

Eco-Friendly Recommendations for Printers

Now more than ever it's important to promote responsible and sustainable printing that limits the use of solvents, the release of greenhouse gases and the creation of waste byproducts. The following provides some recommendations on actions you can take and ways that you can promote your print sustainability efforts.

What can you do?

Here are some recommendations:

- **Buy certified papers.** Paper plays a central role in sustainability strategies because it is one of the most significant purchase areas of any printer. Paper certification helps assure the responsible management of the world's forests through what is typically known as a chain-of-custody process that shows that the paper product originates from certified forests, recycled materials and other verified wood sources. You will likely be familiar with certification offerings like the Forest Stewardship Council (FSC), the



Sustainable Forestry Initiative (SFI), and the Rainforest Alliance. In fact, PIASC members are eligible for a group FSC certification program that simplifies the process.

- **Use recycled papers.** Where feasible, the use of recycled papers limits the amount of virgin tree pulp consumed. In fact, some of your customers—particularly non-profits—may require papers with recycled content.
- **Plant trees.** Become involved in

local or regional reforestation projects and consider platforms like PrintReleaf (<https://printreleaf.com>), which enable users to calculate the amount of paper consumption in a printed product and equate that with the forest impact (measured in trees). Users can then compensate for their paper consumption by planting trees as part of a reforestation project. PIASC members save on PrintReleaf's job certification fees,

which are based on the weight of the paper used.

- **Use sustainable energy sources.** Get your energy through sustainable sources like wind and solar power. Some print service providers have taken this to the next level by meeting a portion of their energy needs with solar panels and/or wind turbines on the roofs of their facilities. If you own your building (and even if you don't!), the flat roofs of many industrial buildings are well-suited to installing solar panels and smaller wind turbines.
- **Be carbon-neutral.** Some companies offset their carbon footprint (particularly related to shipping) by purchasing Renewable Energy Certificates (RECs). In this scenario, a renewable energy site makes the energy, and you, by purchasing the associated RECs, gain the property rights to that energy.
- **Be efficient.** Print efficiently and effectively using personalized,

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Upcoming Events

Arizona Par-Tee on the Green



Date: Saturday, October 2, 2021

Location: Arizona Grand Golf Resort, 8000 S. Arizona Grand Pkwy,

Phoenix, AZ 85044

Cost: \$129 per member, \$149 per non-member

(Includes: cart, lunch & 5 raffle tickets)

6:30 am - Registration/Practice

Facility Opens

7:30 am - Shotgun Start

\$1500 worth of raffle items! Lunch, drinks and raffle on the 19th hole

Register today at <http://bit.ly/piasc-azgolf>.

For information, contact Cathy Skoglund at 602.999.1304 or cathy@piasc.org.

Interested in sponsorship opportunities? Visit <http://bit.ly/golfsponsor-az>

BUSINESS MANAGEMENT

What's That Smell? Accommodating Employees Who are Sensitive to Fragrance Chemicals

We've all been there—you walk into an elevator or walk by a coworker, and all you can smell is the person's cologne or perfume. Or you walk into a room with a diffuser or plug-in that is intentionally trying to flush "good" fragrance into a room. How about perfumed toiletries, air fresheners, soaps and cleaning products that infiltrate the workplace? It is inconvenient, a nuisance.

Are there health effects of fragrance chemicals?

Certainly, with the public's awareness on chemicals and health, it's not surprising that attention and concern are moving toward fragrance chemicals.

But what if it is more than focused attention? What if employees say a fragrance impacts their asthma or flares up their allergies? Does an employer have a legal obligation to accommodate an employee who claims fragrance sensitivity? The answer might be yes.

Allergies or sensitivity to fragrance chemicals can be a disability under the American with Disabilities Act (ADA).

Fragrance chemicals can interfere with the major life activity of breathing and cause migraine headaches or skin reactions. The city of Detroit, for example, faced such an issue, when the city's human resources refused an employee's request for an accommodation without

engaging in any interactive process. The employee successfully won her legal challenge based on the employer's utter failure to engage in any discussion or process to determine if a reasonable accommodation existed.

