

# SIGNATURE

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In today's plants, offset is as much a part of the conversation about automation as digital presses and software-driven production workflows.

## PRESSROOM AUTOMATION: PRINTERS SHARE THEIR SUCCESS STORIES

By Patrick Henry, Liberty or Death Communications

*Editor's note: this article was commissioned by the Print and Graphics Communications Association (PGCA), representing the industry in New York, New Jersey, Pennsylvania, and Delaware. It is a companion piece to the PGCA-sponsored article from the June newsletter on software-based workflow automation.*



When it comes to finding reasons to embrace automation in the pressroom, there's nothing like straight talk from straight shooters to clinch the argument in favor of investing. Bob Dahlke, in charge of business development at VISOGraphics, discovered this six years ago when he invited his printers' peer group to tour the company's plant in Addison, IL.

"We had all our presses running," he recalls. "They were older, vintage 90s presses. They printed a perfect dot. They were all paid off. And I was so proud. And we got to the conference room, and I looked at my peer group and said, what do you guys think? And they said, you guys stink. And I said, what do you mean we stink? And they're like, if you don't invest in new presses, you won't be around in 10 years."

Afterwards, the Dahlke family took the tough love to heart by becoming the first U.S printing firm to install highly automated RMGT Series 10 and RMGT Series 9 LED-UV offset presses in combination (the Series 10 in 2017, the Series 9 in 2020). Now, says Bob Dahlke, "we consider ourselves a North American leader in LED-UV." Evidence of the reputation the company has earned is a recent query from a member of the same peer group wanting to know how to bring the technology into his own plant.

**Printers continue to reap the benefits of automated offset production in clearly measurable terms.**

What the story illuminates is that in the printing industry, offset lithography is just as much a part of the conversation about automation as digital presses and software-driven production workflows. "The investment we've made in automation is to be multi-dimensional," Dahlke says, noting the new dimension the company will add by installing a production inkjet line. But, like the other firms spotlighted in this report, VISOGraphics continues to reap the benefits of automated offset production in clearly measurable terms.

Included in  
this Mailing is  
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Solutions  
Catalog &  
Membership  
Directory



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



## What a Senior Leader Needs to Know About ...

A One-Day Management Conference for Printing Industry  
Owners, CEOs, and Senior Management

THURSDAY

Sept. 21, 2023

8:00 am – 4:00 pm

This one-day conference, presented by Print & Graphic Communications Association, examines key topics that are critical for printing industry owners, CEOs and senior managers to understand as our industry continues to rapidly evolve.

Conference Agenda Topics:

- **Industry Automation**
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- **Industry Mergers & Acquisitions Update**
- **Gaining Employee Engagement and Commitment through Coaching**
- **Latest Trends in Company Valuations**
- **Print Outlook 2023**

Last year's conference was highly rated by attendees and chock-full of timely and relevant information. Join us the night before at the Crowne Plaza Hotel in Suffern, NY for a networking dinner. Visit [printcommunications.org/events](http://printcommunications.org/events) to register or scan the QR code on this page.

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**COVER CONTINUED**

**From Skeptical to Sold**

In Moorestown, NJ, Perfect Communications has automated color control on a five-color, 40" Heidelberg Speedmaster CX 102 offset press with the help of Prinect Inpress Control, an inline spectrophotometric measuring system that holds color and registration to preset values throughout the production run. Joe Olivo, President, says the reliability of running to numbers in this way "allows us to streamline both our production and quality control efforts so we could put more jobs through the shop."

**“I see every day how much more productive a three-year-old press is over a 14-year-old press.**

He admits to being "a little skeptical" about the benefits of process automation until he began comparing the performance of the Speedmaster CX 102 with that of an older, less technically advanced eight-color press. "You could see the change in automation over a generation of presses," he says. "I see every day how much more productive a three-year-old press is over a 14-year-old press. It's not a little bit, it's a lot."



Press automation is as much about what happens in the pressroom prior to printing as it is about streamlining the movement of sheets through the cylinders. Tonya Spiers, President of Knight Abbey in Biloxi, MS, says that one production bottleneck in the company's offset press department was the fact that its vintage half-size press lacked automatic plate mounting. That meant "it was hard to do makeready. So I really started looking job to job on those job costing reports" to see exactly how the costs of non-automated makeready were adding up.

