Scanner

ThisIssue | OurPurpose | OurVision | OurMission

Promoting the Industry – Focused on Member Success!

**Advocate
Educate
Inform
Lead**

To promote the common interest of the printing industry; and to help our members prosper, both individually and collectively, through fellowship, education and coooperative action.

Advancing Graphic Communications

PRINTING INDUSTRIES OF AMERICA

What is the Scodix1200 Digital Press?

The Scodix1200™ UV press is a digital enhancement press that delivers a new dimension to printing that creates a sustainable, differentiating, value to the Print Service Provider and to his clients. AccuLink recently acquired the Scodix1200 press and is marketing the service under the 3d-UV™ brand.

The high-resolution press uses a patented UV-curable clear polymer to produce raised print effects with variable densities and gradations that add tangible height, texture and dimension to the item.

The Scodix1200™ Optical Print Alignment system (OPA) guides an array of inkjet nozzles in the press for accurate, pinpoint placement of jetted clear polymer on the selected image.

A fully digital enhancement process with zero setup for immediate printing, the Scodix1200™ enables printers to offer runs of any size. All image data is stored digitally for on-demand printing directly from a PC. Using a clean, green process, the press eliminates plates, molds, chemicals and solvents while significantly reducing overall energy usage.

The sheet fed press supports input from digital or offset presses, accepting a broad range of substrates ranging from 4 pt. to over 50 pt. thick and working with a variety of formats including B2 and A3. With print capabilities ranging from 20 to 70 microns in thickness, a variety of clear polymer patterns can be applied to the same print to easily achieve dual-sided embossing.

What is so compelling about the Scodix1200 product?

The Scodix1200™ UV digital enhancement press provides an opportunity for printers to offer customers a unique, innovative product that makes print an experience. The Scodix1200™ digitally enriches printed products, creating high quality tactile and visual features that strongly engage the senses and associate a lasting, memorable, experience to the printed product.

The special effects capability of the press enhances printers by expanding their offering portfolio with a high added-value and high-margin solution that can distinguish them from competitors and boost customer retention. Printers and customers enjoy the freedom to perform in-house any run, of any size, on a wide variety of substrates.

Delivering UV curable clear polymer on selective areas with camera-guided precision, the press produces variable density, gradation, a high gloss level, and strong adherence of the layers of polymer on the substrate. The printed result has a "Wow! effect," that draws the end user to reach out and touch the raised texture, creating a bonding experience with the highlighted image that can be potentially transferred to the featured product.

AccuLink is offering 3d-UV™ to the printing trade.

AccuLink, a long-time member of PICA, is offering 3d-UV™ on its Scodix1200™ to our fellow PICA members for products such as greeting cards, short-run books, personalized mail pieces, and more. AccuLink will accept press sheets or print files to apply ScodixSENSE™ on printed products. This issue of the PICA scanner was digitally enhanced by our 3d-UV™ process.

Industry Calendar

Chairman's Letter
Chairman's Tour Update

Jeff Stoudt and I just finished PICA's Chairman's Tour. This was a two week excursion visiting members and potential members throughout the two Carolinas. We made stops in ten cities and visited nine different printing operations. Wow what a different array of facilities we have in the two Carolina's. We saw newsprint, flexo, traditional offset, digital and digital signage. We saw all sorts of finishing of paper and signs. This left me with renewed energy about our industry. The printing trade is huge, while the methods and substrates have changed; the industry continues to be vibrant.

The purpose of the tour was to help educate the membership on OSHA and the sustainability of print. Since the building industry has slowed, OSHA has redirected their efforts toward the printing trade. While on the tour we had two members call about OSHA being at their plant. PIA has a wealth of information to help keep your workplace safe and compliant with OSHA. For starters Safety Posters are available at **www.printing.org/compliance**. PIA also has a *OSHA Primer* available at **www.printing.org/page/6367**. As the name implies, this is a comprehensive book that provides an overview of the FEDERAL OSHA general industry regulations affecting the printing industry. The primer also helps explain accident recording and reporting rules (I have learned this is very important to the inspectors). Other information, checklists, resources, and a glossary of terms are available in the primer. Again, this is a free benefit of PICA. Even if you think you have a safe work environment, I would recommend you download this book to keep as a reference.

