

# SIGNATURE

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## NEW TRAINING FOCUSES ON PRINT INDUSTRY FUNDAMENTALS

### Online Courses Available through Print University Partnership

New training webinars, focused on the fundamentals of print and graphic communications, are now available as a no-cost benefit to Print & Graphic Communications Association members.

PGCA has licensed more than 60 on-demand courses and educational tracks developed by print industry veterans and business consultants at The Print University.

### There are currently eight modules available:

- Intro to Production Printing
- Inside the Print Shop
- Operations of a PSP
- Selling Strategies for Industry Segments
- Vertical Markets for Print
- Print Workflow & Processes
- Introduction to Finishing
- Market Update

In addition, the program offers suggested tracks by employee position and type of company.

“The new training through Print University is ideal for onboarding new hires and refreshing current employees, and the targeted tracks help make sure each audience is receiving specific content tailored to their work experience,” said Melissa Jones, PGCA Co-President. “It can also be beneficial for vendors to help them better understand their customers. High Schools and Technical Colleges can also utilize this offering to introduce students to the Print industry and the workforce opportunities that lie within.”

The cost to utilize Print University is covered by your PGCA membership dues and is a members-only benefit.

Print & Graphic Communications Association members access the webinars through the Member Resource Center section of the website.

Visit pages 8 and 9 for details on accessing the webinars and the full class list. Contact PGCA staff at (716) 691-3211 or [info@printcommunications.org](mailto:info@printcommunications.org) for login assistance. Log in and start training today!



[printcommunications.org/print-university/](http://printcommunications.org/print-university/)



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*Serving Graphic Communications Firms in New York, New Jersey, Pennsylvania and Delaware.*

*The Signature is published monthly by Print & Graphic Communications Association. Contact Kim Tuzzo for ad rates at (716) 691-3211.*

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## GET THE PIPI SURVEY REPORT TODAY!

## PRINTING INDUSTRY PERFORMANCE & INSIGHTS

### Financial Benchmarks Survey Results Available

The *"Financial Benchmarks, Ratios, and Actionable Thoughts from the March 2023 PIPI Survey"* report is now available. The report provides benchmarks and ratios to assess your firm's performance and plan a path forward. The report includes income statements and cost categories as a percentage of revenue, balance sheets and related ratios, and cash management indicators. There were enough surveys to generate numbers for high performers and a few industry segments. In addition to the financial numbers, actionable thoughts are provided for you and your management team. Download the report at [printcommunications.org/manage-ment-tools/](http://printcommunications.org/manage-ment-tools/) or contact PGCA at [info@printcommunications.org](mailto:info@printcommunications.org) to request a copy.

### Here are some key takeaways:

- High performers spend a smaller percentage of revenue on paper and substrates. Possible reasons include higher markups, less waste, the ability to buy paper at lower prices, and providing a significant number of related services.
- High-performing firms spend less on "total materials and outside services." When this happens, more revenue is applied to "in-house" costs and moves to the bottom line (profit). This connects with strategic thinking and a mission – what value do you provide customers, and what do you do inside to provide that value?
- High performers spend less on total factory costs. This may result from pushing for lower factory costs or from "economies of scale" – producing more with multiple shifts or overtime when fixed costs are covered by non-overtime hours.
- High performers incur less administrative costs - doing more with less administrative resources, which could reflect staff members taking on multiple roles, outsourcing some administrative functions, increasing revenue without increasing administrative staff, benefiting from technology to replace manual tasks, or other approaches.
- High performers spent more on total sales and marketing costs. But we propose this investment will not affect firm performance without a solid strategic plan (who are our target customers, and what value do we provide them).
- Higher performers have fewer employees per \$1,000,000 in revenue, which is a product of management and leadership.
- Providing related services enhances performance. Strategically consider what related services complement the value your firm provides to targeted customer groups.

- High performers appear to invest more in long-term assets, which may reflect owning their building or ongoing technology investments.
- Higher performers have more cash, which prepares them to endure and address future challenges.
- It appears that higher performers manage cash better – days in inventory, days in accounts receivable, days in accounts payable.
- A significant proportion of printing firms in our survey are performing well, generating solid income before Taxes, EBITDA, ROA, and ROE. There are winners in our industry!
- Compare your financial numbers to the ones we present. Consider differences. Then apply critical thinking: Should we address this? What are multiple ways we can address this? What is the best way to address this? Make your firm a winner!



Thanks to all who participated in the survey. PGCA is pleased to provide this resource to members and we hope this report prompts interest in participating in the next survey.

