

SIGNATURE

ENGAGE.EXPLORE.ENERGIZE.EXCEL.

CALL FOR ENTRIES! NEOGRAPHICS® 2026

The industry's largest regional print competition!
Final deadline for entry is March 6, 2026

What Masterpieces did your company print in the last two years?
Your work deserves to be showcased as a work of art!

Neographics® is a long-running regional competition recognizing exceptional achievement in print, packaging, and graphic communications. Neographics® stands as one of the most respected and largest regional print competitions in the US spotlighting outstanding craftsmanship across the industry.

Print & Graphic Communications Association has announced the 2026 competition which will be capped off with the awards gala in Philadelphia on May 14, 2026.

The theme of this year's event is "Masterpieces in Print" with twenty-six judging categories open to printing and printing-related businesses located in PGCA's territory (New York, New Jersey, Pennsylvania, Maryland, Virginia, District of Columbia and Delaware) between January 1, 2024 and December 31, 2025.

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. The People's Choice Award is bestowed at the Awards Gala, based on votes cast that night.

Why should you enter Neographics®?

Winning a Neographics® Award lets prospects and customers know that your company is among the best in the business. It lets them know that you're a winner; that they are working with someone who achieves excellence. Increase your success rate on jobs you bid on by promoting your award-winning status.

How to enter Neographics®! Visit printcommunications.org/neographics to download the entry form. Watch your mail for the Neographics® poster and entry form in the coming month. Questions? Contact Melissa Jones at (856) 308-2851, melissa@printcommunications.org, or Debbie Woolbright, (410) 319-0900, debbie@printcommunications.org.



November 2025 / In this issue

Online Training for PGCA Members	3
Components of Your Energy Bill	4
"Cradle to Grave" Act and More!	6
Support Our Suppliers	8
Sizzling Sales Pitch	10
The Power of Face to Face: Part II	11
Signs of Fraudulent Activity	12
Benefits of MEPs	14
Member News — Giving Thanks	15
quoins2pixels	16

*Serving Graphic Communications Firms
in New York, New Jersey, Pennsylvania, Maryland,
Virginia, District of Columbia and Delaware.*

**UPM** FinesseTAKE THE
*stage***IN-STOCK & AVAILABLE NOW!**

UPM Finesse

This beautiful, double coated sheet captures the most intricate details, amplifying your graphics and providing high quality print results time after time. When you want to impress your audience, choose **UPM Finesse**.

- Bright White, Double Coated Sheet
- Gloss & Silk Finishes
- Excellent Print Reproduction and Superior Runnability
- Available in 60lb Text to 130lb Cover
 - 80lb Gloss Cover, 7 PT Caliper Guarantee
 - 100lb Gloss Cover, 9 PT Caliper Guarantee
 - 80lb Silk Cover, 9 PT Caliper Guarantee
- Matching Digital Product, UPM Finesse Digital, Including B2 Sizes
- Web Rolls Available Upon Request
- FSC® Certified

IDEAL FOR:

- Advertising material
- Annual reports
- Books
- Brochures
- Catalogs
- Direct mailing
- Magazines

For more information, please contact your local Lindenmeyr Munroe sales representative.

HANOVER, MD
800.494.3433

KING OF PRUSSIA, PA
800.222.4908

BAY SHORE, NY
800.840.4555

**COLONIAL
HEIGHTS, VA**
800.523.8781

ALLENTOWN, PA
800.722.2325

PITTSBURGH, PA
800.292.9664

LATHAM, NY
800.497.5111

MT JOY, PA
800.222.4908

TETERBORO, NJ
800.631.0193

ROCHESTER, NY
800.587.6223

LindenmeyrMunroe.com



ONLINE TRAINING FOR PGCA MEMBERS

NEW WEBINARS ADDED TO PGCA'S PRINT UNIVERSITY LIBRARY

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



Many members have indicated that educating new and existing employees is a priority and Print University makes the training accessible to all employees at each member company.”