So what is required when an employee informs you of a medical condition relating to fragrance chemicals?

Learn more, talk to the employee, consider the employee's request on how to solve it, consider whether reasonable accommodations exist and be creative in your problem-solving. This is the interactive process. And it is a case-by-case inquiry.

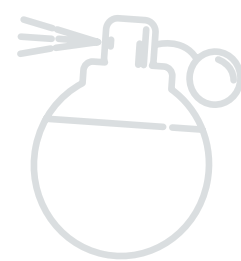
Of course, this is complicated by the fact that an accommodation solution might affect others in the work environment besides the person requesting the accommodation. Let's say two coworkers share neighboring cubes, and one's perfume or desktop diffuser negatively impacts the other's allergies. You can move the physical locations of coworkers, ask the perfume-wearer to stop wearing perfume, prohibit the diffuser, alter work schedules, create a fragrance-free zone or floor, allow fresh air breaks, establish optional calling in to meetings with many employees or permit remote working.

Broader considerations include the implementation of a fragrance policy or notice requesting that all employees refrain from wearing or using scented products at work.

Another consideration is to limit the use of fragrance IN the workplace—such as to prohibit the use of diffusers, plug-ins, scented candles and aerosol sprays. This is not the same as a 100% fragrance-free environment, which would be nearly impossible to enforce. Implementing such a policy should be consistent with the development and roll-out of any other employer policy and can be included in the employee handbook.

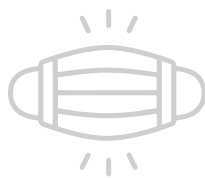
In conclusion, if an employee raises such an issue, take it seriously, inquire and discuss options with the employee. Alternatively, consider implementing a fragrance-free policy now which could start with the elimination of fragrance such as diffusers or plug-ins without yet addressing personal use of fragrance.

Source: Catherine L. Strauss, Ice Miller LLP, www.IceMiller.com.



HUMAN RESOURCES

"Long COVID" May Be a Disability Under the ADA



On July 26, 2021, the U.S. Department of Health and Human Services (DHHS) and the U.S. Department of Justice (DOJ) issued guidance explaining that long-term symptoms of COVID-19, which is known as "long COVID," can be a disability under the Americans with Disabilities Act (ADA). In addition, long COVID can also be a disability under Section 504 of the Rehabilitation Act of 1973 and Section 1557 of the Patient Protection and Affordable Care Act, both of which protect people with

disabilities from discrimination.

The determining factor is whether or not the physical or mental impairments that this disease causes substantially limit one or more of the person's major life activities. Because of this, long COVID is not always a disability. An individualized assessment must be performed to establish if the condition meets this bar.

For more information, the official guidance can be found at <https://bit.ly/long-COVID-HR>.

NATIONAL NEWS

NY-Metro Printers Recount the Dire Events of 9/11, a Day They Can't Forget

"It was just a day – blue skies, a clear day. It began as a very unremarkable, done-it-a-thousand-times kind of day." So remembers printer Benjamin Hort of his first moments at work on September 11, 2001, about two miles north of the 14.6-acre patch of land that was about to pass violently into history as Ground Zero of the World Trade Center terror attacks.

For Vicki Keenan, an executive of a printing trade association, 9/11 opened with the unimaginable sight of a jet airliner slamming into one of the Twin Towers as she approached Manhattan on her morning rail commute. It ended with the wrenching news that a close personal friend – a New York City Fire Department chaplain with whom she'd lunched just the day before – had been identified as one of FDNY's first casualties in the disaster.

In between, for Hort, Keenan and nearly everyone else connected with New York City's printing industry, stretched a day of anguish and destruction that claimed the lives of 2,763 people in the Twin Towers and shook the national psyche as it had never been shaken before.