**Join us on Friday, July 28<sup>th</sup>**

**for PGCA's 6th Annual  
Raymond A. Bubar Classic  
Golf Outing**



**Terry Hills Golf Course  
Batavia, NY**

<b>SPONSORSHIP OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• HOLE SPONSORSHIP DONATION</li> <li>• COCKTAIL HOUR SPONSOR</li> <li>• PRIZE DONATION</li> </ul>	<b>REGISTER BY JULY 21, 2023</b> <b>CONTACT KIM TUZZO AT</b> <b>(800) 777-4742 OR</b> <b><a href="mailto:kim@printcommunications.org">KIM@PRINTCOMMUNICATIONS.ORG</a></b>
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**EXPERT SALES ADVICE****FIVE WAY TO A BETTER PRESENTATION/SALES CALL**

By Bill Farquharson, Sales Vault

I admit it: I am a snob when it comes to public speaking. Because it is something I do for a living, it's hard for me not to critique and be a tough audience.

Oh, and I am also a travel snob. I mean, how tough is it to get on the plane, put a bag up top, and sit down? Really, people?

After listening to several presentations in a row recently, I started making a list of what it takes to deliver a good speech. I offer it here because I believe there's a parallel between good speeches and good sales calls.

**In this week's tip, I am going to make 5 points.**

- **Point #1:** At the onset of your presentation/sales call, say something like, "I'm going to make 5 points." It sets expectations and tells people how long they need to pay attention.
- **Point #2:** Write and think and speak in outline form: Think "Major point, minor point, minor point. Major point, minor point, minor point."
- **Point #3:** If you get nothing else out of this week's sales tip, hear this: When you get to a really important point, say something like, "If there is nothing else you get from this presentation, hear this."
- **Point #4:** Don't read your slides. They should be used as a guide, not a home for your every word.
- **Point #5:** Be anecdotal, but keep them short, make sure they make the point. Make sure they are not boastful.

The hardest presentation you give will be the first time you give it. The second time you present it is infinitely easier. So, practice!

To summarize, help the audience to listen, set their expectations, and set up your key points.

Oh, and summarize at the end!

**Have a great selling week.**

Sign up for the monthly Short Attention Span Webinars, held on the second Tuesday of each month, at [printcommunications.org/events](http://printcommunications.org/events). Watch the last six months of the Bill and Kelly (Mallozzi) show at [printcommunications.org/pgca-for-you/](http://printcommunications.org/pgca-for-you/) and pick up some excellent sales tips! PGCA get a discount on the Sales Vault subscription. Join The Vault and join a community of salespeople and selling owners in the graphic arts. Visit [salesvault.pro/partners](http://salesvault.pro/partners) for details.



## A SPECIAL THANKS!

### THANK YOU STANDARD GROUP!

A big thank you to Andrea Keller and Jeff Pintof at the Standard Group for coordinating the printing and mailing of the NEOGRAPHICS posters, entry forms and envelopes. We appreciate the support of Jim Roland, CEO, for his company's membership and Keegan Worley, CFO, for serving on the PGCA Board of Directors. Thanks everyone!



# NJ Golf Outing

**Join us on Thursday, August 10th  
for the Sultans of Swing  
PGCA Golf Outing**

## SULTANS of Swing

### PGCA NJ Golf Outing

**Cobblestone Creek Country Club  
Lawrenceville, NJ**

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**Register by August 3, 2023  
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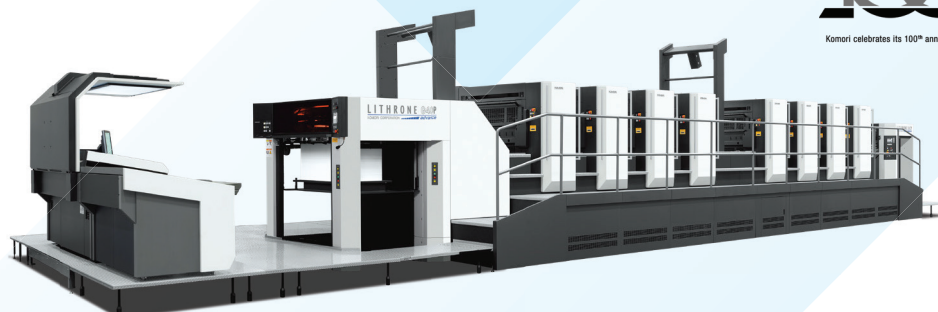
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Contact PGCA at [info@printcommunications.org](mailto:info@printcommunications.org)  
for a discount code to save 15%→ 6th Annual Raymond A. Bubar  
Golf Classic

