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UPDATE ON CARBON BLACK BAN, NOW IN NEW YORK **AND** NEW JERSEY LEGISLATURES

By Tim Freeman, Co-President, PGCA

Over the past several months, the PGCA staff has been working on a legislative issue that will have a far-reaching negative impact on our industry, if signed into law. This issue is a ban on the pigment Carbon Black, the primary pigment in black printing ink. Initially, this ban was introduced into the New York State legislature with a very recent introduction in New Jersey, as well. There is no commercially available substitute for Carbon Black as a pigment so, obviously, this is a very big deal for our industry!



We wanted to provide you with an update on where we are with this issue. For our readers in Pennsylvania and Delaware, you are going to want to read this as well as we believe this issue will surface in other states.

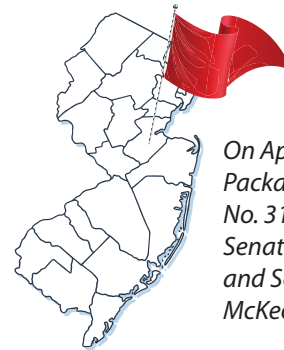
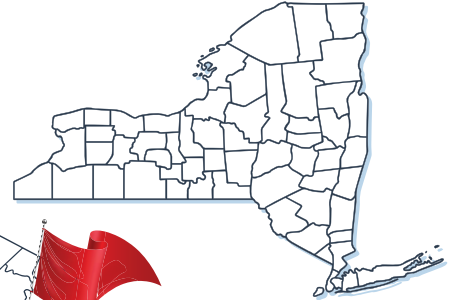
New York State

Print & Graphic Communications Association has been working with a broad coalition of companies and organizations on this issue. The coalition has been focusing on the overall bill, called the Packaging Reduction and Recycling Infrastructure Act, that currently resides in both houses of the NYS legislature. We are concerned about the overall bill which would assess new fees on the producers of packaging, driving business out of the state and increasing costs to consumers.

Of course, we are most concerned with the proposed ban on Carbon Black that is in the above bill. We have been meeting with legislators for the past few weeks with one of our key messages being, "The EPR bill, if enacted, will drive business out of New York State. The EPR bill, with the ban on Carbon Black, if enacted, will end the packaging business in New York State."

We have been delivering this message with the assistance of the lobbyist we have retained on behalf of our industry. The Faist Government Affairs Group is a well-respected and long-standing business advocate, interacting with the New York State government.

On May 13, the Democratic majority in the NYS Assembly "conferenced" this bill. In Albany, when one of the party's "conference" a bill, the legislators from that party, without staff, press, visitors, etc., all go into a big room and hash out how they are going to proceed to bring it to a vote. We also heard that following the "conference", the plan was for the bill to be put directly on the floor for a vote.



On April 15, 2024, the Toxic Packaging Reduction Act (Senate, No. 3135) was introduced by Senators Bob Smith (Middlesex and Somerset) and John F. McKeon (Essex and Passaic)



May 2024 / In this issue

Cover Continued	3
Member News	4, 6
Paper Donations for Western NY Book Arts	5
Equipment for Sale	5
Mark Your Calendar	6
HR Conference Recap	8
"Borderline" Overtime Exemptions	9
From Plastic to Paper	10-11
PGCA Board of Directors	12
Simple Solution – Movement	12-13
Salespeople are Different	14
drupa 2024	15
Ray Bubar Classic	16

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Scan the QR Code to review the list of webinars. Contact PGCA at (716) 691-3211 or info@printcommunications.org for assistance with login credentials.



COVER CONTINUED

Well, all the work that is being done on this issue is having some impact. Our lobbyist, Tom Faist, received the following report from one of his contacts regarding the “conferencing” meeting.

“I was down at the Capitol today and have it on good authority that the EPR bill was discussed in yesterday’s Assembly Majority Conference (which was closed to the public). It was described to me as a “s--t show.” Apparently, some amendments to the EPR bill may be proposed, but word is that Judith Enck, Founder & CEO of Beyond Plastics, does NOT want amendments to the bill as currently written. Moreover, Assembly Environmental Committee Chair and EPR Bill Sponsor Deborah Glick has told the Assembly Minority twice (once during discussions on A.5322-B (Glick) in the EnCon Committee and during discussion on the bill in the Ways & Means Committee) that she would “take it under advisement” that the Assembly and Senate Minority Leaders should each get an appointment to the EPR Advisory Committee set-up under the bill. This alone would require an amendment to the bill.”

The fact that the bill was not put on the floor immediately is an indication that industry messaging is being heard and there are not enough votes to pass it as it currently stands. Of course, we are not out of the woods yet! I would encourage you to have your colleagues, staff, etc. go to the PGCA Legislative Action Center at votervoice.net/PGCA/campaigns and weigh in with their legislators! I can assure you that the environmental groups pushing for this job-killing legislation are pulling out all the stops!

