycle determines is unnecessary for product delivery;
3. Require producers to reduce the amount of single-use plastic packaging and foodware sold in California by at least 25 percent by 2030;
4. Require producers to use recycled content and renewable materials in the production of single-use plastic packaging and foodware;
5. Establish “mechanisms for convenient consumer access to recycling,” including take-back programs and deposits;
6. Establish “Extended Producer Responsibility” (EPR) concepts
7. Enact various fees that CalRecycle would administer onto businesses.

Please join us to ensure your business is ahead of the game in terms of what’s coming down the pipeline in Sacramento. Register at <http://bit.ly/CA-packaging-webinar>



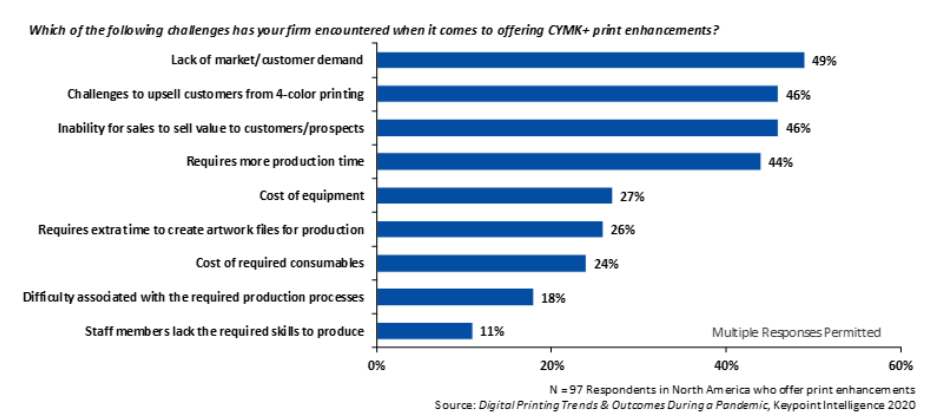
FEATURE ARTICLE

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their color digital print jobs had some kind of enhancement. Looking deeply into the numbers, it became clear that while a small share of print service providers were handling a lot of print-enhanced jobs, most were not doing print enhancements.

When print service providers were asked about the challenges associated with CMYK+ print enhancement, nearly half cited a lack of market demand. Respondents were less concerned about the cost of CMYK+ equipment or consumables, or the time or difficulty required to produce artwork for CMYK+ jobs.

Figure 1: Print Enhancement Challenges



Respondents that were producing print enhancements reported that they could upcharge approximately 23% for these specific jobs. The most popular applications for print enhancements included business cards, brochures, mailers, book covers and marketing/promotional documents.

Value-driven and cost-driven strategies

What can we learn from the results of this research study? Are CMYK+ print enhancement techniques too expensive, too difficult to market and sell, or unwieldy in some other way? It helps to think about the companies that were successfully producing high CMYK+ volumes and selling them at a premium. Although we don’t know this for a fact, it’s highly likely that these companies embraced a value-driven rather than a cost-driven strategy.

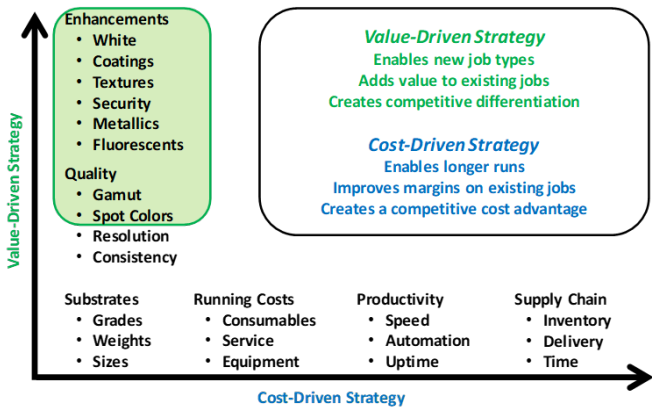
In a value-driven strategy, the focus tends to be on providing customers a wide range of products and capabilities. This starts with substrates and typically follows a quality path, ultimately leading to capabilities like print enhancements. A value-driven strategy typically includes expanded product offerings that enable new jobs, attract new customers and introduce technology enhancements that add value to the jobs that are already

being produced. A value-driven strategy is one way to differentiate yourself from your competitors.