July 28, 2023

Terry Hills Golf Course, Batavia, NY

→ Sultans of Swing  
PGCA NJ Golf Outing

August 10, 2023

Cobblestone Golf Course,  
Lawrenceville, NJ

## → Neographics Gala

October 5, 2023

Cescaphe Ballroom,  
Philadelphia, PA

## → Print Across America

October 25, 2023

[printacrossamerica.com](https://printacrossamerica.com)

## WEBINARS

→ Short Attention Span Webinar:  
Get That Appointment

June 8, 2023 | 11:30 am

## → Networking Event

June 28, 2023

Atlantic, Tomorrow's Office,  
Morristown, NJ

## PGCA Safety Training Webinars

Visit [printcommunications.org/safety-webinars](https://printcommunications.org/safety-webinars) to access mobile-ready webinars available on demand, 24/7 on mandatory and recommended safety topics.

## CALL FOR ENTRIES: NEOGRAPHICS 2023

CALL GOES FORTH FOR ENTRIES INTO NEOGRAPHICS  
2023, THE INDUSTRY'S LARGEST REGIONAL PRINT  
COMPETITION

By Patrick Henry, Liberty or Death Communications

Print is an industry. Print is a business. Print is a profession. But, print also is a craft that deserves to be showcased as the art form that it often succeeds in becoming.

This year, Neographics offers that opportunity to practitioners of the craft in what has become the industry's largest regional competition for excellence in print. Print & Graphic Communications Association has extended the invitation to 4,000 potential entrants who have until July 14th to submit samples of their finest work for judging. The winners will be hailed at a banquet ceremony in Philadelphia on October 5th.

The Neographics competition has been staged for more than 50 years by GAA, now Print & Graphic Communications Association (PGCA), representing printing businesses in New York, New Jersey, Pennsylvania and Delaware. Melissa Jones, Co-President of PGCA, notes that the tradition also salutes printers for being the providers of "one of the most longstanding parts of communication for humanity."

The theme of this year's event is "Print Rocks the 80's," with thirty-three judging categories open to printing and printing-related businesses that submit work produced in the United States (a requirement) between January 1, 2022 and December 31, 2022.

**There are three tiers of recognition:** Franklin Awards for Excellence, given to pieces selected on their own merits; Best of Category, in which Franklin Award winners compete against each other for a unanimous vote by the panel of judges; and Power of Print, a best-of-the-best honor that also requires unanimous agreement.

## A Bar Set High

These distinctions are not easy to win. The Neographics judges – veteran producers and buyers of print whom Jones describes as "really tough" – rate the pieces before them according to a list of stringent criteria. Emphasized, for instance, is color consistency: entrants must submit three copies of each piece in order to demonstrate it.

Entries are identified only by numbers – not their submitters' names – during judging. Judges can move a piece from the category in which it was entered into a different category if they think it will get a more proper evaluation there. That way, says Jones, "we are being fair, and we give people more of an opportunity to really show off their work."

"As print has evolved, the competition has also evolved," she observes. Spanning all production processes, the judging categories include all of the major types of products in commercial and publication printing. The most heavily entered category is Books and Booklets, for hardcover and softcover examples above and below 32 pages. Annual reports, packaging, wide-format graphics, and finishing also are attracting strong shares of entries this year, according to Jones.

The most esoteric part of Neographics takes place in the category aptly named, "They Said It Couldn't Be Done." Entries here represent the kinds of jobs that can strike fear into the hearts of printers, involving what Jones describes as "just really unique, very difficult challenging print processes."



For example, the category winner in a previous competition was a real estate piece with extra-heavy ink coverage and complicated crossovers that the customer wanted the printer to run on lightweight (40-lb.) offset stock in the form of a newspaper with nested signatures. "But they did it, and the agency and the client were absolutely delighted," Jones says.

Members of PGCA can enter one piece for free and submit additional entries for \$65 each; nonmembers pay \$75 per entry. High school, tech school, and college students are welcome to compete in Neographics at just \$15 per entry.



### National Competition to Follow

Everything will culminate in the gala Neographics Exhibition Awards Ceremony at Philadelphia's Cescaphe Ballroom on October 5th. From there, the top five winning entries – the Power of Print winner and four runners-up – will seek industrywide recognition in the 2023 Americas Print Awards, a new national competition organized by a coalition of 15 regional trade groups operating as Americas Printing Association Network (APAN). While everyone enjoys acclaim and accolades, bestowing them isn't the sole purpose of Neographics. It's just as important, says Jones, to see honorees "using this win to get the word out, to show what excellence you can display if you've done something amazing." One of the judging categories is Printer's Self-Promotion, and PGCA helps award recipients to do just that with a "winner's kit" of press releases that can be used to spread the good news.

