

Colorado Par-Tee on the Green

Our 12th Annual Colorado Par-Tee on the Green took place on June 20th in Littleton, Colorado, at the beautiful Arrowhead Golf Club. What a fabulous day of excellent weather, bright smiles, breathtaking views and just plain fun!

In addition to having a fabulous time, we also R.A.I.S.E.(d) \$1,680 for scholarships to support young professionals entering our industry. Thanks to all who attended, sponsored and played in the tourney!

Congratulations to our winners:

1st Place

Todd Bengtzen, Jeff Cota, Brian Moser, Tony Soda

2nd Place

Rick Brown, Chris Cohara, Matt Kayser, Ryan Kayser

3rd Place

Warren Rotello, Stephanie Werth, Tim Dutch, Willie Trimmer

Highest Score

Christopher Scirone, Ryan Heath, Chris Heath, Mike Herron

Men's Longest Drive

Ryan Kayser

Women's Longest Drive

Diane Parisi

Longest Putt

Warren Rotello

Closest to the Pin

Tyson Pallatt



1st Place: Todd Bengtzen, Jeff Cota, Tony Soda & Brian Moser



2nd Place: Ryan Kayser, Chris Cohara, Rick Brown & Matt Kayser



3rd Place: Willie Trimmer, Tim Dutch, Stephanie Werth & Warren Rotello



BUSINESS MANAGEMENT

Offset vs. Digital in the Online Printing Market

Last year I had the opportunity to interview a number of online print providers to get their thoughts on the market. Our discussions focused on the impact of the pandemic as well as planned print applications and strategies for the future. One intriguing development that came out of that was the chance to see how they were using different print technologies to serve their customers. I was specifically interested in how digital print and offset lithography were being used.

Many online printers rely on offset lithography

You might expect digital print technology to dominate the online printing market because of its ability to produce quick turnarounds and cost-effective jobs, yet offset leads many areas of this segment. Some of the companies in the online print market have no digital printing equipment at all. Their focus is on producing jobs with run lengths of 250 or higher, though their competitive sweet spot—and most profitable work—tends to be with run lengths of more than 1,000.

They can do this because of the high volumes they handle and their efficient imposition methods. In essence, these businesses fill their offset plates so effectively that they can attain economics of scale that digital print cannot compete with due to consumable and service costs. In addition, offset plate-making time is generally not an issue for these sites, since these highly efficient operations generally have plates already lined up for the next job while the current job is running. Locations using offset presses will often implement inline UV dryers or coatings that allow the printed piece to be finished and delivered quickly.

The online print sites pointed out that amortization is better on offset (seven years versus five for digital). In addition, many sites are running offset presses that they have owned for decades and have already paid off. Digital printing systems tend to turn over more frequently and may be leased instead of purchased. Having to stock papers suited for digital print is another issue (in terms of logistics and costs) cited by some of the folks I spoke with.

Where does digital print excel?

Digital print is very common for online printers serving business-to-consumer (B2C) markets and is also leveraged extensively where variable data content is required. Growth areas such as wide format graphics, signage and short-run labels and packaging are well-suited for digital print.

Advantages of digital print include the elimination of offset plate-making equipment, chemicals, maintenance and labor costs. Multiple digital print devices can also be run by a single operator, whereas offset presses are typically more labor-intensive.



While offset make-ready time and paper waste can be reduced, it is still a significant factor compared to digital print. These days, offset is being challenged even more by the increasing costs of aluminum (for plates) and the large amount of energy required to produce those plates (especially since energy cost is a sensitive topic). Also, paper supply disruptions and the resulting higher paper costs become a factor due to the paper waste during offset make-ready. Plus, the difficulty in finding offset skilled labor is making some print service providers think more seriously about digital print.

Enter high-speed inkjet for document applications

In other conversations with print service providers, I've found an interesting market split among those sites with high-speed roll-fed inkjet systems. On the one hand, some sites maintain roll-fed inkjet printing systems while simultaneously owning one or more offset presses. These companies maintain that they need both technologies to serve their customers

effectively. They can run their offset devices very efficiently even when run lengths are quite low, but they also value offset's ability to be cost-effective for longer runs of 5,000 or more.