Although a cost-driven strategy also starts with substrate selection, it is likely in a more limited capacity. Running costs are tightly controlled and the focus is on worker productivity, workflow automation and driving high levels of uptime. Anything that can be done to reduce costs in the supply chain is also key.

Overall, cost-driven strategies enable print service providers to produce effective and economic long runs and improve their profit margins on the jobs they do repeatedly. In a cost-driven strategy, the competitive advantage is not in being the most innovative or creative provider, but in being the most cost-effective one.

Figure 2: Value-Driven and Cost-Driven Strategies



Although there is certainly value in both of these approaches, it is easy to see that CMYK+ capabilities will flourish in a strategy where value is the primary focus.

The bottom line

If you are not succeeding with CMYK+ print enhancement techniques, there may be a larger issue that you should be focusing on. What is your overall strategy—is it value- or cost-driven? Although print service providers of all sizes can be successful with CMYK+ print enhancements, it is important to place a dedicated focus on value in your marketing and sales efforts.

Source: Provided by Canon Solutions America

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BUSINESS MANAGEMENT

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What you need

Once you decide to start taking credit card payments via phone, all you’ll need to do is choose your provider and get the right equipment. Here’s a list of equipment you’ll need:

- **Virtual terminal:** This refers to software that allows you to process card-not-present transactions by using an online sales app. Most internet-ready devices can serve as virtual terminals.
- **Credit card reader:** You should get your credit card reader from your provider. Some of these machines contain a built-in mobile card reader, whereas others will require you to plug the reader into your phone’s headphone jack.
- **POS app:** Many merchant service providers will require you to download their proprietary app. Send the app to your Android or iOS platform, install it and start processing sales.

Source: MONA Payment Solutions, [www.MonaSolutions.com](http://www.MonaSolutions.com)

HUMAN RESOURCES

California Supreme Court Requires Strict Compliance for Meal Periods

On February 25, 2021, the California Supreme Court in Kennedy Donohue v. AMN Services, LLC issued a ruling demanding strict compliance with California’s requirement that employers provide each employee with a 30-minute meal period within their first five hours of work each workday.

Under this ruling:

- **Time punch rounding is now disallowed for meal periods.** Employees are entitled to a full 30-minute meal period. The court held that even cutting this short by just one or two minutes would violate the meal period rules. This is important because under California’s Wage Orders, a meal period violation triggers premium pay obligations for the employer.
- **There is now a rebuttable presumption of employer liability when time records show noncompliant meal periods.** “Noncompliant” includes both short and late meal periods. In these situations it is the employer that would have to present evidence to the court that the employee failed or refused to take a compliant meal period that was offered by the employer, or that the employee was properly compensated for noncompliant meal periods.

Interestingly, the court acknowledged previous rulings that “employers may use rounded time punches to calculate regular and overtime wages if the rounding policy is neutral on its face and as applied,” but ruled that this will not apply in the meal period context.

Left unclear was whether this new ruling effectively eliminates time punch rounding altogether. After all, rounding at the beginning of a work shift affects the calculation of whether a meal period was begun within the first five hours of work. Stay tuned, as future court cases are bound to address this issue!

CLASSIFIEDS

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• W: 28in. D: 40in. If you are interested, please email kari@secretweapon.net or call 310-593-3671

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

PIASC Events Calendar

APR 22

**WEBINAR: CA Legislative Updates – California Plastic Waste Reduction Regulations Initiative & Single-use Packaging**  
Thursday, April 22 at 11:00 am PT Online  
[www.piasc.org/events](http://www.piasc.org/events)

MAY 20

**WEBINAR: The Special HR Issues Surrounding Your Sales Force**  
Thursday, May 20 at 10:00 am PT Online  
[www.piasc.org/events](http://www.piasc.org/events)

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