Companies that have earned Neographics honors appreciate the marketing potential that comes with the prestige of capturing the awards. PDC Graphics of Southampton, PA has been entering the competition since 1997 and is one of its most prolific winners, including the Power

of Print it took in 2020. Jim Rosenthal, president, can testify to the impression that success in Neographics makes on clients.

"There are certain types of customers that want to know how good you are," he says. "It really adds legitimacy when we can say that there are a lot of printing companies out there, but not a lot that are as good as we are. If the requirement is something amazing, that's why you want to talk to us, because we can do that."

**ALL ENTRIES DUE BY  
JULY 14, 2023**

### 'Now Do That for Me'

For customers, the quality of Neographics-caliber work can be a deal-clincher, according to Rosenthal. As he puts it, "when someone sees these pieces, they say, if you can do that for someone else, you can do that for me."

Jeff Pintof, a senior account executive with The Standard Group in Reading, PA, has taken part in Neographics for nearly 20 years, serving frequently as chairman of the event. Standard is a two-time Power of Print winner, one of which was the "They Said It Couldn't Be Done" job noted above.

Participating in Neographics over the years "gave independent reviews of the quality of our work and enabled me to develop business that I wanted," Pintof says, noting that the entries his team put together focused on high-end, niche work. "By entering the competition and sharing the awards with those clients, it helped me to bring a lot more business in." Pintof promotes Standard's winning entries through social media and encourages customers to do the same by taking them to lunch and presenting them with copies of the award. Prospects get samples of the winning pieces along with job specs and handwritten notes of introduction. By leveraging Standard's Neographics track record in this way, Pintof says, "I've developed a lot of clients."



### Done Well Can Win

He thinks that every printing company eligible to enter Neographics should take its own best shot at the honors. "Everybody has a chance," he says, pointing out that submitted pieces don't necessarily have to be fancy or complicated in order to win. "A lot of the jobs are just done well. You never know what the judges are looking for."

Pintof also recommends entering as a gesture of solidarity with the sponsoring trade association, and with other printers – a sentiment that Rosenthal shares.

**Supporting Neographics "is very good for our industry," Rosenthal says. "If other companies are doing well, that probably means we are doing well also. It proves out the kind of work we can all do. It's bragging rights for all of us, but it's bragging rights for us as a whole. You get to give everyone an 'attaboy' for our hard work."**

Those spurred to action by these words should remember that the entry deadline for Neographics is firm – all entries and fees must be received no later than July 14. Download the entry form at [printcommunications.org/neographics/](http://printcommunications.org/neographics/). For additional information, contact Melissa Jones at (856) 308-2851 or [melissa@printcommunications.org](mailto:melissa@printcommunications.org).

**About the Author:** Patrick Henry is the director of Liberty or Death Communications, an editorial consultancy. Contact him at [pathenry@libordeath.com](mailto:pathenry@libordeath.com).



# New Training Focuses on Print Industry Fundamentals

Online Courses Available through Print University Partnership

New training webinars, focused on the fundamentals of print and graphic communications, are now available as a no-cost benefit to Print & Graphic Communications Association members.

PGCA has licensed more than 60 on-demand courses and educational tracks developed by print industry veterans and business consultants at The Print University.

PGCA members were asked what programs or services the Association should add to improve our core services. Additional training and education offerings were specifically highlighted.

*"Solving the industry issues with lack of training avenues for future employees. As a small business owner, I don't have the resources to invest in training employees from scratch."*

## Statistics show:

- 94% of employees would stick with an organization longer if it invested in their training
- 24% higher profit margin for companies that invest in training

## There are currently eight sections/modules available:

- Intro to Production Printing
- Inside the Print Shop
- Operations of a PSP
- Selling Strategies for Industry Segments
- Vertical Markets for Print
- Print Workflow & Processes
- Introduction to Finishing
- Market Update

**Login today and expand your knowledge.**  
**New classes added regularly.**



## MORE THAN 60 ON-DEMAND COURSES

Print & Graphic Communications Association members access the webinars through the Member Resource Center section of the website.

### How to Access the Webinars:

1. Log in to the members-only Member Resources Center (blue button at the top right of the page at [printcommunications.org](http://printcommunications.org)). Members login with their email address and the password **print123**.
2. Scroll down to see Print University box, select "Click Here for Class Options" to view available webinars.

Review the list of webinars on the following page. Contact PGCA at (716) 691-3211 or [info@printcommunications.org](mailto:info@printcommunications.org) for assistance with login credentials.

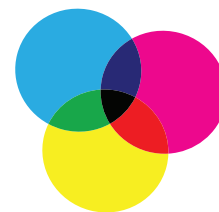






# PGCA PRINT UNIVERSITY CLASS LIST

Training webinars, focused on the fundamentals of print and graphic communications, are now available as a no-cost benefit to PGCA members.