On the other hand, some roll-fed inkjet sites have either eliminated offset entirely or plan to do so soon. They cite the production capability of inkjet, its operational simplicity and the ease of finding and training operators (compared to offset). They see their customers' run length needs declining, and they believe that their inkjet systems will serve those changing needs well. In a few of these cases, these sites are just waiting for their litho press operators to retire before mothballing their offset devices. The owners of these sites have repeatedly told me that they see inkjet as the future.

The bottom line

I don't like to bet against offset. Every time I think that digital print has an exclusive advantage, offset printers and their partners figure out innovative ways to automate the process. The question for me is, how big is the market for the longer run applications where offset excels (and is most profitable)? For the sites that are giving up on offset, they feel that they can be effective without it by serving their customers efficiently and allowing them to leverage print-on-demand, just-in-time manufacturing and variable data. Not coincidentally, these are all areas where digital printing excels.

Source: Jim Hamilton, Consultant Emeritus at Keypoint Intelligence

MEMBER NEWS

Yikes! Company Names Gone Wrong

How many sharp-eyed members of your team noticed that something was a bit, shall we say, "off" on the address section of your copy of the July 17 issue of Native.news?

If you have a company name that takes up two lines, chances are all was well. Otherwise, well, the system gave you a new com-

pany name – one that combined your actual company name with the second line of someone else's!

What happened? The printer's new software had a previously undetected bug. Unfortunately, neither their normally totally-on-top-of-things quality assurance department nor our own internal QA saw the mistake. We all dropped

the ball on this one. It was just another reminder that, as each of you has probably experienced, we are all human and things happen. We are so sorry that none of us caught this problem before Native.news went out.

Needless to say, the printer, a PIA member, is extremely embarrassed by this, especially knowing

that Native.news goes out to an audience of printers, marketers, brokers and vendors. But they did want us to share that, as any good printer would, they comped the printing for us.

Why Print Reps Absolutely Need to Use LinkedIn

If you are not fully utilizing LinkedIn to increase the effectiveness of your sales efforts, here are just a few reasons why you should. Using LinkedIn is easy and effective.

- **LinkedIn can act as your website.** Beyond trusting your company, prospects seek trust and assurance from the rep. LinkedIn has enabled this deeper dive. Promote your brand as a trusted resource and problem solver.
- **More interaction on LinkedIn gets you more exposure.** Profile views, post views, search views. Drip marketing, repetition and engagement are essential to your branding efforts.

- **Connect with all of your customers and prospects.** Liking and commenting on their posts are fantastic ways to build and strengthen relationships. Everyone notices and appreciates when people comment or like their posts.
- **When viewing a customer or prospect's profile, don't forget to check out the "People you may know" section on the right.** It will often contain similar profiles that are worth prospecting to.

Source: Patrick Whelan, Great Reach Communications Inc., <https://greatreachinc.com>.



CLASSIFIED

For Sale: 30" Tec Lighting TRS30 UV Coater. Automated feeder and delivery. In excellent condition. Under 100 hrs. operating time. Coater is in Phoenix, AZ. For more information, please contact Dean Toth at (602) 258-7789 or dtoth@oneilprint.com.

For Sale: Xante En/Press – Digital multimedia press with the patented enterprise high speed feed system that offers users an affordable way to go digital and meet the demand for fast full-color printing. The Xante En/Press has a groundbreaking design that feature a straight multispeed feed path for a fast and smooth delivery. Includes color workflow software, royalty-free fonts and over 1,000 design templates. For more information contact Charlie De Santiago at (760) 265-2300.

For Sale: Delta Transformer made by Komori 112.5 KVA, primarily volt 208 secondarily volt 220y/127 3 phase. Please contact Bobby Martinez at (949) 413-0601 for more information.