PGCA has licensed more than 90 on-demand courses and educational tracks developed by print industry veterans and business consultants at The Print University. Many members have indicated that educating new and existing employees is a priority and Print University makes the training accessible to all employees at each member company.



Print University webinars are organized into tracks:

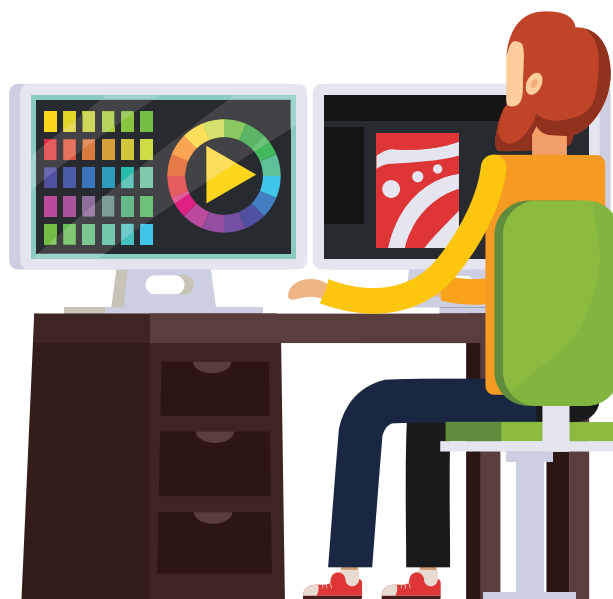
- | | |
|---|---|
| <input type="checkbox"/> Intro to Production Printing | <input type="checkbox"/> Vertical Markets for Print |
| <input type="checkbox"/> Inside the Print Shop | <input type="checkbox"/> Print Workflow & Processes |
| <input type="checkbox"/> Operations of a PSP | <input type="checkbox"/> Introduction to Finishing |
| <input type="checkbox"/> Selling Strategies for Industry Segments | <input type="checkbox"/> Market Update |
| | <input type="checkbox"/> Business Skills |

Add these classes to your onboarding procedures or expand your knowledge of the industry!

The following webinars are the latest added to Print University.

- **Fonts 101 (30 min.)** - Font is our favorite four letter word! This episode explains the terminology and important use considerations of fonts and typography.
- **The Dirty Dozen of Print Automation (26 min.)** - Come explore twelve automation myths that may be limiting your print production and corresponding solutions for improving operations.
- **Color Management 101 (34 min.)** - Learn how color management helps control the many variables in printing so print can be reproduced accurately and repeatedly.
- **Color Theory 101 (26 min.)** - There is a science and an art to viewing, understanding, and reproducing color. Learn the basics of color theory in this episode.
- **Practical AI for a Print Business (52 min.)** - Need some practical advice and ways to apply AI in your printing company? Then this is the episode for you where we explore the types of AI, a framework for using generative AI (GPT), and tips for creating policies on its use.
- **Hiring Gen Z (20 min.)** - Listen to the thoughts, aspirations, and expectations of three optimistic GenZ university students set to enter the printing industry over the next few years.

PGCA members can access Print University through the Member Resource Center at printcommunications.org. Contact PGCA at (716) 691-3211 or info@printcommunications.org for assistance with login credentials.



PGCA HEADQUARTERS

636 N. French Road, Suite 1, Amherst, NY 14228
tel: (716) 691-3211 or (800) 777-4742
www.printcommunications.org

GLEN BOEHMER

Chairman
glen@sentinelinnovation.com

TIM FREEMAN

Co-President
tim@printcommunications.org

MELISSA JONES

Co-President
melissa@printcommunications.org
tel: (856) 308-2851

STEVE STANKAVAGE

Director of Environmental, Health & Safety
sstankavage@printcommunications.org
tel: (570) 579-6497