All of that changed with Knight Abbey's installation of a Komori Lithrone LSX629, an LED-UV press featuring fully automatic plate changing. Now, Spiers says, "I would watch the Komori LSX629 hang plates and be in makeready in less than 10 minutes." She adds that when estimating digital jobs, she sometimes compares the digital quote with one from the LSX629 because of the cost-saving effect of its short makeready times.

**“If our pressmen had to set up a job manually, I don't think they could do it.**

**Couldn't if They Had to**

According to Neal Foster, owner of North Star Printing in Spanish Fork, UT, the presets on his Heidelberg Speedmaster XL 106 presses are so thoroughly automated and accurate that "you can get to a 2 Delta E in 175 to 250 sheets and have a really good, sellable job.

We do it every day." What's more, the automated setup routine has become ingrained to a point where "our pressmen cannot run a manual job anymore. If they had to set up a job manually, I don't think they could do it."

Foster notes another game-changing consequence of press automation: the faster and more efficiently the machines run, the more diligently their human operators have to work to keep up.

"The press can change over so fast that you have to become really adept to make sure everything you need is there," he explains. To be certain of this, North Star created a pre-stage system that assembles plates, PMS inks, and other materials in specific locations where press operators can access them the instant they're needed.

Foster likens it to "a race car scenario" where pit crews must overhaul their speeding vehicles at a correspondingly fast pace. Anything less, and "the press will outrun you," he says. "You have to have manufacturing process with these automated systems. And if you're not willing to do that, then you don't need to buy these things, because that is the key to making them work."

This kind of systematization also exists in the prepress department of VISOGraphics, where a Kodak MAGNUS platesetter feeds the plant's RMGT Series 9 and Series 10 LED-UV presses. "The plate line is completely automated," says John Dahlke, COO. "I could queue up a hundred plates with different sizes, and it will automatically punch, process, and image without any human interaction." A planned changeover from conventional to process-free plates will streamline the workflow even more, he adds.

This is what it takes to make the most of offset press equipment that is so much more capable than the presses of 20 years ago, Dahlke observes.

"When we made the transition to RMGT, we were getting into a more software-based press," he says, referring to the streams of JDF data for automating press functions that had to be set up manually on older equipment. "Makereadies are greatly reduced by having the ink and water balance come up a lot quicker. Thirty sheets put you in color and register. You're running one man on a 40" press a lot of the time because you're taking out all those other factors that they used to have to watch out for."

Automation in Kenmore Envelope's pressroom has increased OEE by an average of 31%, according to Kristin Ogo, COO of the Richmond, VA, printing and converting firm. A software link preloads the plant's six-color Koenig + Bauer Rapida 106 with up to 30 jobs for rapid makereadies. The 20,000-iph press bristles with automated quality assurance features such as sidelay-free sheet infeed, inline color management, and register measurement and control.

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## COVER CONTINUED

“... Automation helps to put a floor underneath the staffing level instead of bringing the headcount down.”

### Right Off the Bat

As Kenmore Envelope's notable improvement in OEE makes clear, the benefits of automation in the pressroom speak for themselves. Olivo noticed the same thing at Perfect Communications in the leap in performance from the plant's legacy equipment to the Heidelberg Speedmaster CX 102 it installed in 2020. "Off the bat, it's at least 25% more productive between setup and run times and color control," he says. The gain is apparent, he adds, "without even having to do a calculation on it."

One of Matthew Tardiff's yardsticks for production automation at J.S. McCarthy Printers in Augusta, ME, is the fact that today, the company operates with five press crews – half the number it needed five years ago. The difference is that now, automation helps to put a floor underneath the staffing level instead of bringing the headcount down.

"In order for us to grow our revenue, we need automation to use the workforce that we have in place," Tardiff explains. "It's really hard to bring new people on and train them. Automation is really helpful for us to keep growing and maintain our current employee count."