The second portion of the program dealt with the sustainability of print. Jeff had examples of promotional material that several of the industry leaders and affiliates use to promote print in their market. This is an issue that affects all of us and all of us must jump on the bandwagon. If we do not promote our industry then who will? If you missed the tour, please call the PICA office and ask for samples of this material.

This is our last issue of 2011 (can you believe it?) So I would like to wish you all a happy holiday season and a great 2012.

Wayne Morris
Chairman, PICA
The Printing Port
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Book Review

Fire! is the first in a planned 12-volume series of business fables authored by Grow Sales, Inc., team leader T.J. Tedesco. This book is a sequel to the well-known Greek myth of Prometheus and follows "Org" and the leadership team at "Fire Enterprises, Inc.," on an engaging–and frequently hilarious–business growth journey. Along the way, *Fire!* delivers proven marketing strategies and tactics in a witty and accessible writing style designed to appeal to novice and seasoned businesspeople alike.

Publication: Fire! How Marketing Got Hot

Author: T. J. Tedesco

Item Number: 1959

List Price: $9.95

Printing Industries of America Member Price: $8

New Members

Pronto Press • Myrtle Beach, SC • Andrew Parness • (843) 293-9300
Pronto Press has been serving the Horry County area for 17 years. Focus is on customer service offering commercial and digital sheetfed printing.

P&S Supply • Loris, SC • William Weymouth • (843) 855-5451
P&S Supply is a growing graphic arts supply company based in Myrtle Beach, South Carolina. P&S Supply provides prepress, press and bindery equipment and consumables along with years of expertise in the print industry.

Morgan Printers, Inc. • Greenville, NC • Jack & Lydia Morgan • (252) 355-5588
Morgan Printers started in 1958 as a family business that now spans three generations. They offer 4-color offset and digital color printing with full bindery and mailing capabilities.

Professional Project Management • Jess Sutton
PPM, Inc. has been helping companies build powerful training programs, implement standard operating procedures and disaster recovery plans since late 2005. Jess Sutton, CEO and sole employee, has recently relocated to the Triad, NC area.

Weldon STEM High School • Weldon, NC • Cliff Jones
High School Graphic Arts program with instruction on press, bindery, design and screen printing.

Member News

Sun Printing, Orangeburg and Columbia, is expanding its operations in the Midlands. They have added a Grand Format Digital Printing division to its West Columbia operations. The centerpiece of the new division is their UV inkjet wide-format printer, along with a roll-to-roll printer and a state-of-the-art digital cutter. This broadens their capabilities to include banners, signage, POP displays, custom packaging, etc. For more information, contact Sun's Grand Format Digital Printing Division at (803) 791-1786.

Over the last two months we've provided information regarding the various public relations campaigns going on to promote the printing industry - to tell its story regarding print's effectiveness and its sustainability. This information is great to share with your sales and marketing team as well as your customers. If we don't tell our story, who will? To summarize - here are the links to the various campaigns:
www.chooseprint.org • www.printgrowstrees.org • www.valueofprint.org • www.rediscoverprint.com • www.theprintcouncil.org
www.gopapergrowtrees.com

Heidelberg USA has issued "Data Protection for Printers," a new white paper focusing on the unique issues printers face in keeping production running smoothly in the event of unexpected interruptions. Visit http://sso.us.heidelberg.com/dataprotection to download a free copy of "Data Protection for Printers," or contact your Heidelberg System service representative.

Revolution Labels, Spartanburg, recently earned G7 Master Program qualification, only the third flexo printer in the US to do so!
All Printing Resources, Clemson, provided assistance in successfully earning this qualification. Revolution Labels was featured in the April 2011 edition of Flexo magazine. For more information, contact Mike Spillers at Revolution Labels, (864) 587-6300 or Jody Hall at All Printing Resources, (864) 888-1926.