KIM TUZZO

Marketing & Programs Director
kim@printcommunications.org

MIKE VARES, IOM

Director of Development
mike@printcommunications.org
tel: (443) 276-3146

CAROLINE WAWRZYNIEC

Office Support Manager
caroline@printcommunications.org

DEBBIE WOOLBRIGHT

Office Administrator
debbie@printcommunications.org
tel: (410) 319-0900

ASSOCIATION COUNSEL

Ferrara Fiorenza PC
5010 Campuswood Drive, E. Syracuse, NY 13057
tel: (315) 437-7600 | www.ferrarafirm.com

NICHOLAS J. FIORENZA

Partner
njfiorenza@ferrarafirm.com

INSURANCE PARTNER

Gilroy Kernan & Gilroy
210 Clinton Road, New Hartford, NY 13413

SARAH ARMSTRONG

Strategic Risk Advisor
saraha@gkgrisk.com
tel: (315) 838-8083

ANDY BIERNAT

VP Strategic Risk Advisor
andrewb@gkgrisk.com
tel: (315) 794-6475

ROSS KRAFT

VP Strategic Risk Advisor
rossk@gkgrisk.com
tel: (315) 794-6522

COMPONENTS OF YOUR ENERGY BILL**UNDERSTANDING WHAT INFLUENCES ELECTRICITY COST**

Electricity costs are influenced by a variety of complex factors, from fluctuating energy rates to a company's consumption patterns. Knowing how these impact businesses is crucial to make informed decisions and manage operational expenses effectively.

Businesses should identify the various factors that affect electricity costs and build a strategy to help effectively manage them and optimize their cost structure.

Examining Electricity Price Components

The largest component of the overall cost of electricity is the energy supply. The energy portion of a monthly invoice can range from 35 to 70 percent of the overall cost depending on the location and type of business. Energy pricing is influenced by usage patterns, weather, and various state and federal regulations. Additional components that make up the total cost include capacity, transmission, ancillaries, passthrough charges for renewable portfolio standards and line losses.

Understanding these components and how they impact electricity bills can help businesses more effectively manage costs.

- **Energy Supply:** The cost of energy supply, influenced by usage patterns, weather, and regulations, is the largest component of electricity costs, ranging from 35 to 70 percent. Effectively managing these costs can significantly reduce overall electricity expenses for businesses.
- **Capacity:** Capacity prices are determined by regional transmission organizations (RTOs) to support grid reliability and ensure that there is enough generation in the region to meet demand. In this way, businesses have reliable access to electricity, even during high-demand periods. Capacity prices are not always separated from energy supply in regions without an RTO.
- **Transmission:** Primarily composed of Network Integration Transmission Service (NITS) and transmission enhancement (TEAC) costs, these cover the expenses associated with transporting electricity from generation stations to electrical substations near demand centers. These costs are determined by utility-set rates and governed by the Federal Energy Regulatory Commission (FERC). Efficient transmission systems can help reduce these costs, but overall transmission expenses are influenced by infrastructure and regulatory policies, impacting business costs.
- **Ancillaries:** Small administrative charges billed by the RTO to operate the grid safely and reliably. Ancillary services are essential for maintaining grid stability and reliability. Ancillary services charges are not always separated from energy supply in regions without an RTO.
- **Renewable Portfolio Standards (RPS):** Some states have RPS programs, which are mandates requiring load-serving entities to purchase a certain amount of renewable energy. Compliance with RPS can impact electricity costs, as suppliers may need to invest in renewable energy projects or purchase renewable energy certificates. This can lead to higher costs in the short term but can provide long-term benefits for businesses.
- **Line Losses:** Costs included in the electricity price to compensate for the energy lost over transmission and distribution lines due to heating. These losses contribute to the overall electricity costs for businesses.

Building Your Energy Purchasing Strategy

As businesses build their energy purchasing strategies, it is essential to consider a variety of product types, timing and decision-making processes. The complex process can be simplified through easy-to-use tools and a customized approach. Here are some key considerations to help develop an effective energy purchasing strategy:

- **Control fluctuation in your energy price:** Various product solutions can help manage and stabilize energy costs, protecting businesses from volatile market conditions and ensuring more predictable costs.
- **Fix your rate or spread your risk:** Businesses can decide to lock in energy rates at a single point in time or spread risk by making purchases over time, balancing stability and flexibility based on risk tolerance and market conditions.
- **Make informed purchase decisions:** Businesses can make purchase decisions or leverage automated algorithms, like Constellation's MVP product, to remove guesswork and emotion from the process. These automated tools can provide data-driven insights and optimize purchasing strategies for better outcomes.