On May 17, PGCA Co-President Tim Freeman and several PGCA members will meet with Assembly Majority Leader Crystal Peoples-Stokes. Majority Leader Peoples-Stokes is the second most powerful member of the NYS Assembly, right behind the Assembly Speaker. The members attending the meeting have printing businesses within Majority Leader Peoples-Stokes district and are going to talk about how the proposed ban will decimate their business. We will report on this meeting in a future communication.

The Senate version of the bill, S 4246-B is currently in the Senate Finance Committee.

Two New York State labor unions, the New York State Conference of Teamsters and the Printing Packaging & Production Workers of North America Local 503M have registered their opposition to the bill.

PGCA, along with our coalition partner organizations and companies, is supplying NYS legislators with a constant stream of communications on this issue.

We need our NYS members to continue to tell their legislators what a bad idea this is. Special focus on moderate Democrats is needed. They are the ones who will hopefully recognize that there will be economic devastation that will result from passage of this bill, and it will do nothing to address the issue it is intended to address.

New Jersey

On April 15, 2024, the Toxic Packaging Reduction Act (Senate, No. 3135) was introduced by Senators Bob Smith (Middlesex and Somerset) and John F. McKeon (Essex and Passaic) into the New Jersey Senate. The bill was referred initially to the Senate Environment and Energy Committee where it was quickly passed and referred to the Senate Budget and Appropriations Committee. If signed into law, the bill would mandate the following:



- **Ban the use of black printing ink containing Carbon Black.**
- **Overall reduction in the volume of packaging being produced.**
- **Create a “Toxic Packaging Task Force” which would recommend other substances deemed toxic be banned.**
- **Ban the use of recycled paperboard, recycled corrugated, and black plastic.**
- **Impose serious financial penalties for violators of the law.**

At this time, there is no companion bill in the New Jersey Assembly.

Currently, PGCA is working with a broad coalition of companies and organizations on this matter including the New Jersey Business and Industry Association and the American Forest & Paper Association. On May 15 we put out a Legislative Alert from our Legislative Action Center. The Alert, entitled “New Jersey Legislation Would Ban Black Printing Ink” contains information on the issue and a link for companies to weigh in with your New Jersey Senator. **If you have not done so, please visit votervoice.net/PGCA/campaigns and make your feelings known. It takes five minutes and while you are at it, send the link to your colleagues as well.**

We have been communicating directly with NJ legislators as well. We will keep you posted on developments.

Members are encouraged to visit www.printcommunications.org/ advocacy to download our talking points and other info on this critical topic. Contact our office with any questions or comments.

Scan the QR code to send a letter to your NYS or NJ legislative representatives asking them to oppose the proposed blanket ban on carbon black in New York and New Jersey.

Questions? Contact Tim Freeman at (716) 691-3211 or via email at tim@printcommunications.org.



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MEMBER NEWS

PLAYBILL CELEBRATES 140 YEARS PRINTING THE QUINTESSENTIAL MAGAZINE OF BROADWAY

Hidden inside an unassuming building in New York City is a gem of the publishing world.

Playbill, the quintessential magazine of theater and Broadway, is created and produced to the raggedy rhythm of a printing plant in Woodside, Queens. The plant can distribute more than three million Playbills per month, each issue being tailor-made for hundreds of shows.

“What Playbill truly means to me and my family — it’s our lifeblood,” said Playbill COO and Vice President Alex Birsh. “When you are a part of something like this that has such a true connection to so many people all over the world, it’s really hard not to fall in love with it.”

Birsh is the third generation in his family to own and publish Playbill. His grandfather Arthur began working as a plant manager for Playbill back in 1963, eventually working his way up to company president.

Playbill published its first issue in 1884 on a single sheet for just one theater. The company started using its name on prints during the mid-1930s, and eventually invested in color presses to print Playbills in their signature yellow color. (They chose that eye-catching color because it was the cheapest to use.)

Philip Birsh, Alex’s father and Playbill’s CEO and president, says what makes their magazine so special is that it provides a space to celebrate those who have devoted their lives to the theater arts and their individual stories.

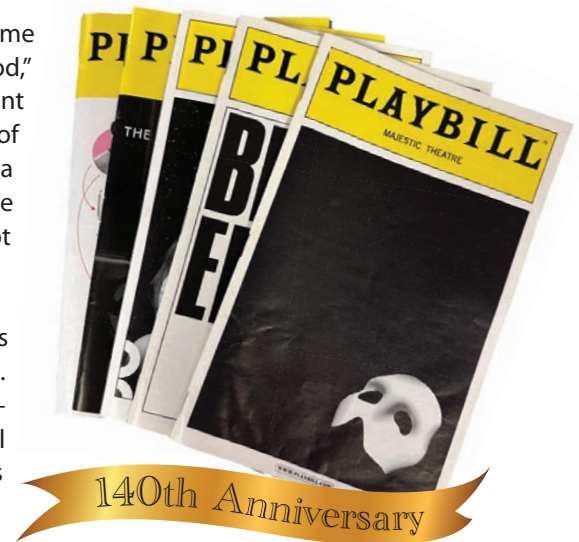
“It’s about being part of a community that is magical,” he said.