Greenhouse Recycling LLC's core business consists of recycling paper, cardboard, and printing plates from different operations. Calvin McGill, Chairman of Greenhouse Recycling, has over fifteen years of OSHA and EPA compliance experience with one of the largest printers in the Carolinas. As an Engineer, he will take the time needed in order for printers to reach ultimate compliance. If required training is needed, Greenhouse can provide it. Greenhouse is 100% veteran owned. You can contact Calvin at (828) 308-7547, or greenhouserecycling@charter.net.

Effective October 1, most debit transaction processing rates will be reduced due to the Durbin Amendments of the recently passed Dodd-Frank Wall Street Reform & Consumer Protection Act, otherwise known as the Dodd-Frank Act. This reduction applies to debit transactions including pin based, check card, swiped and hand-keyed transactions, for all cards that are issued by banks that qualify per Section 1075 of the noted Act. If you are interested in reducing your credit card processing fees, please give Danny Haggerty a call at **Marathon Solutions**, (877) 948-9733.

Condolences

Sincere condolences to former and long-time PICA employee **Gwen Doster** on the death of her mother, Ruby Criminger.

Deepest sympathy to Vickie Smith with **Sun Printing** West Columbia on the death of her father-in-law Daniel E. Smith.

Did you see that cool postcard printed using the "Process Metallic Color System?"

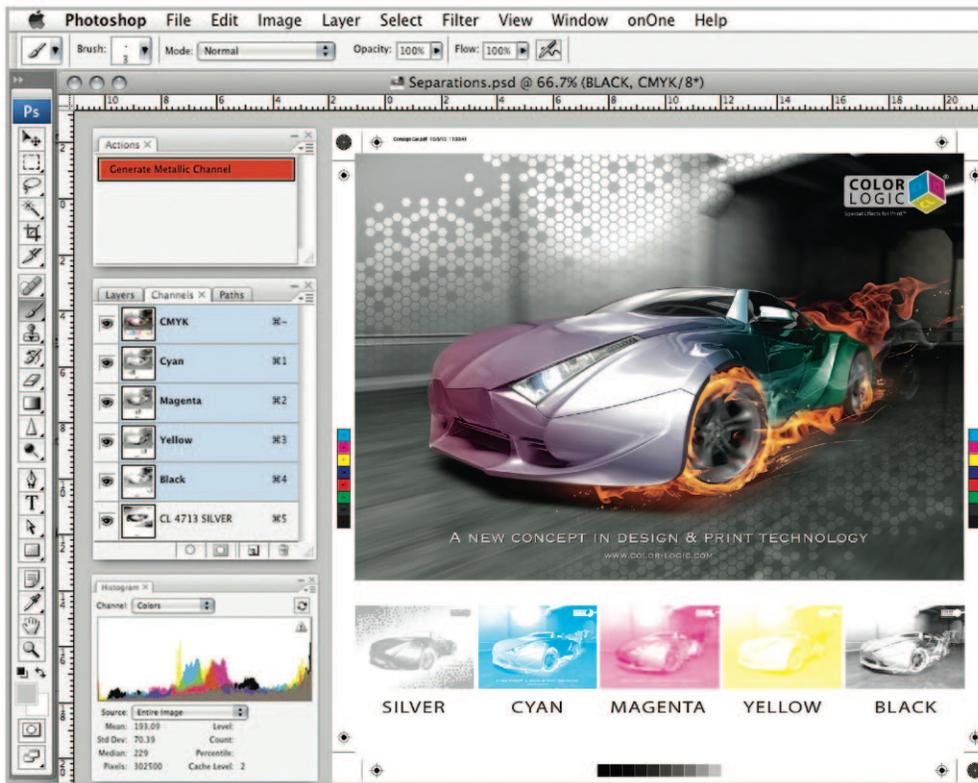*Brian Roberts, Manufacturer's Representative • Color-Logic*

Image-FX™

Image-FX is a photorealistic image separation algorithm which analyzes images and calculates the required metallic effect for the different tonal regions of the image. The Color-Logic Action Set for Adobe Photoshop® automatically creates the fifth spot channel, eliminating any hit-and-miss approach to integrating metallics in the image.