Choosing the Right Supplier

In competitive markets, one size does not fit all when it comes to developing a power purchasing strategy. It is important for companies to consider their unique usage profile, risk tolerance and budget goals. With the ability to choose their energy suppliers and negotiate contracts that best meet their needs, businesses have the flexibility to choose from various energy contracts, which differ in pricing models, contract length and additional services.

Evaluating these factors and their impact on utility bills can be time-consuming, costly, and challenging. Working with a retail energy provider like Constellation can simplify the process from start to finish. Our team can provide insights, market knowledge and tools to help you identify the right energy solutions to optimize your energy purchasing.

CONTACT CONSTELLATION: For more information on energy and energy related trends, please contact Melissa Raymond at melissa.raymond@constellation.com or visit <https://associations.constellation.com/pgca/>.



Constellation can connect your business with a suite of products, foster strategic alliances, and leverage state-of-the-art technology to shape and execute your energy strategy. Backed by insightful intelligence and an unmatched grasp of market trends, Constellation provides comprehensive energy solutions and diverse pricing options for electric, natural gas, and renewable energy products, tailored to companies of all sizes across every competitive energy market in the U.S. Your journey to optimal energy solutions begins with Constellation.

To learn more about this program contact Melissa Raymond at 443.875.5122 or melissa.raymond@constellation.com or visit associations.constellation.com/PGCA.

"CRADLE TO GRAVE" ACT AND MORE

HAZARDOUS MATERIALS AND YOU!

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

Stop me if you heard this one; "OSHA, EPA, and DOT walk into a print shop and ask, "hazmat been here . . . ?"

Greetings Safety fans! Yeah, don't worry, I don't have any plans to quit my day job. This month I wanted to dive into the realm of Hazardous material requirements that printers are commonly required to comply with. Believe it or not, it isn't just OSHA you have to worry about here. EPA and DOT also have programs and training requirements that you must comply with. So let's get started with an easy one.

Occupational Safety and Health Administration (OSHA)

What's the required regulations you must comply with? I'm sure right now there is a resounding "HAZCOM!" being yelled collectively across the mid-Atlantic and you would be correct... up to a point. 29CFR1910.1200 (the Hazcom standard) covers the employees' right to know about the hazards of chemicals in their work environment. What if you require them to react to emergency hazardous chemical spills that may happen outside their normal work areas? Is Hazcom enough to keep you covered? The answer would be "no, it's not." Whenever you designate any of your employees to serve on an "emergency spill response team," even if it's just one person, you now fall under 29CFR1910.120; The Hazardous Waste Operations and Emergency Response Standard. HAZWOPER, as it's called, has many more levels of training and documentation associated with it. The initial training is a minimum of 40 hours, with annual 8-hour refreshers. Furthermore, there are multiple levels of employee participation.

Environmental Protection Agency (EPA)

Remember now, OSHA is all about protecting your employees. The Environmental Protection Agency (EPA), on the other hand, is worried about the environment. The funny thing is they don't care about your employees. That's OSHA's job. The EPA, however, cares about your employees' neighborhood and how your hazardous materials are going to affect it. The EPA's big law here is The Resource Conservation and Recovery Act or RCRA (pronounced "Rick'ra"). It's also known as the "Cradle to Grave" Act which means that when you, Mr. Hazmat Generator, dispose of Hazardous materials that now become Haz-Waste you are subject to RCRA. If you generate 2,200 lbs. of haz-waste in any given month you are considered a Large Quantity Generator or LQG.