This year, Playbill will celebrate its 140th anniversary, a remarkable milestone in an age of a declining publishing industry.

Despite the downward trend, Playbill has found ways to keep its theater community coming back for more. During the 2000s, the company released special-edition issues with anniversary covers for long-running programs like “Wicked,” “Mamma Mia” and “The Lion King.” In 2014, it created the first rainbow-themed prints in celebration of Pride Month. (If you visit a theatre on Broadway this October, you’ll receive a special, top secret, anniversary version of the Playbill.)

“Playbill is a true unicorn. It is at once a relic and always of the moment,” Alex Birsh said. “We truly are quite simply the brand of Broadway.”

Source: From an ABC7 TV interview with Alex Birsh. Get an insider’s tour of where Playbills are made at 7ny.tv/3K3F5IH



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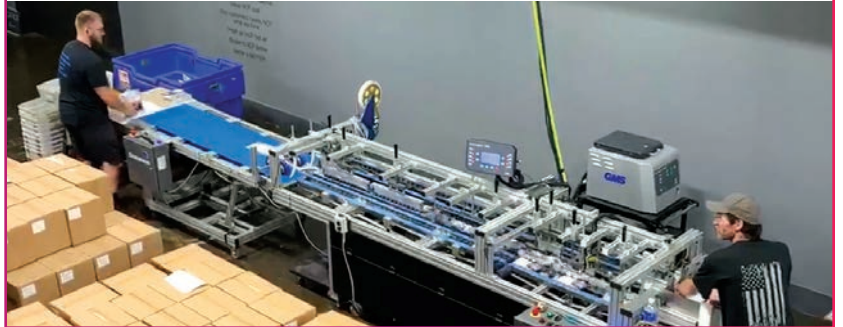
Western New York Book Arts is looking for paper donations for their excellent workshops and educational programs. They need to stock up in a variety (colors, thickness, sizes) of papers in the studio for use with visiting school field trips, interns creating print projects in the studio, classes, outreach Printing Partners program and for artist and community use during open studios, free of charge. Basically, everything they do involves paper!!



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EQUIPMENT FOR SALE

Chameleon Folder/Gluer/Finisher for sale. Contact Jared Massett, Ansun Graphics at (315) 720-5632 or jared@ansungraphics.com.



PGCA CAREER RESOURCES:

Print & Graphic Communications Association offers an online job posting service, which is free for PGCA members. Need help with logging in? Contact PGCA at (716) 691-3211 or Kim Tuzzo at kim@printcommunications.org.



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June 20, 2024 | 11:30 am

→ Bi-monthly Briefs with Debbie Nicholson

July 25, 2024

Customer Service with Care Brief at 10:30 am

Capitalizing on Wide-Format Printing Brief at 11:30 am

Driving Leadership in Print Brief at 2:00 pm

Women in Print Brief at 3:00 pm

→ PGCA Safety Training Webinars

Visit printcommunications.org/safety-webinars to access mobile-ready webinars available on demand, 24/7 on mandatory and recommended safety topics.

MEMBER NEWS

HODGINS ENGRAVING OWNER TEACHES LIFE SKILLS IN YOUTH SAILING PROGRAM

When Becky Almeter isn't at the helm of her Batavia family business as owner of Hodgins Engraving, she's at the helm of the family's sailboat.

An East Bethany resident and daughter of Bob and Mary Lu Hodgins, Almeter has also stepped up to lead the youth sailing class this summer, sponsored by the Oak Orchard Yacht Club, where her father is beginning his third year as commodore. (Bob Hodgins served as a board member for PIA for a decade in the early 2000's.)

Sailing has been in Almeter's blood since she was a child when her parents took the family on trips all over the world.

"When my parents first got our family sailboat and brought it to Oak Orchard, we were there all the time living aboard during the summer. It was our home base, and from there our family sailed all over Lake Ontario and beyond, including a trip to the Bahamas during which my two brothers and I were homeschooled on the boat," Almeter said.

Sailing is not only fun, relaxing and a great way to spend a sunny day, but there are other important reasons Oak Orchard Yacht Club at Point Breeze has sponsored a long-standing youth sailing program, Almeter said.

Children ages 9 to 18 are taught the basics of sailing and water safety, have fun, and create lasting memories in a day camp setting, she said.

A member of the very first youth sailing class in 1992, Almeter took the program for several years as a student, and then earned her U.S. Sailing Certificate to teach, returning as an instructor for several years. She has sailed on Lake Ontario, in Florida and the Caribbean, cruising and racing.