NOTE: In the image to the left, a separate plate file was generated for printing silver ink, for example on an offset or flexo press. If the design were to be printed on a metallic substrate – for example on a digital or inkjet press – a white plate file would be generated instead of the silver plate file.

Visit **www.color-logic.com/support/training** for detailed instructions for creating Color-Logic special effects in minutes.

As a PICA member, you received a postcard reminding you to hold the date for the 45th annual PICA Awards Banquet in March. Because the postcard was such a striking example of printing, some members have been asking how it was produced.

The postcard utilized an entirely new metallic printing process devised by Color-Logic, a new company located in the Cincinnati area, and a PIANKO member. The Process Metallic Color System used to print the postcard begins with a software plugin compatible with InDesign, Illustrator, Photoshop and QuarkXPress. The software creates one five-color file – CMYK plus silver for printing on a white substrate, or CMYK plus white for printing on metallic substrate. These five-color files produce 250 metallic hues with just one pass through the press. No more finicky metallic inks; no more unhappy press operators, graphic designers, or prepress personnel; no more customers disappointed with press results.

The Color-Logic process received a MustSee'Ems award at Graph Expo 2010, and since then has been taking the market by storm. And most amazing of all, the process works not only on offset presses, but also on flexo, wide format inkjet, and digital (Indigo, Xeikon, EFI Jetrion).

The ability to create and print metallic files consistently and effortlessly means that PICA members have another reason to contact customers about the value of print. Brand managers, advertising agencies, and corporate marketers can use the Color-Logic process to create entire marketing campaigns, including collateral literature, signage, labels, and packaging, using metallics - an option unavailable until now.

OSHA and EPA Inspections and Penalties are on the Rise
Printers Are a Target - The Best Action Is to Be Prepared

OSHA has developed a new penalty calculation structure, which has caused a dramatic increase in penalties imposed on printing companies across the country.

Here are some quick facts:

- The printing industry is considered a "high hazard" industry for amputations, meaning the high rate of inspections of printing facilities will continue.

- OSHA's penalty calculation system has been revised, and as a result many violations are now considered "serious." The average serious penalty has been tripled and now ranges from $3,000 to $5,000.

- Many "serious" violations are now considered high gravity and can receive a base penalty of $7,000.

- OSHA has stiffened its penalty reduction policy. Penalty reductions of 50% which were previously common will be much harder to negotiate.

The bottom line is that all of these changes have resulted in five and six figure penalties for printing companies. You can save tens of thousands, if not hundreds of thousands of dollars if you are proactive and prepared.

Printing Industries of America Can Help!

Regardless of the compliance issue, Printing Industries of America's EHS Affairs team can provide the necessary expertise and knowledge to help solve a problem, prevent violations, or respond to an enforcement action or citation. A simple phone call or email could literally save you thousands of dollars in consulting fees, wasted time, and fines.

Assistance from our EHS staff can range from answering questions and approving program templates to onsite consultations and training. In addition to working directly with individual printing companies, our staff also works in conjunction with other consultants, attorneys, and, if necessary, individual regulatory agencies on behalf of your company.

In representing printing companies directly or providing specific guidance, the EHS Affairs team has been able to successfully challenge citations and greatly reduce or completely eliminate penalties.

If you have any questions, do not hesitate to contact Rick Hartwig at (800) 910-4283, ext. 792 or rhartwig@printing.org.

The EHS Regulatory Areas Affecting the Printing Industry Include:

The Environmental Protection Agency (EPA)

EPA's main responsibility is the protection of human health and the environment from pollution. One of EPA's responsibilities is to develop, implement, and enforce regulations that include air pollution, waste management and disposal, waste water discharges, storm water discharges, reporting the release of toxic chemical use and disposition, hazardous chemical storage, oil spill prevention, controlling the manufacturing and importation of toxic chemicals, accidental spill release reporting, and response and cleanup of contaminated property.