Large Quantity Generators are required to "train personnel handling hazardous wastes to do so in accordance with the facility's procedures and practices to minimize releases and exposure" (40CFR262.34). After initial training, refresher training must be

held and documented annually to help ensure compliance. Furthermore, you are required to "teach" your employees "waste management positions relevant to their positions in which they are employed". What this means is you have to show them "exactly" how they are supposed to do their job with hazardous waste. EPA's requirements are performance based so they don't care how you do the training, just as long as you did it.

Large Quantity Generators also must have a written training program, inspection program and a written, detailed contingency plan dealing with all your operations of hazardous substances/waste. Very few in the print industry are LQG's.

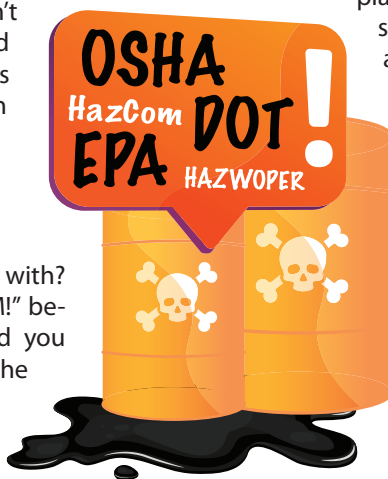
Small Quantity Generators (SQG) (generate less than 2,200 lbs./month) are not required to have written contingency plans, however, they are required to "ensure that all employees are thoroughly familiar with proper waste handling and emergency procedures relevant to their responsibilities". Moreover, if an SQG, at any point during the year, breaks that 2,200 lb. limit, they are now considered an LQG and must comply with all rules immediately. SQG's may accumulate hazardous waste on-site for 180 days (or 270 days if the shipping distance is greater than 200 miles). The quantity of hazardous waste on-site can never exceed 13,227 pounds stored.

SQGs must comply with the hazardous waste manifest requirements of 40 CFR part 262, subpart B and the pre-transport requirements of 40 CFR 262.30 through 262.33. They must ensure that they meet or exceed the container requirements of the CFR. That being, the container must be in good condition and compatible with the waste its storing along with 262.16(B)(8) for preparedness and prevention of spills and alerts of spills. They must always have one employee available to respond to an emergency. SQG's are not required to have a detailed written contingency plan; however, it's advisable to cover chemical spills in the shop in your Emergency Response Plan required by OSHA.

Lastly, we have Very Small Quantity Generators (VSQG). The difference between a SQG and a VSQG is that a VSQG can only generate less than 220 pounds of waste a month. They must still identify all hazardous waste. They cannot accumulate more than 2,200 pounds of hazardous waste at any time. And they must ensure the waste is delivered to a person or facility who is authorized to manage it.

Department of Transportation (DOT)

Companies are also required to comply with the Department of Transportation (DOT). DOT is probably the most straightforward. If you ship "any" hazardous substance at any time, even just once, you have to train your employees who are responsible for it. So, if they load, unload, fill and "qualify" a container for shipment or sign a manifest, they must receive training.



The employees must be trained within 90 days of their hire date and any time there is a change in job function concerning the hazmat. Refresher training is required every three years.

So, there you have it: the Hazardous materials requirements laid out for all three agencies. Compliance or non-compliance can be extremely difficult to navigate. However, if you combine all the agency's trainings into one program, it can be easier to accomplish and give your employees a greater understanding of the whole plan. Which in turn, gives them the understanding to react faster to possibilities that may arise in your absence.

As always friends, PGCA will always be here to answer any questions you have.

PGCA's Environmental, Health and Safety (EHS) Department is ready to assist your company in navigating through the regulations, interpretations and guidance documents that make up the realm of environmental and safety compliance. Steve Stankavage, PGCA's Director of EHS, can provide you with realistic, practical and economical solutions to your issues. Contact Steve at (570) 579-6497 or ssankavage@printcommunications.org.

"Hazardous Materials and You" Summary

■ OSHA Requirements

Most printers immediately think of **Hazard Communication (HazCom)** when OSHA compliance with chemicals is mentioned—and that's correct, but only partially. It does not cover waste.