The combination of growth, stable headcount, and reduction in overtime reveals how automation has paid off at VISOGraphics, according to John Dahlke. The increase in throughput enables the company to meet tighter deadlines than the competition, resulting in more contracts won and more jobs produced.

"That helps margins for sure," Bob Dahlke comments.

“Let's worry about the 5% we can automate, not the 95% that we can't.”

### 'It Doesn't Just Happen'

But however ample they may be, the rewards of automation are not automatic: they have to be earned. As Foster says, "If you're going to embark on this, you need to be prepared. It doesn't happen overnight. Some things work, some things don't. You have to change processes. You have to be willing to think outside of the box about the way you're going to do things."

Investing in automation means making a commitment of time as well as money, Foster emphasizes. "It doesn't just happen," he says. "You can't just do an automation project and expect it to happen in a year. This is something that takes a long time, and it takes the whole company and all the employees to buy in. It's a culture that gets developed over many years."

Olivo would agree that an incremental approach to automation is the right plan to follow. "It's more of getting people into the mindset," he says. "When we started doing this, my staff would come back to me and say, well, we can't automate 30% of this or 50% of this. And my reply is, I don't care if we can automate 5%. Let's worry about the 5% we can automate, not the 95% that we can't."



**THANK YOU JUDGES!**

**THANK YOU NEO JUDGES AND THE WORDTECH GROUP**

Judging for this year's Neographics contest was held over the course of three days in late July at The WordTech Group in Pottstown, PA. Our thanks to the following judges who volunteered their time and expert opinions on this year's entries:

- **Jill Boorse**, Business Development Manager, Rolland Papers
- **Ernie Felici**, Owner, Creative Resource Group, Inc.
- **Patrick Henry**, Managing Director, Liberty or Death Communications
- **Meghan Milkowski**, Senior VP and GM, Dow Jones Print Group
- **Jill Nappi**, Vice President of Sales, Rizco
- **Ben Ohanesian**, President, The WordTech Group
- **Mark Pomerantz**, Manager of Strategic Global Accounts, Xeikon America

Also thank you to Jessica Ohanesian at The WordTech Group for assisting PGCA with receiving the NEO entries and coordinating the three days of judging.



**Toast to the Neographics Winners of 2023!**

You are invited to an 80's blast from the past on Thursday, October 5th at the Cescape Ballroom in Philadelphia, PA. This year's theme, Print Rocks the 80's, promises to make for a fun evening with entertainment, cocktails, hors d'oeuvres and buffet dinner.

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You must have conventional financial statements prepared according to GAAP and the dictates of the IRS. But, that's not enough to run your business. You also need to know, in real time, how you're doing in terms of key day-to-day operations. For this, consider keeping a set of useful numbers with most of them updated weekly. A partial list of these might include:

- **Hit Ratio:** % of quotations that turn into orders. This can be usefully sub-divided between established customers and prospects and by sales rep.
- **Throughput:** the number of days on average from order entry to shipment of jobs.
- **On-time Delivery Ratio:** % of orders that deliver on-time. Ones that run more than one or two days late might be specially flagged.
- **Spoilage Ratio:** % of orders that must be rerun because of plant errors.
- **Waste Ratio:** % of excess press and finishing waste over standard.
- **Billing Speed:** % of orders that take longer than two or three days to produce an invoice after delivery.
- **Collection Ratio:** Average days between billing and collection.
- **Straight time Ratio:** % of production employees who are not working overtime.
- **Finally, the most fundamental of all:** Contribution Dollars: The contribution dollars (sales less materials, factory wages and commissions) billed thus far in the month compared to total overhead for the month.

quoins2pixels by Bob Lindgren and Joe Polanco. As a value-added service of PGCA, they are available to expand on these articles, or aid with projects. Bob can be reached at (818) 219-3855 and Joe at jspolanco49@gmail.com.