In addition to the federal requirements, there are state and local requirements as well. EPA sets the minimum standards that need to be met, and the state and local government agencies can and sometimes do impose stricter requirements.

The Occupational Safety and Health Administration (OSHA)

OSHA's sole responsibility is employee safety and health protection within a facility or at the workplace. OSHA is responsible for development, implementation, and enforcement of safety and health standards and regulations. This includes machine guarding, Lockout/Tagout, Hazard Communication, Personal Protection Equipment, etc. OSHA works with employers and employees to foster effective safety and health programs which reduce workplace hazards.

The Department of Transportation (DOT)

The DOT area that covers the printing industry is the Pipeline and Hazardous Materials Safety Administration (PHMSA). PHMSA establishes regulations that ensure the safe and secure movement of hazardous materials by all transportation modes, including the nation's pipelines. Since printers can be "shippers" of hazardous materials, they need to understand the registration and meet the training requirements for employees involved in the management of hazardous materials.

The Department of Homeland Security (DHS)

The responsibility of DHS is to protect the American people and country from many different threats. The one area where DHS affects printers and their operations is the Chemical Facility Anti-Terrorism Standard, which is a risk-based performance standard aimed at facilities that store certain chemicals above specific thresholds.

The Consumer Product Safety Commission (CPSC)

The CPSC oversees consumer product safety issues and is the agency responsible for implementing the Consumer Product Safety Improvement Act of 2008 (CPSIA). This act limits the amount of lead and phthalates allowed in children's products and requires printers to test and certify the lead and phthalate content of such products.

Tips & Tricks

Joe Marin, Senior Analyst, Digital Technologies, offers this tip on the nine great tools for building mobile sites:

Nielsen reports that 31% of US mobile phone owners have a smartphone as of December 2010, while Morgan Stanley Research estimates sales of smartphones will exceed those of PCs in 2012. Why are these staggering statistics an important consideration for printers? When print is driven to a website through the use of QR codes, it happens using a barcode reader application on a smartphone. This is a terrific marketing opportunity for customers—and an amazing business opportunity for printers. What is the business opportunity? Offering mobile website design and development.

When print is driven to the Web using QR codes, the website must be mobile-optimized—a site that is easy to navigate on the tiny screens of our smartphone devices. Mobile websites can be created in a variety of ways: using good old HTML, using jQuery (both of these methods can be done using Adobe Dreamweaver), or with online tools.

Online mobile website creation tools represent a great way for printers to get started offering mobile websites to their customers as part of an integrated print solution—mainly because this option requires little/no coding experience to launch a mobile website. This list is an example of (and not limited to) the options available:

1. MoFuse—www.mofuse.com (starting at $7.95/month)
2. Mippin—www.mippin.com/web (contact for pricing)
3. Wirenode—www.wirenode.com (free to get started)
4. 2ergo—www.2ergo.com (contact for pricing)
5. MobiSiteGalore—www.mobisitegalore.com (free to get started)
6. Kishkee—www.kishkee.com (free to get started)
7. MobiTen—www.mobiten.com (contact for pricing)
8. Wrapple—www.wapple.net (contact for pricing)
9. iFLyMobi—www.iFlyMobi.com (14-day free trail)

Consumer Product Safety Improvement Act Amended to Exclude Printing Industry

President Obama has signed a bill into law that amends the Consumer Product Safety Improvement Act (CPSIA). The bill not only provides much needed added flexibility and discretion to the Consumer Product Safety Commission to implement this law, it also excludes children's books and paper-based printed materials from onerous third-party testing and certification requirements now in place for any and all products marketed to children under 12 years of age.

"This is a big win for the industry!" Lisbeth Lyons, Vice President of Government Affairs at Printing Industries of America said. While all children's manufactured products received a measure of general relief from CPSIA, "ordinary books*" and "paper-based printed materials" were only one of two product categories to gain a full exclusion from the environmental and consumer regulation. (Youth ATV/bicycles was the other category.)