"In this busy day and age, when it's a much more difficult time to be a kid, I feel like this program is able to give kids back a little time and space – to turn off the screens, and step away from devices – to simply be kids a little bit longer," she said. "Having fun, learning skills hands-on, being active and engaging in teamwork, all the things that enrich their minds and bodies in a back-to-basics way."

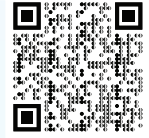
Besides managing her family and her commitment to the sailing program, Becky mentioned that Hodgins Engraving is in the process of acquiring another company, with news on that to come.

Becky, we wish you fair winds and following seas this summer!

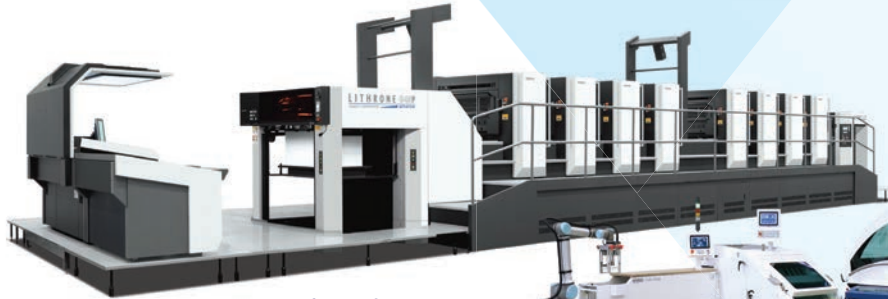
Details on the Youth Sailing program can be found at ooyc.org (click on youth sailing from the top banner). Contact Becky Almeter at beckya@hodginsengraving.com with any questions.



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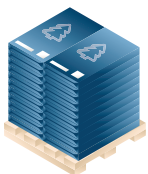
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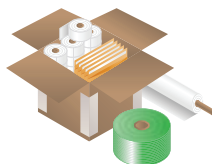
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TESTIMONIALS FROM THIS YEAR'S HR CONFERENCE

"Just great presenters as they are always super engaging – makes listening and retaining info so much easier."

"Great conference; will definitely be back next time with my colleagues."

"Steve Stankavage was incredibly entertaining and made a dry topic much more interesting."

"It is difficult to settle on one highlight. Joe Truncala is always a delight to listen to. Sarah Armstrong from GKG was great too!"

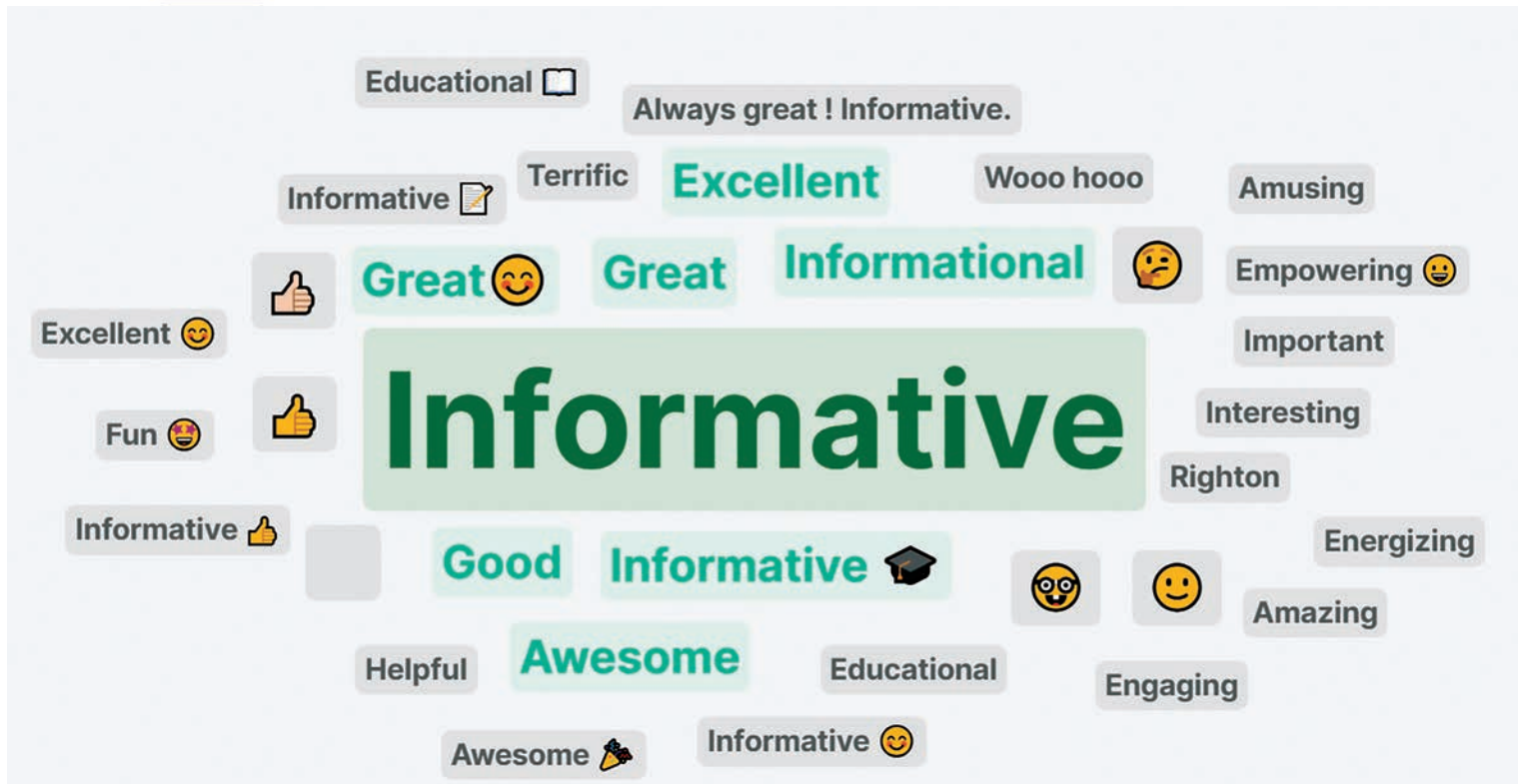
"Mike Dodd is a treasure! His portion is ALWAYS interesting, relevant and helpful."

