

## Print Excellence Awards Celebration to Be Held In Person on July 15



Mark your calendar for our industry's most anticipated in-person event of the year: The PIASC 2020-2021 Print Excellence Awards Winners Celebration. The theme for the evening will be "Revived Inspiration."

This celebration of the best of the best in printing will be held on Thursday, July 15th at the hilltop Pacific Palms Resort in the City of Industry. The evening will include networking, an exhibit of the winning printed pieces, dinner and a chance to honor the winners of the 2020-2021

PIASC Print Excellence Awards, the largest local printing competition.

The evening will begin with a hosted wine reception and buffet dinner from 5:30 to 7:00 p.m. During this reception, the winning pieces of the Print Excellence Awards will be exhibited for your viewing. The reception will be followed by the presentation of the awards: 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. Tickets are \$79/per

person for members and \$129/per person.

Sponsorships are available. The Print Excellence Awards Celebration is a wonderful opportunity to be in front of print industry Presidents, Vice Presidents and Managers.

We hope to connect with you safely at the event, which will be a more casual evening than our traditional Graphics Nights events, by adhering to CDC guidelines. As of May 6, 2021, California's Blueprint for a Safer Economy allows facility operators such as the Pacific Palms Resort to reopen to hold or host private events. It is mandatory for everyone, including facility operators, event organizers and participants, to show proof of full vaccination. Because they will all be fully vaccinated, attendees will not be required to wear a mask.

Contact Kristy Villanueva at 323.728.9500, ext. 215 or [kristy@piasc.org](mailto:kristy@piasc.org) to make your reservations today.

### PAPER BY DAMIEN

## Paper-Based Alternatives to Plastic Substrates

*In this new monthly column, which replaces "Paper by Jan," Damien Bradley, one of the newest members of the PIASC Board of Directors and Senior Vice President of Print and Wide Format at Spicers Paper & Kelly Paper, will keep us informed about what's happening in the printing paper world.*

Plastic substrates have been immensely popular in the point of purchase, sign and display worlds for many years. Although they can pose challenges from the production standpoint, once produced they are extremely durable, holding up even in challenging outdoor situations.

Today, however, with the environment being front and center in everyone's thinking, many printers are

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### STATE HAPPENINGS BY RJ

*Monthly Update from Our Lobbyist in Sacramento*

## Proposed Legislation on Packaging, Plastics & Recycling

There's a lot happening in the California Legislature regarding packaging, plastics and recycling—some of which could potentially have a big impact on PIASC members. The following provides a high-level overview of what is going on.

### The ballot initiative

A single-use plastic packaging and foodware initiative has qualified for the November 2022 ballot, and this initiative is the "big monster" that is guiding the broader legislative conversation. If passed, this initiative would:

- Require producers to ensure that single-use plastic packaging and foodware is recyclable, reusable, refillable or compostable by 2030
- Require producers to reduce or eliminate single-use plastic packaging or foodware that CalRecycle determines is unnecessary for product or food item delivery
- Require producers to reduce the amount of single-use plastic packaging and foodware sold in California by at least 25 percent by 2030
- Require producers to use recycled content and renewable materials in the production of single-use plastic packaging and foodware
- Establish "mechanisms for convenient consumer access to recycling," including take-back programs and deposits
- Establish and enforce labeling



standards to support the sorting of discarded single-use plastic packaging and foodware

- Prohibit food vendors from distributing expanded polystyrene food service containers
- Enact a fee on single-use plastic packaging and foodware

There are two important things to note here. First, the initiative gives a great deal of power to CalRecycle.

Second, the way that "producer" is defined in the initiative can theoretically include members of the printing and packaging industry. There are three layers to this definition. In layer one, the "producer" is who you would think it is: the brand that makes or sells the packaging or foodware item. If no one fits that definition, then the "producer" is then defined as the importer—the person who imports the item as the owner or licensee of a trademark or brand under which the item is sold or distributed. But if no one

fits that definition, then the "producer" is then defined as the person that offers for sale, sells or distributes the single-use plastic packaging or single-use plastic foodware in the state. Because the word "distributes" is very broad, it could be construed to mean a company in the printing and packaging industry.

### AB 1371

There is a lot of momentum behind Senator Laura Friedman's AB 1371, which has a number of powerful co-authors (including the Assembly Appropriations Chair) and is backed by both labor unions and environmentalists.

This bill prohibits online retailers from using single use plastic packaging (specifically shipping envelopes, cushioning or void fill) to package or transport products.