Printing Industries of America's Government Affairs team, led by Lisbeth Lyons, and Environmental Health & Safety team, led by Gary Jones, have spent more than two years before the Consumer Product Safety Commission and in the halls of Congress providing environmental data, formal regulatory comments, and legislative testimony explaining the safety factors of print manufacturing processes and urging lawmakers to take action to exempt what was considered by many to be an unintentional consequence of the original law passed in 2008.

"There were many lawmakers on both sides of the political aisle who worked tirelessly to strike the right legislative balance between keeping kids safe and regulating children's products in a common-sense manner," said Lyons. "We appreciate these efforts and especially the leadership of House Energy & Commerce Committee Chairman Upton, Ranking Member Waxman, and Subcommittee Chairman Bono Mack and Subcommittee Ranking Member Butterfield. On the Senate side, Senator Pryor deserves kudos for his work to make the CPSIA much more workable to manufacturers and beneficial to consumers."

Lyons noted, "Even for printers who do not specialize in children's books or printed materials geared toward children, this is still a significant industry accomplishment. Achieving an exclusion for books and paper-based printed materials from environmental and consumer regulation goes a long way to remind lawmakers that the printing & graphic communications industry's products are sustainable, safe, and leading edge when it comes to environmentally sound manufacturing."

 For more information on the CPSIA visit http://www.printing.org/cpsia.

*Legislative Definition of Ordinary Books
The term 'ordinary book' means a book printed on paper or cardboard, printed with inks or toners, and bound and finished using a conventional method, and that is intended to be read or has educational value. Such term does not include books with inherent play value, books designed or intended for a child three years of age or younger, and does not include any toy or other article that is not a book that is sold or packaged with an ordinary book.

A Curmudgeon's View of Graph Expo
Annual Trade Show Changes Its Spots

By: William C. Lamparter

Graph Expo 2011 was unlike any other and marked a new era in the make-up of the print industry's annual soirée.

An expanded group of specialty areas or 'pavilions' on the show floor focused on applications and functional segments of production. Along with equipment or descriptions of service, several of these specialty areas had mini theaters in which educational sessions were staged throughout the show. In 2011 thirty-four ancillary events co-located with Graph Expo expanding the show's diversity and educational reach. Stages and presentation areas were sprinkled throughout the show in the major exhibitors' booths.

Coupled with the equipment on the show floor this diverse potpourri of meetings and educational sessions characterizes a new Graph Expo that is the industry's prime place to meet, be educated, and see/touch the latest generation of technology. The new 2011 Graph Expo attracted 13,426 printers or as the Show Company characterizes them verified unique buyers. This is a 7% increase over last year. The Monday of the four-day stand in McCormick Place was almost like old times – the booths were generally crowded and both printers and suppliers were smiling.

But it was a different show. Digital printing equipment dominated the show floor. Offset virtually disappeared. It became clear that today's print production and the overall business are software driven. Providing new opportunities and business development assistance was a sub-rosa theme of most of the large exhibitors.

If you missed Graph Expo you missed a prime educational opportunity to learn about how to meet the changing demands of print customers.

At Graph Expo 491 suppliers exhibited almost 1,900 products, far more than a showgoer could see during the four days of the exhibition. To assist the attendees, the Show Company has for the last ten years sponsored the "Must See 'ems" program identifying products and technologies that a Committee of industry consultants, editors and academics considers to be compelling. Although intended for the showgoer, the Must See 'ems results have become an industry-wide guide to offset and digital products as well as providing insight into technology trends.

PICA members can review the Must See 'ems technology and product selections at **www.mustseeems.com**. PICA curmudgeon Bill Lamparter comments on the Must See 'ems, industry trends, Drupa 2012, and the outlook for 2012 on the PICA web site **http://www.picanet.org/news/articles.asp**.

William C. Lamparter is President of the PrintCom Consulting Group and a well-known industry analyst and consultant. He created the Graph Expo Must See 'ems technology and product selection program and has chaired the Selection Committee for that program for the past ten years. He can be reached at 704-843-5350 or PrintCom@aol.com

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