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#### GKG specializes in the following areas for PGCA members:

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- Executive Financial Planning & Insurance



#### Don't just take our word for it – hear what our members have to say:

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*"Laser focusing our team's efforts on serving our clients while managing and continually improving our organization is front and center to our business philosophy at Unipak. Knowing that risk is a part of our everyday operations, yet isn't our strong suit, only added to our concern that there may be pieces to the larger puzzle of insurance coverage, risk and premium costs that we were missing. Having printing industry experts from GKG/PGCA as our business partners has truly educated us and significantly improved our position in all things insurance related. In turn, this has enabled us to increase focus on the things that will drive meaningful impact to our team and organization."*

— **Dan Pandoli**, General Manager  
Unipak, West Chester, Pennsylvania

##### Business Insurance & NYS Workers Compensation Safety Group

*"As Mines Press has grown and evolved over the years, our operations have become much more complex which requires a high level of risk management expertise. And while insurance price is always a consideration, having the appropriate coverage that fits our needs and will respond in the event of a loss is far more important to the corporation than it has ever been. The experts at GKG/PCGA have taken the time to thoroughly understand our businesses, modify our insurance programs to fill in any gaps and significantly mitigate the exposures that were keeping us up at night."*

— **Steven Mines**, President  
The Mines Press, Cortlandt Manor, New York

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*"Our participation in PGCA's Workers Compensation Safety Group #514 has saved us over 10% in premiums immediately upon joining, but overall savings due to the annual member dividend adds up to over 30%, with enhanced safety oversight provided by GKG and PGCA. Also, having partnered with GKG/PGCA for our commercial insurance & employee benefits needs (plus savings from other PGCA programs) has had our annual membership fee returned to us at least six to seven times annually."*

— **Gary Bolnick**, President  
Command Direct, Hauppauge, New York

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*"When I needed help with my healthcare program, GKG/PGCA was there to support me as a member. So, I reached out to them to see if they could help me with my Cyber Insurance coverage too and they were able to get me better coverage and reduce the previous cost by 25% with better service. I appreciate having the extra support and printing insurance expertise to guide me, while I build my business."*

— **Bob Wislocky**, President  
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*"PGCA and GKG are incredible partners of Johnson Newspaper Corporation. Having around the clock access experts in risk management, safety, insurance, and business strategy to guide our corporation and create tailored programs that meet our individual needs and budget has been invaluable to us. Whether commercial insurance, workers' compensation, health benefits, 401(k) or any other risk/insurance/business related matter, we rely on our business partners at PGCA and GKG to deliver strategies that are helping us drive results and achieve our vision."*

— **Alec Johnson**, President  
Johnson Newspaper Corporation, Watertown, New York

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*"GKG/PGCA has been a fantastic business partner for Union Press. Knowing they have our back on everything risk and insurance related provides me and my team with 'piece of mind' and much more time and energy to attract and serve our valued clients. Plus, they are available any time I need them for guidance or help."*

— **Chrissy Reed**, President  
Union Press, Wilmington, Delaware

### Business Insurance & Employee Health & Benefits

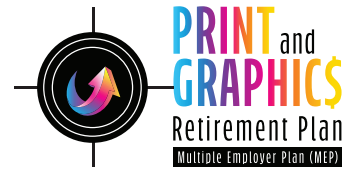
*"Our decision to leverage the risk/insurance benefits of our PCGA membership by partnering with GKG has positioned us to grow and thrive in a competitive marketplace. GKG knows my business and are experts in their field. They quickly helped me to understand what is impacting the cost of my insurance program and how I can gain control going forward. I can sleep at night knowing we have the coverage we need and none that we don't. Our PGCA membership has more than paid for itself! The premium savings year-to-date far exceeds the cost of our membership. And the impact on our bottom line has created opportunity in other areas of the business. I highly recommend the GKG/PGCA team to other companies looking to grow and thrive like ours."*

— **Ron LeBlanc**, Vice President Finance/Partner  
TLF Graphics, Rochester, New York

### PGCA's Print and Graphics Retirement Plan, a Multiple Employer 401(k) Plan (MEP)

*"Being a part of PGCA's Multiple Employer 401(k) Plan, the Print and Graphics Retirement Plan, has been a smart move for BNP and our employees' retirement planning. The simplicity and convenience of this setup, combined with GKG's support, have made managing our 401(k) a breeze. Our employees appreciate the access to quality investment choices, and we especially appreciate the efficiency of 360° payroll integration! If you're looking for a hassle-free way to manage your company's 401(k) and help your employees to secure their financial future, I recommend checking out the Association's 401(k) member offering."*