"Nick Fiorenza's legal update is something I look forward to."

"Problem employee info by Katherine Gavett was most applicable – something I can apply at work on my very next day."



In one word, how would you describe Day 1 of the HR Conference? (Emoji for bonus points!)



HR CONFERENCE RECAP

In one word the HR Conference was most "INFORMATIVE" and the list goes on!

Nearly 150 HR managers and other senior managers attended the PGCA HR Conference held the first week of May at Turning Stone Resort Casino. Attendees enjoyed an intensive day and a half of learning with lively Q & A throughout the conference and at its conclusion. See feedback at left and below (word cloud from Sarah Armstrong's presentation on day two).

PGCA members don't have to wait till next year's conference (scheduled for May 1 & 2, 2025 at Turning Stone) to get assistance with their stickiest and trickiest HR issues. Members may contact Tim Freeman at (716) 691-3211 or tim@printcommunications.org, or Nick Fiorenza, Mike Dodd or Katherine Gavett (pictured below, left to right) with PGCA Association Counsel, Ferrara Fiorenza PC, at (315) 437-7600 for help.



“BORDERLINE” OVERTIME EXEMPTIONS REQUIRE CAREFUL ANALYSIS AND PRECAUTIONARY MEASURES

By Michael L. Dodd, Partner, Ferrara Fiorenza PC, PGCA Association Counsel



We have an employee who we believe is properly classified as exempt from receiving overtime under the Fair Labor Standards Act (FLSA) but it is a “borderline” case. In other words, we realize it is possible that a U.S. Department of Labor (DOL) investigator might disagree with our analysis and conclude that she is misclassified and should be receiving overtime. What should we do?

First, you should work closely with an employment lawyer to analyze the employee’s actual job duties and functions; not just what the employee’s job description states. Many times, a job description will fail to include key functions which can make or break an exempt classification. (Obviously, if you find those missing key functions, it is essential that you update the job description accordingly.) Then, you should carefully document your analysis and keep it in the employee’s personnel file should you later need to produce it in an audit or during litigation.

Second, if the employee is still on the “borderline” between exempt and non-exempt employee classifications, you should consider recording her hours of work. If the DOL ultimately decides that an employee has been misclassified as exempt, they will want to know how many hours of overtime the employee worked over

the last few years. If the employer does not have those records, the DOL will take the employee’s word for how many hours she actually worked. As you might imagine, there is a temptation to exaggerate this number of hours, given the potential for large overtime back-pay awards.

Third, you may want to consider having a written policy — or including a phrase in your employment offer letters — which states that the employee’s weekly salary covers all the hours that she works in each week. This becomes critical in misclassification cases because of the way that the DOL will calculate the amount of overtime that a misclassified employee is owed. In these cases, the DOL will determine an hourly wage rate for the employee after-the-fact because the employee was not paid on an hourly basis. If the salary covered only the first 40 hours of the employee’s workweek, the employee did not receive any pay for her overtime hours. Consequently, the employee would be owed 1.5 times the hourly wage rate, which would be determined by dividing the weekly salary by 40. But if the salary was the employee’s straight-time compensation for all hours worked in a workweek, including overtime hours, then the employee is due only the half-time overtime premium.

As you might imagine, this difference in calculation methods can have a tremendous effect in situations – such as class actions – involving large numbers of overtime hours.

Contact Nick Fiorenza or Mike Dodd, PGCA’s Association Counsel, for assistance with your daily HR challenges at (315) 437-7600.