For Sale: T-30 Ingersoll Rand Industrial Air Compressor, Model #242-5V, Serial #711713. Please contact Bobby Martinez at (949) 413-0601 for more information.

CONTACT US

Address

5800 S. Eastern Avenue,
Suite 400
Los Angeles, CA 90040
P.O. Box 910936
Los Angeles, CA 90091
Phone: 323.728.9500
www.piasc.org

Key Contacts

LOU CARON,
PRESIDENT
Ext. 274, lou@piasc.org

JUSTIN BOURG
COMMERCIAL INSURANCE
Ext. 284, justin@piascins.com

EVIE BAÑAGA,
EMPLOYEE BENEFITS
Ext. 224, evie@pibt.org

KRISTY VILLANUEVA,
MEMBER SERVICES
Ext. 215, kristy@piasc.org

RODNEY BOLTON,
HUMAN RESOURCES
Ext. 218, piasc@hrbizz.com

HUMAN RESOURCES

Human Resources Q & A

What should be included in an offer letter?

The offer letter should outline the expectations and benefits of the job and provide explicit details about compensation. Ideally, it provides the candidate with all the information they need to make an informed decision about whether to accept the job or not. A standard offer letter generally should include:

- Job details, including job title, supervisor name, supervisor title, start date, work location, full or part time (and expected number of hours per week) and whether it's exempt or nonexempt. You could include a full job description as an attachment for their review.
- Contingencies such as passing a drug screening and background check prior to the start date.
- Compensation, including base pay rate, pay periods and any bonuses or commissions they are eligible for.
- A brief overview of benefits and a timeline of when they become effective. You can include an attachment with additional details, including coverage and costs.
- A statement that this is at-will employment (unless it's not).
- Instructions on how to accept the offer and any applicable deadlines.

Can we use comp time with our employees?

It depends. For nonexempt employees of a private employer, no. The Fair Labor Standards Act (FLSA) doesn't permit private employers to offer compensatory time ("comp time") in lieu of overtime pay.

You could offer time off to your exempt employees as a reward for working more than their typical work week, which is considered a form of "flex time," but there are downsides to doing this. First, your exempt employees may grow accustomed to being able to take time off when they work extra hours, and this may not be a desirable or sustainable practice for your organization. Second, tracking the hours of your exempt employees so you can reward them may be extra work for you and them. Third, formalizing a flex time system for exempt employees could create confusion about what they're owed because it could create a perception that they're compensated on an hourly basis.

Instead of creating a formal flex time system for exempt employees, it may be simpler to find other ways to reward them for working extra hours when needed.

Can we choose not to hire someone due to their weight?

While weight in and of itself is not a protected characteristic under federal law, making a hiring decision on this basis is inadvisable. Hiring decisions should be based on how well a candidate meets the qualifications outlined in the job description and applicable job posting. Disqualifying a candidate based on anything other than the job's necessary qualifications increases the likelihood of a discrimination claim (in the case of weight, a disability discrimination claim is most likely).

We recommend that you ensure job descriptions are updated with the current skills, abilities and education needed to perform the job, including the mental and physical requirements. You should also carefully go over the job description with candidates—including the day-to-day duties of the position—during the interview process so they fully understand what will be expected from them.

Source: HR|BIZZ



5800 S. Eastern Ave., #400
Los Angeles, CA 90040



PIA Events CALENDAR

Save the Date:
Annual Surplus Drive
THURSDAY-FRIDAY,
SEPTEMBER 14-15

Save the Date:
Paper and Substrate Show
TUESDAY, OCTOBER 3

Printing United Expo
WEDNESDAY-FRIDAY,
OCTOBER 18-20
Atlanta, GA
bit.ly/PrintingUnitedExpo

Save the Date:
Los Angeles Printers Fair
SATURDAY-SUNDAY,
OCTOBER 21-22

07 JULY						
SU	MO	TU	WE	TH	FR	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FOR FULL LIST OF EVENTS, PLEASE VISIT WWW.PIASC.ORG/EVENTS