## ■ Intro to Production Printing: *After an industry history overview, modules cover various segments of the industry and their technology, equipment types and applications.*

- Brief History of Printing (14 min.)
- What is Production Printing? (14 min.)
- Analog vs. Digital Printing (15 min.)
- Print 101: Electrophotography (16 min.)
- Print 101: Offset Lithography (13 min.)
- Print 101: Inkjet (22 min.)
- Print 101: Gravure (11 min.)
- Print 101: Flexography (12 min.)
- Print 101: Screen Printing (10 min.)
- Industry Speak: Acronyms & Jargon (21 min.)
- Paper 101 (23 min.)

## ■ Inside the Print Shop: *What makes each industry segment unique; their customer set, production capabilities and opportunities.*

- Commercial Printers (10 min.)
- In-plant Printers (16 min.)
- Direct Mail Printers (14 min.)
- Transactional Printers (18 min.)
- Publication Printers (19 min.)
- Packaging Converters (21 min.)
- Sign Printers (18 min.)

## ■ Operations of a PSP: *A deeper dive into the actual operations of each type of printer, typical org. structure and optimizing operations.*

- Commercial Printers (14 min.)
- Sign Shops (17 min.)
- In-plant Printers (17 min.)
- Direct Mail Printers (21 min.)
- Transactional Printers (27 min.)
- Publication Printers (18 min.)
- Packaging Converters (21 min.)
- Control the Chaos of Costs (26 min.)

## ■ Selling Strategies for Industry Segments

*How each segment approaches the selling process; the elements, their strategy and unique sales cycles.*

- Commercial Printers (13 min.)
- In-plant Printers (18 min.)
- Direct Mail Printers (11 min.)
- Transactional Printers (16 min.)
- Sign Shops (15 min.)
- Franchise Printers (14 min.)
- Selling Print Online (27 min.)

## ■ Vertical Markets for Print

*We share market stats, key trends, and opportunities for print within each market vertical.*

- Education (12 min.)
- Financial and Insurance (11 min.)
- Healthcare and Pharmaceutical (12 min.)
- Manufacturing (16 min.)
- Non-profit (10 min.)
- Government (13 min.)

## ■ Print Workflow and Processes

*An overview of industry processes along with best practices and tools sets to accomplish those tasks.*

- Preflighting 101 (5 min.)
- Imposition 101 (13 min.)
- Primer: Software & Functions (26 min.)
- Primer: Key Workflow Processes (30 min.)
- Primer: Design Considerations (30 min.)
- Job Onboarding (16 min.)
- Estimating, Quoting, & Ticketing (15 min.)
- Preparing Data Part 1 (15 min.)
- File Preparation (Prepress) (20 min.)
- Proofing and Approval (10 min.)
- Digital Front Ends (23 min.)
- Designing for Mailings (13 min.)
- Preparing Data Part 2 (24 min.)
- Datastreams (19 min.)
- Tips for Walking Your Workflow (16 min.)

## ■ Introduction to Finishing

*A look at the major finishing techniques and equipment.*

- Folding (13 min.)
- The World of Finishing (27 min.)
- Embellishments (18 min.)
- Trimming and Cutting (9 min.)
- Mailing (23 min.)
- Binding Methods (15 min.)
- Converting (28 min.)
- Finishing for Wide Format (18 min.)

## ■ Market Update

- 2023 Q1 Market Update (53 min.)

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## GREENWASHING: MISLEADING MESSAGES

## THE DANGEROUS IMPLICATIONS OF GREENWASHING

By Jim Hamilton, Keypoint Intelligence

I recently got an "IMPORTANT TAX RETURN DOCUMENT" in the mail from Fidelity Brokerage Services, LLC. On the back of the envelope, I found an eco-looking tree logo with the message, "Choose eDelivery: Save trees. Save time." I personally find messages like this annoying because they are self-serving and deceiving, and they intentionally badmouth print. They fit in a category known as "greenwashing."



**Choose eDelivery**  
Save trees. Save time.  
**Fidelity.com/eDelivery**

## What Is Greenwashing?

Greenwashing, in short, is the process of delivering a false environmental message intended to deceive consumers by making unsubstantiated claims. Also known as "green sheen," greenwashing is intended to persuade consumers that the organization's products and policies are environmentally friendly.