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Giving Shape to Ideas

FROM PLASTIC TO PAPER

FROM PLASTIC TO PAPER: THE ECO-CONSCIOUS EVOLUTION OF NORTH AMERICAN PACKAGING TRENDS

By Two Sides North America

In recent years, there has been a significant shift in the packaging industry. First in the UK and Europe, and now US and Canadian brands are moving towards paper-based packaging solutions. This transition reflects a growing corporate commitment to environmental sustainability, increased regulations and penalties for using plastic, and a desire to meet consumer demand for packaging that is both sustainable and easier to recycle, knowing it is not going into landfills.

All of these motivators drive a growing movement to support a more circular economy, which is one based on the reuse and regeneration of materials or products, especially as a means of sustainably continuing production.



Environmental Consciousness Drives Change

One of the primary reasons behind the shift towards paper-based packaging is a heightened awareness of environmental issues, particularly the impact of plastic pollution on the planet. While plastic packaging is convenient and versatile, it poses significant environmental challenges. Plastic is made from non-renewable petroleum-based materials – it is non-biodegradable, contributes to litter and marine pollution, is difficult to recycle and is harmful to humans and wildlife.

Paper-based packaging offers several environmental benefits, making it an attractive alternative to plastic. Unlike plastic, paper is renewable, biodegradable, and recyclable, making it a more sustainable option from a lifecycle perspective. Additionally, advancements in paper packaging technology have led to the development of innovative products that offer the same functionality and protection as traditional plastic packaging, further driving the adoption of paper-based materials.

Consumer Preferences Lead the Way

Consumer preferences play a crucial role in shaping the packaging choices made by brands. Surveys have consistently shown that most consumers prefer paper-based packaging over plastic for its perceived environmental benefits. This shift in consumer sentiment has prompted brands to reevaluate their packaging strategies and prioritize materials that are perceived as more eco-friendly. Additionally, market trends indicate a significant increase in demand for paper-based packaging, driven by concerns about plastic pollution and a desire for more sustainable alternatives.

A survey commissioned by Two Sides North America revealed that 55% of US consumers would buy more from brands and retailers who remove plastic from their packaging, up from 49% in 2021. Half said they are actively taking steps to increase their use of paper packaging, up from 41% over the past two years, and 47% said they would consider avoiding a retailer that is not actively trying to reduce their use of non-recyclable packaging, up from 39% in 2021. In addition, disposal decision fatigue is real—consumers preferred paper/cardboard packaging for being home-compostable (59%) and easier to recycle (43%).

Corporate sustainability goals driven by consumer demand are a primary motivator in the shift from plastic to paper. Wayne Towle, sales manager at fiber-packaging supplier Planet Paper Box Group, recently told Packaging Digest, “All the major players in all the major CPG companies have some form of sustainability goals factored into their business model. It is becoming more of a necessity for companies to do that.”

Government Regulations Hasten Shift

Recent data from pulp and paper business intelligence company Fisher International cites several market factors driving the switch to paper packaging, including legislation in the U.S., Canada, and across the globe.

Certain single-use plastics (e.g., drinking straws, coffee stirrers, plastic bottles, plates, cups, utensils, shopping bags) have been identified as leading contributors to plastic pollution and are the target of most legislation.

Twenty-three states in the US have some form of plastic bag legislation, and several cities have banned plastic straws.

Paper Fits the Bill

In so many ways, paper has become the ideal packaging material, offering businesses, manufacturers and consumers a simplified experience that cuts cost and time and is naturally sustainable.

Consumer preference: Consumers prefer goods packaged in materials that are easy to recycle or safe to compost. They don't want the inconvenience of stripping off labels or driving to a retail store to recycle plastic bags and clamshell containers.

Circular economy: Paper is a bedrock of a circular economy as it promotes the reuse and regeneration of packaging. Paper can be recycled five to seven times, on average, before fibers become unusable. Paper is biodegradable and compostable. In fact, clean cardboard adds valuable dry materials to the composting process.

Sustainable forestry: The US paper industry promotes sustainable forestry and depends on sustainable forest growth to

provide a reliable wood fiber supply. By providing a dependable market for responsibly grown fiber, the paper industry encourages landowners to continue managing their forestland instead of selling it for development or other non-forest uses. In the United States, we grow more trees than we harvest, and US forests are a renewable natural resource and are not shrinking. Net forest area in the United States increased by approximately 18 million acres between 1990 and 2020 – an area equivalent to approximately 1,200 NFL football fields every day.

Energy consumption: According to the American Forest and Paper Association (AF&PA), purchased energy is the third highest operating cost for the paper and wood products industry, motivating the industry to increase energy efficiency and use less energy overall. In 2020, AF&PA member pulp and paper mills self-generated 58% of the electricity needed to power their mills. They surpassed their collective goal for energy efficiency by


reducing purchased energy by more than 13% between 2005 and 2020. Among the sustainability goals outlined in AF&PA's Better Practices, Better Planet 2030, one is reducing greenhouse gas emissions by 50%.