Printing companies, concentrated in and around Canal, Varick and Hudson Streets with a clear line of sight to Ground Zero, were closer to what happened that day than any of the city's

other manufacturing businesses. That awful proximity gave the people who worked at those companies memories that are as searingly vivid today as the actual events they witnessed, however unwillingly, 20 years ago.

Hort is president of Enterprise Press (Englewood, N.J.), a fourth-generation family business that at the time operated in a building it owned at 627 Greenwich Street. He began the day as he usually did at 8 a.m. in his office on the 10th floor.

The morning's routine quickly evaporated. "I remember that someone remarked that there was smoke coming out of the first tower," Hort says. "Nobody knew what it was, and we didn't think that much of it." A little while later, he heard the "yelling and screaming" as his staff watched the second plane find its target.

By midmorning, both towers had exploded. "That I did literally see with my own eyes," says Hort. "It was fast – just go to smoke."

Eyewitnesses say disbelief overcame them as the attacks unfolded, at least at first.

Read more at: https://bit.ly/9-11_printers

Source: Patrick Henry, Liberty or Death Communications

Pre-order The New 2022 Labor Law Posters

Because many regulations will be updated or introduced for California in 2022, your 2021 posters will be considered outdated and you will not be in compliance if you continue to use them after January 1.

Important things to know:

- The updated California State & Federal 2022 posters include important revisions to the California Minimum Wage Notice and the Discrimination Notice.
- Depending on your operations, your company may also be required to display updated city-specific minimum wage posters, such as those for Pasadena or Santa Monica.
- Also available are the posters for Industrial Welfare Commission (IWC) Wage Order #1 and Wage Order #4, sexual harassment prevention, code of safe practices, fire aid/choking/CPR, California fair housing, California human trafficking, HIPAA, Workers Compensation fraud, and more.

PIASC is able to save our members money by offering the California State and

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FEATURE ARTICLE

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print-on-demand and just-in-time manufacturing techniques that limit the amount of wastepaper produced. Automated processes using digital document repositories greatly reduce the risk of having to throw away outdated materials that are stored in physical warehouses.

- **Use digital print where feasible.** Digital printing systems eliminate the need for film or plate processing chemicals. In addition, most (though not all) digital printing systems use biodegradable inks or toners that do not cause issues during recycling.
- **Recycle.** Recycle your wastepaper and other waste products effectively.
- **Dispose of waste properly.** Print service providers should participate in the EPA WasteWise government program that encourages sustainability in business practices and waste reduction. Successful participants in the program can use the WasteWise logo to promote their waste reduction efforts.
- **Be innovative.** Think creatively about unique ways that your company can help the environment in your community and beyond (e.g., rooftop beehives and wildflower beds, highway litter reduction programs and financial support for environmental causes). You will also find plenty of local community interest in beautification and clean-up projects that have an ecological spin, and national

programs like Adopt a Highway that are important in combatting littering. Obtaining employee input on these types of projects is a first step toward becoming an engaging and imaginative community partner that promotes print sustainability.

- **Identify as a “green” printer.** Become part of coalition of green printers. One example of this is the Sustainable Green Printing Partnership (<http://sgppartnership.org>), an organization that promotes sustainability in printing practices and manufacturing operations.

Promote your print sustainability efforts

While you are most likely doing some of these things already, what you may not be doing as effectively is promoting these measures in your sales and marketing efforts. Consider taking the following actions:

- **Leverage your website.** A portion of your website should be devoted to describing your sustainability strategy and showing what your company is doing.
- **Make print sustainability visible on your e-mail signatures and business cards.** This is a simple and effective way to subtly promote your eco-friendly policies.
- **Include your print sustainability actions in sales presentations.** The company background and other materials in your sales presentations

should include mention of your efforts toward print sustainability.