In the case of the mailing I received, Fidelity is denigrating print by saying, in essence, "If you have your statement sent to you electronically rather than in print, you can save a tree." The implication is that using paper results in the loss of trees and forests. Greenwashing purveyors miss the point that trees are a renewable resource that can be managed effectively like a farm crop. Greenwashing claims are particularly insidious because the companies that ask you to go electronic to save a tree are generally trying to save production and mailing costs rather than attempting to be truly environmentally conscious. Many customers still wish to receive bills, statements, and reminders in print because they rely on the printed format, and they trust it. This type of greenwashing message also ignores the fact that electronic methods of delivery have their own environmental impacts.

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NORTH AMERICAN  
FORESTS ARE A  
RENEWABLE NATURAL  
RESOURCE

**THE FACT**  
PAPER IS RECYCLED  
MORE THAN ANY  
OTHER MATERIALS IN  
NORTH AMERICA

**THE FACT**  
ELECTRONIC  
COMMUNICATION  
ALSO HAS  
ENVIRONMENTAL  
IMPACTS

Source: Two Sides North America

## Two Sides North America's Anti-Greenwashing Campaign

Two Sides North America is a non-profit organization and part of a global TwoSides network that "endeavors to reinforce confidence in the Graphic Communications and Paper-based Packaging industry." Two Sides includes more than 600 member companies across North America, South America, Europe, Australia, and South Africa. In March of this year, Two Sides NA announced some early successes from its 2023 anti-greenwashing campaign. According to a press release, the campaign has "eliminated literally billions of instances of paper-related greenwashing in the United States and Canada" associated with utilities, banks, and insurers. In January and February, Two Sides North American convinced seven companies representing 40 million customers to remove "go green,



go paperless, protect the environment” messages from their marketing communications. Of course there is more work to be done, as can be seen when large financial institutions like Fidelity continue to use greenwashing to deceive their customers.

Kathi Rowzie, President of Two Sides North America, noted, “In addition to misleading consumers, these types of unsubstantiated environmental claims pose a serious threat to the economic security of the more than 7 million people whose livelihoods depend on a healthy North American paper, printing, and mailing sector.” To that end, Two Sides believes that its anti-greenwashing campaign has preserved more than \$300 million in annual revenue for the paper, printing, and mailing sector over the past decade. Rowzie adds, “Paper is one of the few products on earth that already has an environmentally sustainable, circular lifecycle. North American paper is made from an infinitely renewable natural resource—trees that are purpose-grown, harvested, and regrown in sustainably managed forests. It’s manufactured using mostly renewable, carbon neutral bioenergy in a process that uses

water, but in reality consumes very little of it. And paper products are recycled more than any other material. But many consumers believe paper is bad for the environment because corporations and other organizations that they trust are telling them so. Two Sides is working hard to change that.”

### The Bottom Line

Greenwashing is a threat to the printing industry. Sadly, greenwashing claims may seem believable at first to the average consumer. As a member of the industry, you can help combat this with facts and education. Leverage the anti-greenwashing work of Two Sides North America and its greenwashing fact sheet entitled **“Go Green, Go Paperless” Messages Are Misleading: The Facts About Greenwashing.** Download at [twosides.info/fact-sheets/](https://twosides.info/fact-sheets/). Support them by becoming a member if you can. In addition, if you come across greenwashing claims that put print in a bad light, take a photo or copy a link and e-mail it to [info@twosidesna.org](mailto:info@twosidesna.org). Two Sides has resolved issues like this in the past and intends to continue doing so as we move into the future. Greenwashing can be misleading and damaging, but Two Sides can help.

**Source:** Jim Hamilton, Consultant Emeritus at Keypoint Intelligence

**Author bio:** Jim Hamilton of Green Harbor Publications is an industry analyst, market researcher, writer, and public speaker. For many years, he was Group Director in charge of Keypoint Intelligence’s (formerly InfoTrends’) Production Digital Printing & Publishing consulting services. He has a BA in German from Amherst College and a Master’s in Printing Technology from the Rochester Institute of Technology.

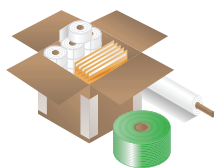
**Greenwashing is a threat to the printing industry. Sadly, greenwashing claims may seem believable at first to the average consumer.**

# Count on US

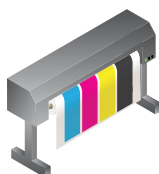
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## NEWARK TRADE CELEBRATES ITS' 85TH ANNIVERSARY

By Bob Wislocky, President, Newark Trade



I am incredibly proud to inform you that Newark Trade is celebrating its 85th Anniversary in 2023. Our journey over the course of 85 years has had its challenges and victories. Without ingenuity and persistence, our story could have had a much different result.

The visions of my father and grandfather, back in 1938, saw Newark Trade as a source of professionalism destined to become a premiere graphic arts company in New Jersey. That vision became reality with hard work, dedication, reliability, and the never-ending commitment to a superior quality product. What began as a vision for New Jersey now extends across the country.