- **HazCom Standard (29 CFR 1910.1200):** Ensures employees know the hazards of chemicals in their work environment.
- **Emergency Spill Response:** If any employee is designated to respond to hazardous chemical spills outside their normal work area, HazCom alone is not enough. You must comply with **HAZWOPER (Hazardous Waste Operations and Emergency Response, 29 CFR 1910.120)**.
 - **Training:**
 - Initial: Minimum 40 hours
 - Annual refresher: 8 hours
 - Multiple levels of participation apply depending on employee roles.

Key Point: OSHA focuses on protecting employees from chemical hazards. HAZWOPER training is **ONLY** required if responding to spills **OUTSIDE** of their **NORMAL** work area; i.e. they are not familiar with the site or facility.

■ EPA Requirements

While OSHA protects workers, the EPA is concerned with environmental impact. Its primary regulation is the **Resource Conservation and Recovery Act (RCRA)**, also known as the "Cradle-to-Grave" law. This governs hazardous waste from generation through disposal.

Generator Categories

- **Large Quantity Generator (LQG):**
 - Generates $\geq 2,200$ lbs. of hazardous waste per month.
 - Must:
 - Train personnel in waste handling per facility procedures (40 CFR 262.34).
 - Provide annual refresher training.
 - Maintain a written training program, inspection program, and detailed contingency plan.

○ Small Quantity Generator (SQG):

- Generates $< 2,200$ lbs./month
- Must:
 - Ensure employees are familiar with proper waste handling and emergency procedures.
 - Comply with hazardous waste manifest requirements (40 CFR Part 262, Subpart B).
 - Follow container standards and spill prevention measures (40 CFR 262.16(b)(8)).
 - Keep one employee available for emergency response.

○ Storage Limits:

- Up to 180 days (270 days if shipping >200 miles).
- Cannot exceed 13,227 lbs. on-site.

○ Very Small Quantity Generator (VSQG):

- Generates < 220 lbs./month.
- Must:
 - Identify all hazardous waste.
 - Never accumulate more than 2,200 lbs. at any time.
 - Ensure delivery to an authorized facility.

Key Point: EPA requirements are performance-based—how you train is flexible, but documentation and compliance are mandatory.

■ DOT Requirements

If you ship any hazardous substance, even once, DOT regulations apply.

- **Training:**
 - Required for employees who load, unload, fill containers, sign manifests, or qualify containers for shipment.
 - Must occur within 90 days of hire or job function change.
 - Refresher training every three years.

Key Point: DOT compliance is straightforward but applies to all hazmat shipments.



Looking for quality vendors? Look no further than the Supplier Members of PGCA! Support businesses that take an active interest in our industry through PGCA Membership — AND offer quality products and services you need to keep your business competitive! If you know an industry supplier who should be on this list, have them contact Melissa Jones at (856) 308-2851 or email melissa@printcommunications.org about membership.

■ EQUIPMENT

Atlantic Graphic Systems, Inc.

Jeffrey Tomlinson
jtomlinson@agspress
(410) 290-8200

Atlantic, Tomorrow's Office

Luis Villa
lvilla@tomorrowsoffice.com
(718) 464-7300

B & R Moll Inc.

Kevin Moll
kmoll@mollbrothers.com
(267) 288-0282

Canon U.S.A., Inc.

Jackie Phillips
jphillips@cusa.canon.com
(561) 997-3318

ComDoc/Xerox

Fred Endres
fred.endres@xerox.com
(716) 689-0202

DPS Digital Print Solutions

Steve R. Poland
spoland@dpsamerica.com
(330) 659-0410

FujiFilm Graphic Systems USA

Fred Heinkel
fheinkel@fujifilm.com
(800) 736-5166

Heidelberg USA, Inc.