It also prohibits a manufacturer, retailer, producer or other distributor that sells or offers for sale and delivers

purchased products in or into the state from using expanded polystyrene packaging to package or transport their products.

"Distributor" is the key word that concerns us in this bill, as it could potentially encompass those in the printing and packaging industry.

### AB 842

This bill would enact the California Circular Economy and Plastic Pollution Reduction Act, which is a comprehensive regulatory scheme for single-use packaging and single-use products that are partially or entirely made of plastic. This scheme includes:

- **Packaging materials** – Beginning January 1, 2023, all single-use packaging and single-use products sold, offered for sale, distributed or imported into the state would be required to be easily recyclable or easily compostable in the state. Beginning January 1, 2035, these items would also be required to include 75% postconsumer recycled content. A per unit fee would be imposed on single-use products or packaging that do not meet these standards.
- **Stewardship organization** – Producers would be required to individually or collectively form or join a stewardship organization that would develop, finance and implement a convenient and cost-effective program to source reduce,

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### HUMAN RESOURCES

## DFEH Publishes Guide to Conducting Workplace Harassment Investigations

The California Department of Fair Employment and Housing (DFEH) has published a "Workplace Harassment Prevention Guide" that provides guidelines on how to conduct a fair investigation into a workplace harassment accusation.

This helpful Guide addresses:

- The basic steps required to conduct the investigation
- Guidelines regarding confidentiality of the complaint
- Overall best practices for conducting the investigation
- Investigator qualifications and training
- How to make credible determinations
- Documenting your investigation
- And more.

Download the guide at <http://bit.ly/dfeh-guide>

## Can You Ask Employees for Proof of COVID-19 Vaccination?

Yes, you can ask employees for proof that they've received the COVID-19 vaccine, but you need to be careful about how you ask for it and what you do with the information.

You should ask employees to provide proof that only includes their name, the date of vaccine (and whether first or second dose, if applicable), and, if necessary, their provider's name. Asking for anything more than that could turn a simple request into a disability-related inquiry under the Americans with Disabilities Act (ADA) and should therefore be avoided.

You should also ensure that this information is kept confidential, along with any explanations about why

an employee is not vaccinated. We recommend against asking employees why they are not vaccinated, but if you are mandating vaccines, this will likely come up when one or more employees indicate that they need an exception to your policy.

Finally, make sure that you don't discriminate against employees who have chosen not to get vaccinated because of their disabilities or religious beliefs. Title VII of the Civil Rights Act protects these characteristics and requires that you make reasonable accommodations for employees whose disabilities or religious beliefs prevent them from complying with your policies.

Source: HR | Bizz

### Upcoming Events

#### WEBINAR: Why Leadership Matters! Are You Ready for the New World of Leadership & Sales Management?



Date: Thursday, May 25, 2021

Time: 11:00 am PDT

Cost: Free for PIASC members

The world is constantly changing and you need to constantly change with it. The "new normal" will require us to manage client relationships in new and creative ways, and find new prospects using different, customized approaches.

What are the best management practices today for effectively leading your company and sales team to attain the success you want? How can you lead with conviction and still stay focused on the top line? Join us for this webinar to find out!

Topics to be covered include:

- Creating prospecting strategies that will connect you to new customers
- Understanding the "new normal" sales cycle
- New ways to connect with clients—both virtually and in person
- Creative ways to stand out for engagement with prospects

In addition, you'll also have an opportunity to ask your questions live during the Q&A session.

Register at <http://bit.ly/Leadership-Matters-1>.

**STATE HAPPENINGS BY RJ** *Continued from front*

recover and recycle single-use packaging and single-use products discarded in the state, and develop and submit to the department a stewardship plan, annual report and budget.

- **Recycling targets** – The stewardship plan must include funding to support, among other things, mechanisms necessary to achieve a 75% recycling rate of single-use packaging and single-use products by 2032 and annually thereafter.
- **Draconian fines** – The bill would authorize CalRecycle to slap civil penalties of up to \$50,000 per day per violation on an entity that is not in compliance with the Act’s requirements.

At this point the bill is in its infancy, and its all-important definition of “Producer” is blank.

The bill’s authors are hoping to strike a deal with the waste haulers and the backers of the ballot initiative that will cause the initiative to be revoked and for this to become law instead.

**SB 54**

Backed by Senator Ben Allen, SB 54 was the main legislation in this arena that was moving through (but was not passed) last year. Although AB 54 is back, it has been gutted, and is currently just a shell. However, we’re keeping a close eye on this bill because there is a good chance that it could morph into something that goes beyond single-use plastics to address all packaging types.