This journey began with Newark Trade using hot metal typesetting for letterpress printers and reproduction proofs for ad agencies, art studios and corporate clients for offset printing. Now, here we are today offering digital and offset printing, large format displays and installations, award-winning design services, formatting and proofreading for international pharmaceutical corporations and agencies as well as foreign language translations.

Many factors play into a company's success, but the two most important things have been respecting the needs of our clients and maintaining a staff of skilled and dedicated employees that take pride in their skills and professionalism.

I would like to thank all who have been directly or indirectly involved in the success of Newark Trade. It's been an unforgettable experience.

85 years is not the culmination of our efforts but a firm foundation for our future!

## EYEWASH STATION REQUIREMENTS

### EYEWASH STATIONS

By Stephen S. Stankavage, MS, Director of Environmental, Safety and Health, PGCA

### *Greetings Safety Fans!*

This month the plan is to break down the requirements of emergency eyewash stations and clear up some misconceptions about the topic.

**First, the facts:** Emergency eyewash/shower stations are covered by Title 29 CFR1910.1519(a)(c) which states: Where the eyes or body of any person may be exposed to injurious corrosive materials, suitable facilities for quick drenching or flushing of the eyes and body shall be provided within the area for immediate emergency use. It's pretty straight-forward, however it doesn't answer a lot of employer's questions on the topic.

The wealth of information you're looking for is found in the ANSI (American National Standards Institute) as the ANSI Z358.1-2009 Standard. Unfortunately, these standards are not available to the employer without purchasing them from ANSI. But make no mistake, OSHA will hold you accountable to ANSI's standards on the topic. So, it's highly suggested that employers make themselves aware of the standard.

First of all, the CFR states: quick drenching or flushing resources only need to be provided where injurious corrosive materials are present. An injurious corrosive material can be defined as: a chemical that destroys or irreversibly changes the structure of human tissue at the point of contact after exposure for a specified period of time thereafter. In layman's terms this means a chemical with a pH below <2 or above >11.5. There are other chemical compounds that can cause this type of reaction; however, since our main audience is the printing industry, your primary concern is going to be pH since we rarely work with strong oxidizing/reduction agents.

**As most printers and their processes are somewhat equal, the two major areas where you might have corrosive agents are going to be pre-press chemicals and powered industrial truck lead/acid batteries. The key here is exposure.** If you do have corrosive chemicals in your facility but there is no way for your employees to be exposed to them then eyewash/showers aren't required. However, since we have to open the containers in pre-press for the plate machines and battery charging stations can cause a faulty battery to explode, each area is required to have eyewash stations.

The location of these stations is also important. The standard is they must be within 10 second's reach or about 55 feet on the same level of the hazard in a well-lit area marked by prominent signage. Furthermore, they can't be "obstructed." Employers have to be careful here because an obstruction can be easily overlooked when evaluated by someone who is calm, has full field of vision and not in searing pain! ANSI and OSHA consider the following items to be obstructions: excessive maze-like paths of travel (the path should be as straight as possible), doorways, unless the area is required to be contained (like a chemical storage area) where the station would be contaminated. If this is the case, there is allowed one doorway between the user and the system. The door must not lock and must open in the same direction of travel to the station.

The stations also have certain physical requirements. In an emergency situation, one's vision may be impaired. Therefore, emergency equipment requires what ANSI describes as a "highly visible sign". This signage must be in close proximity to the emergency equipment for quick identification. Adequate lighting must also be provided in the area surrounding the emergency equipment.



The outlet heads of the station must be between 33" and 45" inches from the floor and at least 6" from the wall or nearest obstruction like the water tank itself on a gravity feed station. Plumbed and self-contained systems must provide 0.4 gallons per second for 15 minutes in a controlled, low velocity spray (about 30-50 psi max), projecting at least 8" inches from the nozzle head at an angle that washes both eyes at the same time.

For gravity fed systems the flow rate must be 0.3 gallons per second for 15 minutes. The water must be potable (drinking water standard) tepid (between 60 and 100 degrees F). The outlets must be capped to prevent debris from entering the nozzle.

The entire unit must be made of a corrosive resistant material. The activation handle must be easily identifiable, activate the water flow within one second and be hands free (remain open) once activated to enable the injured to hold both eyes open. The unit can be covered "ONLY IF" the activation of the water flow removes the cover without further action from the injured. For plumbed eyewash stations ANSI recommends water feed lines of ½" inch to provide the proper flow.