- **Highlight print sustainability during open houses and shop floor tours.** When customers come to visit, they should have the opportunity to learn about your sustainability practices.
- **Educate customers on print sustainability.** Your customer support team members and sales representatives can play a vital role in educating your customers about your print sustainability strategy.
- **Make print sustainability part of your social media program.** As an offshoot of your education efforts, social media can be an important tool that connects you to your customers and your community. One great source for useful charts and graphics is the industry group Two Sides (<https://twosidesna.org>). You will find these posted publicly on the company’s website. You can also become a Two Sides member to gain additional benefits.
- **Fight against simplistic rhetoric that damages the image of print.** You will undoubtedly hear people make comments about how businesses can save trees by not printing. While it is true that most papers are made from tree pulp, it is equally true that trees are a renewable resource that, with careful forest management, can provide an unending supply of

wood and wood pulp. (Two Sides’ charts and graphics are great tools for making pro-print points.)

- **Advertise your print sustainability.** Your media spending in your marketing programs should highlight your eco-friendly strategy.

The bottom line

A strong print sustainability message is a required aspect of any print service provider’s strategy. Eco-friendly practices make good business sense and can be promoted as part of your company’s sales and marketing campaigns. Look at what your business is doing today to be environmentally conscious and think about what you might be able to do to take that strategy a step further. Your customers will appreciate it, and the long-term benefits to the environment will be well worth the effort.

Source: Provided by Canon Solutions America



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KODAK AFFILIATE PROGRAM LAUNCH

PIASC Members Now Qualify for Rebates on Kodak Equipment

PIASC is excited to announce our newest member benefit: Participation in Kodak’s exclusive new rebate program. This program gives you an opportunity to save money while optimizing your operations with industry-leading printing solutions. Whether you’re looking to strengthen your offset solutions or build out a digital offering, Kodak has equipment that can meet your needs.

The rebate program includes the following:

- Kodak Offset Platesetter Solutions: KODAK TRENDSETTER, KODAK ACHIEVE, and KODAK
- MAGNUS (4-up, 8-up, VLF)
- KODAK PRINERGY On Demand

Software Solutions

- KODAK NEXFINITY Digital Presses
- KODAK PROSPER Inkjet Presses
- Consumables: Proprietary water-based inks
- Kodak Service and Support

“PIASC, the largest regional printing industry association in the nation, is dedicated to helping our members thrive,” states Lou Caron, PIASC’s President/CEO. “This rebate program, which reduces the costs of equipment upgrades, is an excellent example of how your membership can make a significant difference in your bottom line.”

For more details on this program, contact Kristy Villanueva at Kristy@piasc.org or 323.728.9500 ext.215.

HUMAN RESOURCES

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Federal posters for just \$18.50/English or Spanish, compared to CalChamber’s \$40.49 price tag). These prices are for PIASC members only. Avoid fines and penalties by pre-ordering your posters! Download the order form here: <http://bit.ly/poster-order-2021> or contact Emily Holguin, 323.728.9500, Ext. 200, emily@piasc.org.

CLASSIFIEDS

FOR SALE in Oregon Area: A US Paper Counters Bantam - 1 with tabber, 2004 model in good condition, for \$5,000. Generic Brand L-shaped shrink wrapper in very good condition for \$1,500. Rollem scorer, perforator 22" wide with air feed in fair condition for \$1,500, and a mini max Oval Strapping machine in good condition for \$500. Contact Tammy Weatherly for more information. 323.728.9500 ext.206 or Tammy@piasc.org.

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

PIASC

Kodak’s exclusive rebate program for PIASC members

For more details on this program, contact Kristy Villanueva at Kristy@piasc.org or 323.728.9500 ext.215.

PIASC Events Calendar

OCT
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Arizona Par-Tee on the Green
Saturday, October 2
Arizona Grand Golf Resort. Phoenix, AZ
www.piasc.org/events

NOV
6-7

International Printing Museum: Los Angeles Printers Fair
Saturday, November 6 to Sunday, November 7
International Printing Museum, Carson, CA
www.printmuseum.org

NOV
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WEBINAR: Is Inkjet Revolutionary or Evolutionary? (presented by PIM)
Wednesday, November 3
Online
www.piasc.org/events

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