— **Carl A. Rosati III**, VP – Finance and Administration  
BNP Empowered Print, Buffalo, New York



*"As a member of PGCA, we have the privilege of participating in their MEP 401(k) plan. This plan has been a game-changer for our business. The collective power of the Association's pooled resources not only allowed for the strongest fiduciary protections available but also led to reduced costs for our business and employees. The seamless management of the plan and the support provided by the GKG team have truly exceeded my expectations. I'm proud to be a part of this forward-thinking initiative and would highly recommend it to anyone seeking an effective and well-managed retirement savings solution for their employees."*

— **Leonard Nangle**, Controller  
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## MARK YOUR CALENDAR!

Visit [printcommunications.org/events/](http://printcommunications.org/events/)

### → What a Senior Leader Needs to Know About ...

September 21, 2023  
Konica Minolta, Client Engagement Center  
Ramsey, NJ

(See page 2 for more information)

### → Neographics Gala

October 5, 2023  
Cescaphe Ballroom,  
Philadelphia, PA



### → Print Across America

October 25, 2023  
[printacrossamerica.com](http://printacrossamerica.com)



## WEBINARS

### → Short Attention Span Webinar

"Negotiation"

September 14, 2023 | 11:30 am

### → Customer Service with Care Training

Six Week Online Workshop

October 3, 2023 – November 7, 2023

### → Mailpiece Design

Consultant Certification Course

October 23-26, 2023

## THANK YOU FOR YOUR DONATIONS!

### LINDENMEYR LOADS PGCA UP ON PAPER

Our thanks go to **Charlie Launsbach** at **Lindenmeyr Munroe** for donating all of the paper for PGCA's monthly *Signature* newsletter, Member Services Catalog, punched paper for our various conferences and more. We always feel sorry for the Lindenmeyr driver who has to squeeze his tractor trailer into our office park, but they are always polite and accommodating. Thanks again Charlie!



### BCO STOCKS UP GOLFERS WITH TEES AND BALLS IN COOL PACKAGING

Our thanks to **Brian Williams** at **BCO Industries of WNY** for donating the eye-catching golf ball sleeves and tee packages for the PGCA golf outings held in Western New York in July and Northern New Jersey in August. The sleeves were digitally printed and finished with a soft touch laminate and silver foil embellishment. The design on the tops of the boxes made them really stand out. The thermography embellishment on the tee sleeves was also a great addition to the overall look. Thanks again Brian and BCO!



### HATS FROM RITE ENVELOPE OUTFIT GOLFERS AT NEW JERSEY OUTING

Golfers at the Sultans of Swing PGCA Golf Outing on August 10th all received a PGCA hat donated by **Sam Lamson** from **Rite Envelope & Graphics, Inc.** in Downingtown, PA. The colorful new PGCA logo really stood out on the gray Nike baseball caps provided by Rite Envelope. Thanks Sam and Rite Envelope for providing the hats!



### NEOGRAPHICS AWARDS INVITATIONS PRINTED AND MAILED BY THE STANDARD GROUP

Thank you **Jeff Pintof** and **Andrea Keller** at **The Standard Group** for generously donating printing and mailing the Neographics Award Invitations. They are TOTALLY AWESOME! (See page 5 for more information.)



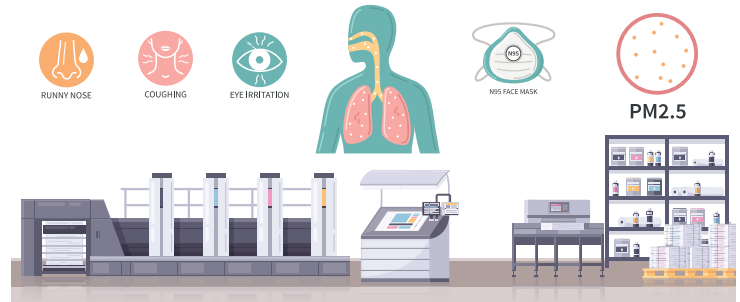
**SIP REVISION: FINE PARTICULATE MATTER**