Choosing Paper

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SIMPLE SOLUTION – MOVEMENT

DEATH BY POTATO CHIP

WARNING: YOUR CUSHY OFFICE JOB MIGHT BE TRYING TO KILL YOU!

By Stephen Stankavage, Director of Environmental, Safety & Health, PGCA



Greetings Safety Fans!

This month I thought we would look at the jobs on the other side of the production wall – the office staff. For many, “reaching the office” has been a long-term goal of theirs. The allure of comfy office chairs, air conditioning, and coffee and snack food within easy reach has a very strong appeal to many. The problem is it can be more damaging to the body than working on a production floor.



Now I’m sure the first thing that came to your mind is muscular-skeletal disorders and ergonomics, correct? Actually, there are more simple hazards that are far more dangerous. For example, just sitting for long periods can have increased health effects according to a recent study done by Dr. Rikke Krogh-Madsen, a post-doctorate fellow at the Center of Inflammation and Metabolism in Copenhagen. The study showed that people who decreased their walking by a mere 2,000 steps and spent the time sitting showed a 60% increase in insulin levels and triglycerides in the blood in as little as two weeks. Steven Blair, Professor of Public Health at the University of South Carolina had similar results during his study in 2010.

Sitting for long periods of time can also increase the potential of deep vein thrombosis, or blood clotting in the deep veins of the legs, other research has shown. This specifically occurs in the calves due to decreased blood flow and the natural restrictive effects of sitting on the legs.

If that isn’t scary enough for you, studies done by the American College of Sports Medicine in 2004 have shown that even if you work out like a “roid-raged” teenager three times a week; the simple act of spending nine hours a day in front of a computer at work and another two or three hours at home watching Jeopardy or M*A*S*H* reruns, you may still be at an increased risk of heart disease than your average manual laborer who doesn’t exercise at all but is on their feet all day.

It all comes down to simple evolutionary anatomy; the human body is designed to move and not sit. Scientists believe that because of our (Homo-Sapien) larger brains, our ancestors required a greater intake of quality nutrient foods which led to the need for larger foraging areas. This meant we moved more, searching for food and for longer periods of time. In time, evolution eventually gave us the tools we needed to cover those distances. But by sitting all day, we aren’t using any of them! In which case, our bodies become our worst enemies because of its “save it for later” mentality. The problem is for up to 30% of Americans; later never comes.

One of the issues that compound this problem for office personnel is boredom and the readily available — extremely calorie dense foods at our fingertips. In other words, death by potato chip. It’s a common occurrence. Go into any office cubicle and look around, I’ll bet you find some type of snack food, candy, or general “munchies” lying around. Many of the inhabitants will tell you “I munch on XYZ while doing my TPS reports so I can get through them. Otherwise, they would never get done.”

The truth of the matter is that sedentary office staff can cost a company more in health care claims than its production workforce simply because unused muscles become weak muscles. Weak muscles, combined with bad posture and repetitive motion, become muscular-skeletal disorders. And believe me MSD's will definitely affect your bottom line. By how much, you ask?

According to OSHA's Safety Pays website, your average MSD will cost the company \$78,882 total, per injury. Now, with a 3% profit margin, your sales personnel would have to increase their total sales by \$2.6 million to cover the total direct and indirect costs of that one injury. That's just to break even; on one injury!

Fortunately, there is a simple solution – movement. Employers should encourage their employees to take frequent breaks and stretch out their legs. I myself take a 10-minute break every hour for a couple of reasons. First, the brain can only focus its concentration for about 50 minutes before it starts to drift. This is why many college lectures are only 45 to 50 minutes long. Moreover, walking around causes the eyes to rapidly change their point of focus which is needed to prevent vision loss. Researchers have shown that focusing the eyes at a set distance (like a computer screen) for extended periods of time can lead to nearsightedness.

If your employer frowns on the idea of walking aimlessly around the office, then suggest mobile meetings. A mobile meeting is basically a walking meeting around the office, the plant floor, or even outside.



Other options that are available to deskbound employees are desk-side exercising or using a medicine ball to sit on instead of a chair. According to a report in the British Journal of Sports Medicine, desk exercising is a proven and effective weight loss mechanism with energy expenditures increasing up to 100 kcal/hr.

At the end of the day no one can argue that our bodies are designed for movement. Unfortunately (or fortunately depending how you look at it) we live in a world of fantastic modern technological marvels that increase our productivity exponentially with little to no movement. If you think about it, it's the classic double edged sword effect. We need to move, but movement slows us down.

As always, PGCA is here to help with any questions you or your employees may have. Stay safe my friends!