Maintenance of the stations usually requires a once-a-week activation to flow stagnate water along with a monthly inspection requirement. However, if you have to flush it weekly you might as well perform the inspection also. The bowls of the stations must be clean and free of dust to prevent further debris kicking up into the eyes when the water is activated. Furthermore, during the flushing, ensure to check that the streams from the nozzles are equal height from the nozzles.

Gravity feed stations, however, must be inspected monthly. It is recommended that they are drained and refilled monthly also unless you are using a biocide to prevent the build up of algae and other waterborne contaminants. Always inspect the condition of the water in the tank and ask yourself "Does that look clean enough to drink?" If you say no, then change the water.

Furthermore, be very careful to inspect for sediment at the bottom of the tank! For prepackaged water tanks, ensure that

you adhere to the expiration date. Self-contained systems do not need to be flushed but must be visually inspected monthly to ensure there is an adequate fluid supply.

Employers also have to be aware of the difference between personal wash bottles and eyewash station requirements. You are allowed to have personal eyewash bottles (the 8 to 16 oz wash solutions) but they are in no way meant to meet the requirement of an eyewash station, they are merely an extra measure of cleaning until the injured can reach the actual eyewash station.

**Lastly, eyewash stations are great to have in your shop, however, if you do have them, you MUST maintain them. If you have an eyewash station installed that is no longer needed because you changed chemicals or moved operations around your shop, you should either relocate it to an area where a corrosive hazard exists or remove it completely.**

Further questions? Although the ANSI standard must be purchased to be read in full, it doesn't mean employers are left in the dark. Many safety companies give FAQs on eyewash stations with a simple Google search.

And as always, we at PGCA will be here to answer any of your questions. Until next month, friends, keep them safe!

About the Author: Steve Stankavage is Director of EHS for PGCA. He has 25 years' experience in Environmental, Health and Safety with 25 years' experience



in the printing industry. Steve came to GAA (now PGCA) from the defense contracting industry but has EHS experience in heavy construction, wind energy, waste management and academia.

PGCA members can reach Steve at (570) 579-6497 or [ssankavage@printcommunications.org](mailto:ssankavage@printcommunications.org) with your safety questions and concerns.

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## THE CUSTOMER IS CRAZY!

Most customers are decent people trying to achieve their objectives, and it's a pleasure to work with them. However, there is the occasional encounter where the customer acts in a completely unreasonable way, making demands that can't be accommodated and refusing to pay for the work performed. These situations produce strong feelings and a natural desire to prove ourselves right and get what we believe is due.

Before an enormous amount of time and effort is spent on angry emails and telephone calls and possibly expensive lawyers, it's critical to take a deep breath and focus on ending the matter as rapidly and cheaply as possible. Becoming committed to getting full satisfaction will divert your attention from productive tasks like selling to good customers as well as enriching the legal trade.

## THE IMPORTANCE OF FEEDBACK

It's human nature to avoid conflict. It makes us uncomfortable and quite often we don't like what we hear. Yet, this is exactly what we need when we have a "problem." When a job wasn't delivered on time; or when the folding was not done properly; or the mail piece didn't meet USPS standards, that's when we need to dig deep and determine what happened. It may mean asking uncomfortable questions and getting unpleasant feedback. Regardless, as managers it's our role to discover the unpleasant truths and find ways to improve the results. Without constant improvement in our performance, we become "just another printer."

## FIXING THE PROBLEM

Ok, you asked the tough questions, now you discover there are flaws in your process. What's next? Here's where core methodologies developed by Toyota years ago can be used. The heart of these methodologies is "Kaizen." It's a philosophy of continuous improvement and empowerment of people, especially line workers. Rather than top-down, it's bottom up. Thus, in finding these flaws, encourage participation from everyone involved. Rather than dictating a solution, guide the individuals involved to develop the solutions. Then strive to keep on working to improve the process(es) and be more than "just another printer."

**quoin2pixels** is written by Bob Lindgren and Joe Polanco. Bob and Joe have spent decades in the printing industry, and throughout their careers, they have counseled hundreds of company owners on a variety of management topics. Bob can be reached at (818) 219-3855 and Joe at [jspolanco49@gmail.com](mailto:jspolanco49@gmail.com).



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Now that PGCA is back sponsoring in-person events, we'd like to thank Steve Zenger and Jessica Zenger for donating some new signage. As a past PIA chairman, Steve Zenger has been offering his expertise and also his company's resources for many years. Check out the new sign debuting at the recent PGCA HR Conference. Thank you, Steve and Jessica, for making us look great as we communicate our mission!

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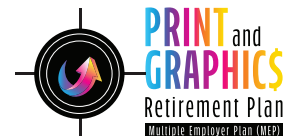


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