**NOTICE OF SIP REVISION: MAINTENANCE OF THE FINE PARTICULATE MATTER (PM2.5) NAAQS**

The State of New Jersey has revised its State Implementation Plan (SIP) for the Maintenance of the 2006 Fine Particulate Matter (PM2.5) National Ambient Air Quality Standards (NAAQS) pursuant to Section 175A of the Clean Air Act (CAA). This SIP revision is the second PM2.5 maintenance plan for the 2006 24-hour PM2.5 standard of 35 µg/m<sup>3</sup> for both of New Jersey’s multi-state areas (the Northern New Jersey, New York and Connecticut area, and the Southern New Jersey, Pennsylvania, and Delaware area) in accordance with the requirements of CAA Section 175A.

This SIP revision demonstrates New Jersey’s continued compliance with the 2006 PM2.5 24-hour 35 µg/m<sup>3</sup> NAAQS. The maintenance plan is a limited maintenance plan (LMP) for PM2.5 for both of New Jersey’s multi-state maintenance areas. The maintenance plan is being submitted as an LMP because the PM2.5 air quality levels at ambient monitoring sites throughout New Jersey’s multi-state areas are well below the NAAQS.

This LMP SIP revision includes emission inventories, a maintenance demonstration, a control measures summary, monitoring data summary and verification of continued attainment, and a contingency plan.



In this SIP revision, New Jersey is demonstrating that it has continued to attain the 2006 PM2.5 NAAQS to protect its citizens’ health due to permanent and enforceable measures that the State and Federal Government adopted or implemented.

A copy of the Department’s final SIP revision is available on the Department’s website at <https://bit.ly/3DThS90>

► Questions? Contact Steve Stankavage, PGCA’s Director of EHS. Reach Steve at (570) 579-6497 or [sstankavage@printcommunications.org](mailto:sstankavage@printcommunications.org).





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## POSTMASTER GENERAL'S 10-YEAR PLAN

### SPARRING OVER THE PLAN

By Leo Raymond, Mailers Hub

As members of the commercial mailing industry know, Postmaster General (PMG) Louis DeJoy released his 10-Year Plan in March 2021, announcing future increased prices, reduced service standards, revised processing, transportation, and delivery networks, and changes to the agency's administrative structure. Though The Plan alleged it had been concocted with input from "stakeholders," presumably including commercial ratepayers and their representative groups, no evidence of such prior involvement was ever found.

Implementation of The Plan over the ensuing two years has followed The Plan: four sizeable price increases, reduction in service standards for First-Class Mail (ignoring the advisory opinions of the Postal Regulatory Commission (PRC)), and the first steps to rework processing and delivery operations. Over this period, little information has been provided to customers other than that they should expect semi-annual price increases for the foreseeable future.

By cleverly socializing The Plan as simply a statement of strategy, then disaggregating its functional components into mere "initiatives," the USPS has sought to avoid giving the commission (or the public) enough specific information on which to base an official inquiry.

Meanwhile, the PRC had remained passive, aside from issuing four advisory opinions and reviewing the price increases filed by the USPS. That changed, however, on April 20 when it opened a public inquiry docket (PI2023-4, Public Inquiry on Changes Associated with the Delivering for America Plan) to solicit public input — not on the whole Plan, but on that part related to sorting and delivery centers.

Despite the clearly narrow focus of the docket, the Postal Service quickly and vehemently responded in opposition. On May 5, the Postal Service filed a "motion for reconsideration" urging the commission to withdraw the inquiry docket. Signed by the Postal Service's General Counsel himself, the 33-page motion challenged the PRC's authority to conduct an inquiry.

As observers know, the PMG views the PRC and the statutory processes it's obligated to follow as bureaucratic impediments to his Plan, and has openly questioned the commission's role and very existence. For example, in remarks at the National Postal Forum referring to the commission's inquiry, DeJoy asserted that "you don't have to protect the American people from the Postal Service."

In an order issued June 21, the Postal Regulatory Commission denied the Postal Service motion that Docket PI2023-4 be withdrawn. In its 13-page ruling, the commission did its best to soothe the overwrought concerns of the Postal Service while affirming its intent to proceed.