About the Author: Steve Stankavage has over 25 years' experience in Environmental, Safety and Health with 16 years' experience in the printing industry. Steve came from the defense contracting industry but also has EHS experience in heavy construction, wind energy, waste management and academia. He assists Print & Graphic Communications Association members with OSHA inspection assistance, written safety programs and assessments, permit preparation, emissions tracking, forklift training and more. Contact Steve at sstankavage@printcommunications.org or (570) 579-6497.



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SALESPeOPLE ARE DIFFERENT

GETTING ALONG WITH NON-SALES BOSSES

By Bill Farquharson, SalesVault.pro

Salespeople, if you came across a customer or prospect who didn't think like you do, would you give up and look elsewhere? Of course not. You would identify the personality type, learn their communication style, and change your approach in order to achieve the two necessary goals of a relationship:

1. To understand, and
2. To be understood.

So, what makes dealing with a difficult boss any different?

When I am listening to someone complain about "...my idiotic sales rep ..." or when I am listening to a sales rep complain about "...my wildly unhinged sales manager" the first question I ask is to find out if that manager/president has ever been in sales. Why?

It makes all the difference.

There are two types of people in this world: Those who have a sales background and those who don't. If your manager or boss has never been in sales, they don't fully understand and they likely never will (and no, managers, it doesn't matter how many reps you have managed in the past). And since this is not going to change, neither are they, so it is up to you, the salesperson, to make adjustments so the relationship works.

Salespeople are different. The job of sales is different. The challenges. The adversity. What it takes to be successful. We can be selfish. We can be moody. We are not always team players. You might not like us as people. But, as the saying goes, nothing happens until a sale is made.

So, salespeople, you must shape-shift your words and approach to meet the boss where they live.

Sales reps, if you don't understand your boss, think they're crazy, have a hard time communicating with them, and find yourself frustrated a lot, you need to realize something: This is just another selling opportunity. You have FAR better chances of improving your relationship through changing the approach than they do.

If this were a selling situation, you would learn what the customer wants and help him or her to get it. In doing so, you would get what you want. By bringing that same thinking to your internal selling situations, your life will get better.

Oh, and managers? My advice to you is this: Either lead, follow, or get out of the way (and don't overlook the wisdom of that last one).

There is a reason Sales Vault members see their sales explode. Join us for new ideas, inspiration, motivation, and solving your sales challenges at salesvault.pro/partners/ (PGCA members get a discount on the monthly subscription) or call Bill Farquharson at (781) 934-7036.

DRUPA 2024

CREATING THE FUTURE OF PRINT TOGETHER AT DRUPA

By Deborah Corn, Intergalactic Ambassador to the Printerverse



Greetings Citizens of the Printerverse! After 8 long years, drupa, the world's most important global printing event is taking place from May 28 to June 7th in Dusseldorf, Germany. While there will be a staggering number of exhibitors, visitors, represented countries, technology launches, and square meters to cover across the Messe over 11 days, I plan to focus on the mission of drupa, not the metrics.

Quality Over Quantity

Fewer people are working in print, buying print, and consuming print on planet Earth. That is a fact, which means fewer people are working in the industry. Logic leads us to a simple conclusion; there will be a smaller presence at drupa this year than in past years. So, you can skip all the punditry about whether drupa is 'still relevant' by comparing numbers from a pre-pandemic world to whatever is reported for 2024.

Those who have chosen to exhibit and attend are all that matter. The people and companies investing in their future, your future, and the industry's future by showing up.

We Create the Future, Together

Packaging, textiles, and sustainability are cornerstone topics at drupa 2024. Programming about printing business trends and best practices, newcomers introducing and disrupting technology, and established companies launching new products and services round out the plethora of opportunities to learn over 11 days and then apply to your world to figure out the best direction for you, moving forward.

And that is what drupa is all about ... The future.



I attended drupa in 2016, and that experience remains one of the most significant. Many people I met and connected with became my 'future' partners – including Messe Dusseldorf!

I also met and spoke with hundreds of visitors who recognized me from social media and graciously asked for a selfie with "Deborah from the Internet" at my base camp with HP in Hall 17, and as I walked around the Messe exploring all the halls for printspiration.

And yeah, I found it. Everywhere! PS... I expect even MORE in 2024.

The drupa 2024 exhibitors and visitors are IN IT, TO WIN IT. Exhibitors are showing up to establish their vision for the future of print through products and services. Visitors are showing up to create the

future of their businesses with strategic partners who can help them get there.

While the ability to assess, contrast, and compare offerings in one place may seem like the value proposition of any tradeshow, drupa delivers on this promise more comprehensively than any other show I have ever attended.

18 halls, vast opportunities for education and networking, cold German beer, warm currywurst, and the future of print await!

Listen to Podcasts from The Printerverse at printmediacentre.com to get prepared and please come see me and 11 days of sessions, panels and interviews at the drupa DNA forum in Hall 7.

ps... If you can't make it to Dusseldorf, follow these hashtags on LinkedIn to keep track of what's happening — #drupa2024, #drupaDNA, and #Printerverse

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