**Conclusion**

These are just a few of many bills working their way through the California legislature this year, and similar bills are being put forth in a number of other states as well. We’ll keep you posted as things move forward.

**MISCELLANEOUS**

**Celebration of Life for Denny Shorett**



It is with great sadness that we share the passing of **Denny Shorett**, President of Crown Connect in San Bernardino, California. Denny passed on the evening of Friday, April 16, 2021 due to complications after quadruple bypass surgery. This is a great loss for PIASC, the industry and especially for his family.

Denny is survived by his wife of 55 years, Judie; daughter Erin and son-in-law Dave; son Eric and daughter-in-law Ely; granddaughter Adriana Rosales and husband Joe; granddaughter Erica Shorett; brother Fred and sister-in-law Chris; brother Tom and sister-in-law Nancy; and sister Janice and brother-in-law Michael.

Denny entered the printing business in 1970 when he opened Crown Printers, which later became Crown Connect. Over the years Denny excelled in the printing industry. He was named PIASC’s Executive of the Year in 2008, followed by being inducted into the Ben Franklin Society and serving as Chairman of the PIASC Board. Denny was also Chairman of the Government Affairs Committee in the national Printing Industries Association.

Denny loved the printing industry, but his true love was his family and friends. He laughed a lot and loved a lot! He will forever be remembered as a hardworking, honorable, kind and loving man.

**A celebration of Life will be held on:**  
 May 22nd, 2021 at 10:30 a.m.  
 Call for information: 909.888.7531 Ext. 0

*In lieu of flowers, donations can be made to Children’s Fund and the American Cancer Society.*

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**PAPER BY DAMIEN** *Continued from front*

finding that their customers are asking for more sustainable alternatives to plastic substrates. Corporations that have formal sustainability initiatives are particularly anxious to move away from plastics and switch to more eco-friendly substrates.

When these questions come up, are there any good alternatives that you can offer? The answer depends on the application. Here’s what you need to know...

**For long-term outdoor use, stick with the plastics**

The reality is, if the product is going to be outdoors for anything more than a short period of time, the paper-based alternatives will not hold up. Let your customer know that you share their concern, but the plastic substrates are the only ones that will meet their needs.

**For indoor and short-term outdoor use, there are some excellent options**

There are now paper-based rigid boards available that can be used in place of the traditional styrene, PVC and corrugated plastic products. These relatively new alternatives are biodegradable, fully

recyclable, FSC certified and in some instances contain post-consumer waste (usually about 10%).

The best use for these paper-based products is for indoor and short-term outdoor applications, such as:

- Point of purchase (POP) displays
- Indoor signage
- Hanging signs
- Marketing posters and promotional displays
- Trade show graphics

These applications are appropriate for a variety of verticals, including retail, grocery, restaurants, entertainment, medical, offices and trade shows.

**The paper-based alternatives are easy to print on**

The good news for printers is that the paper-based alternatives eliminate many of the challenges associated with printing on the plastic substrates. Because they are paper-based, these options:

- **Do not create static** – With plastics there’s often a problem with static electricity causing nozzle dropouts, which can lead to banding. With cellulose products that is a non-issue.
- **Minimize waste** – Set up is easier,

the sheets do not attract any oils from your fingers and will not cause fingerprint marks on the printed product. This reduces the need for reprints and reduces waste. Also, paper products are recyclable and reduce the amount of waste going to the landfill.

• **Streamline production times** – As the natural rate of ink absorption of paper-based products is faster, you can generally run these substrates faster than you can run the plastics. Running faster frees up valuable production time to run more jobs.

• **Are adaptable to multiple ink platforms** – While some plastics require special inks, these paper-based products are adaptable to the full range of ink types (latex, screen, UV, UV gel, etc.).

**Conclusion**

With a growing number of print buyers requesting (or demanding!) alternatives to plastic substrates, the traditional paper manufacturers are now seeing an opportunity in the wide format and signage space. Consequently, paper-based products are being introduced—and stocked locally—to meet this need.

**PIASC Events Calendar**

MAY 25

**WEBINAR: Why Leadership Matters! Are You Ready for the New World of Leadership & Sales Management?**  
 Tuesday, May 25 at 11:00 am PT  
 Online  
 www.piasc.org/events

JUNE 22

**WEBINAR: What You Need to Know about Credit Card Processing**  
 Tuesday, June 22 at 10:00 am PT  
 Online  
 www.piasc.org/events

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



**Revived Inspiration**

**JULY 15, 2021**  
 PACIFIC PALMS RESORT