In this exchange and regarding The Plan generally, the USPS and Louis DeJoy have become their own worst enemy. Since it was introduced, members of the commercial mailing community have expressed support for several necessary measures being advanced under The Plan, notably the ending of the prefunding mandate and revision of the agency's processing, transportation, and delivery operations.

However, perhaps reflecting his confrontational, almost bullying approach, DeJoy chose over two years ago to push out his Plan indifferent to outside input or concerns, and has



since undertaken a PR campaign to paint himself and his Plan as the Postal Service's only hope for survival. By his insular approach, the PMG has fostered an adversarial atmosphere, casting the PRC and commercial mailer groups as opponents. So, having defined those not fully embracing The Plan as "voices of destruction," neither DeJoy nor his senior advisors should be surprised by the inimical nature of later interaction.

As noted, had the Postal Service — particularly the PMG — not made such a concerted effort to poke the PRC and others in the eye, there might not have been the perceived need or motivation to push back. Had commercial mailer groups and the commission been engaged all along, and their perspectives, concerns, and suggestions respected, not only The Plan but its implementation would be matters in which the whole mailing community would be involved constructively.

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The **PGCA Mailers Council** offers the following services/benefits, through the Mailers Hub, at a discounted rate of \$594 a year, a 40% savings from individual membership. Services include:

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## PGCA'S ANNUAL 2023 GOLF OUTINGS

The 6th Annual Raymond A. Bubar Classic was held on July 28th at Terry Hills Golf Course in Batavia, NY. Although it was maybe the hottest day of the year, it was a great salute to the memory of past PIA Chair Ray Bubar, golf and print fanatic and overall fun guy. Our thanks to sponsors Landa, Lindenmeyr Munroe, Quality Bindery and Zenger Group and hole sponsors American Packaging, the Bubar Family, BCO Industries, Ferrara Fiorenza PC, Genesee Valley Pennysaver, Hanna Paper Recycling and Paylocity.



Ray Bubar's family members, from left to right, nephew Tim Bubar, brother Ken Bubar, wife Donna Bubar, son-in-law Bryan McMullen, grandson Austin McMullen and brother Jim Bubar.



Left to right, former PIA Chairman Jerry Hace, Chuck and Danny Stachowiak, Quality Bindery, and Dave Carver, Nosco, former PIA Board member.

The inaugural Sultans of Swing golf outing was held on August 10th at the Cobblestone Creek Country Club in Lawrenceville, NJ. Printers and vendors from area companies came out to golf, make some new friends, and enjoy the day. Even though they got a bit wet, it was still a fun day. Thanks to sponsors BCO Industries, Komori, Rite Envelope, Xeikon.



Left to right, Brian Janos, Kodak, Mike Massimilla, RRD, Bill Siebert, Strata Graphics and Nick Digiovine, GE Richards.



All from Invoke, left to right, Phil Dennis, Jamie McLennan, Greg Ferraro, Jeff Stachowski



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Well, here's your chance to tell the world – or at least your neighborhood. Deborah Corn and the Print Media Centr have developed a program entitled Print Across America as part of their International Print Day on October 25, 2023.

On that day, we hope that printers across the country will open their doors to students, the community, employee families, customers – whoever you'd like to show off to.

How can this be bad? Showing the public, especially younger people, the work you do can only stimulate interest in print today and in the future.



Jamie McLennan and the crew at PGCA member DMR/Innvoke already have Open Houses scheduled for their locations in Cranbury, NJ and Conshohocken, PA. A big thank you to Jamie for supporting Print Across America! Jamie does the PrinterChat podcasts with Deborah Corn – listen to these podcasts at [podcasts.printmediacentr.com/podcast-category/printerchat/](https://podcasts.printmediacentr.com/podcast-category/printerchat/)

Visit [printacrossamerica.com](https://printacrossamerica.com) for more details and to register your open house. It's OK if you don't know all of the details yet for your event, Print Media Centr will contact you when that info is needed for the online directory that will list your business as a participating location. Join in and make this a great day in Print!

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## AKG MUSEUM USES LOCAL PRINTERS

## NEW BUFFALO AKG ART MUSEUM TAPS LOCAL PRINTERS

By Kim Tuzzo, Marketing/Programs Director, PGCA

Buffalo welcomed the re-opening in June of the new Buffalo AKG Art Museum (formerly Albright Knox Art Gallery), after a three-year closure. I visited the new AKG on Opening Weekend in June. Print junkie that I am, I picked up one (or more) of each of the printed items offered at the Museum and then talked to the Museum and some local printers to find out who did the work.



Kim Tuzzo (center) with her brother Todd, mother Lois and nephew Eli at the AKG.

The Communications Department at the AKG told me that during the three and a half years the museum was closed, they did a complete audit of all the existing signage. A firm was hired to create a new brand. A new word mark was created – Buffalo AKG Art Museum, and a custom font was designed that had unique letters for the new logo mark, AKG.

When you have new branding, you need lots of printing – yay, good for PRINT!

First, the Gala invitation. The AKG Communications Department came up with a modular design for the Gala invitation which included nine events over 12 days, including a cocktail reception, a ribbon cutting and gala dinner. The invite was designed with a folder containing stepped sheets for the events, making it easy to insert the appropriate event sheet for each invitee, which was much more efficient and economical than designing nine separate invitations.

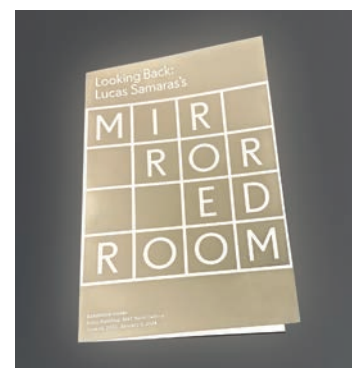


The Gala invites were printed and mailed by **Complemar Print** in Buffalo and featured silver metallic foil stamping on the Gala insert as well as the stepped inserts. **Brian Williams** at **BCO Industries** in Buffalo told me that they did the foil stamping, as well as the diecutting, folding and gluing on the outer folder.

**Brian Lattimore** said **Complemar** printed the Opening Weekend collectable poster, which had gloss white foil stamping (done by BCO again). They also printed 30,000 copies of the Museum Guide, which includes a map to the Gundlach, Wilmers and Knox buildings, as well as a “Passport” and children’s activity guides.



**Mike Degen** at **Grover Cleveland Press** in Amherst, NY told me they did the work on the cool Mirrored Room brochure which is actually mirrored – foil stamped white on silver gloss stock. They also printed upwards of 500 wall text placards, giving details about the artist and artwork, that are mounted next to the artworks in the Museum.



The AKG Communications Department also said that “Vinyl Dave” printed the 17-foot-tall mural of Clifford Still, which hides a door to the freight elevator in the new Gundlach building. I talked to Vinyl Dave, aka **Dave Darlak** at **Niagara Sign Factory**, located in Niagara Falls. Dave told me he has been doing vinyl work for the Albright Knox, now AKG, since 1995, creating vinyl lettering by paintings as well as the mural size vinyl installations.



Dave also supplied the AKG logo vinyl that was placed on the final steel beam at the “topping out” ceremony held back in 2021. The Communications Department said that Vinyl Dave is much beloved by the museum and they couldn’t do without him! He is a long-time vendor to the Buffalo Bills (since 2000) and Buffalo Sabres (since 1996).

With the new AKG in high demand and ongoing exhibitions scheduled, the museum will depend on the local print community for many years to come!



**THANK YOU PAUL!**

**THANK YOU PRINT SOLUTIONS FOR PGCA'S AWESOME FOLDERS**

Thank you to **Paul Vartanian** and his crew at **Print Solutions** in Englewood, NJ for printing presentation folders for PGCA. Paul explained that the folders were printed on a Canon imagePRESS C810, then soft touch laminated. A spot raised UV on MGI 3D Varnish was added and finally the folders were die cut on a Kongsberg Digital Cutting Table.

We look forward to proudly sharing these folders with our members and prospects. Thanks again Paul!



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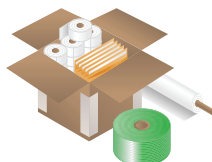
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