Thomas P. Cummings
thomas.cummings@heidelberg.com
(678) 354-8115

Hewlett Packard

Scott Archer
scott.archer@hp.com
(978) 590-2123

Koenig & Bauer

Bridget Rice
bridget.rice@koenig-bauer.com
(469) 532-8000

Komori America Corporation

Jeff Sammons
jsammons@komori.us
(224) 239-2624

Konica Minolta Business Solutions

Mark Bohan
mbohan@kmbs.konicaminolta.us
(412) 576-9729

ManRoland USA

Kevin Neureuter
kevin.neureuter@manroland.us
(630) 920-2000

MCS Ink Jet Technologies

Phil Repass
phil.repass@mcspro.com
(240) 876-7212

NAPCO

Joe DeBoy
jdeboy@napcousa.com
(984) 867-7098

New York Printing Systems Inc.

Mark Renzi
renz4nyps@aol.com
(585) 427-9350

Production Print Solutions

Andrew Tornatzky
andrew.tornatzky@productionprintsolutions.com
(301) 693-4967

RM Machinery Inc.

Rahul Kaushik
rahul@rmgt.com
(856) 299-0870



■ BUSINESS SERVICES

APPI Energy

Kathryn Allen
kallen@appienergy.com
(800) 520-6685

Compass US Accountants & Advisors

Bart Krupnick
bkrupnick@compassusadvisors.com
(410) 224-0343

Constellation Energy

Melissa Raymond
melissa.raymond@constellation.com
(443) 875-5122

Creative Juices Marketing

Christina Anderson
tina@creativejuicesny.com
(716) 990-0518

Diversified Financial Advisors

Joseph Trybula
joe@diversifiedfa.com
(800) 307-0376

Diversion Strategies

Rachel Oster
rachel@diversionstrategies.com
(916) 261-0952

E-LYNXX Corporation

Michael Botzan
michael.botzan@elynx.com
(717) 709-0990

Ferrara Fiorenza PC

Nicholas J. Fiorenza
njfiorenza@ferrarafirm.com
(315) 437-7600

Gilroy, Kernan & Gilroy

Larry Gilroy
ltg@gkgrisk.com
(315) 768-8888

Independent Printers Worldwide

Dan Bendele
dbendele@ipw-inc.com
(804) 598-9373

Mail Systems Management Consultants

James Barlow
jbarlow@mailsystemsmanagement.com
(410) 321-8821

New Direction Partners

Peter Schaefer
pschaefer@newdirectionpartners.com
(610) 935-1000

Paylocity

Philip Nederlk
pnederlk@paylocity.com
(315) 720-7756

PrintLink

Arnie Kahn
akahn@printlink.com
(716) 866-9661

The Washington Post

John Bratt III
john.bratt@washingtonpost.com
(703) 916-2200

TwelveNYC

Carol Bale
carol@twelvenyc.com
(212) 244-5221



■ CONSULTANTS

Gimbel & Associates

Roger Gimbel
roger@rogergimbel.com
(646) 472-1933



Integrated Packaging Industries, Inc.

Keith Traub
keith@integratedpackaging.net
(973) 329-0500

Irongate Capital Advisors

Benny Bowman
benny.bowman@irongate-capital.com
(804) 327-0401

Liberty or Death Communications

Patrick Henry
pathenry@libordeath.com
(718) 847-9430

Print Media Centr

Deborah Corn
deborah@printmediacentr.com
(727) 329-8520

■ RECYCLING

Cascades Recovery+

Jeff Meyers
jeff_meyers@cascades.com
(585) 527-8110



Hanna Paper Recycling

Timothy Shifflett
tshifflett@hannapaper.com
(301) 604-3302

Hanna Paper/Sustana

Erin Riley
eriley@sustanagroup.com
(716) 891-9312

Recycling Management RMR

Debbie Oczkowski
doczkowski@recyclingmr.com
(646) 733-5672

■ USED EQUIPMENT/REPAIR

Performance Solutions USA, Inc.

Michael Casavant
michael@performance
solutionsusa.com
(877) 644-6948



■ PAPER

BW Wilson Paper Co.

Brad Lieberman
blieberman@bwwilson.com
(410) 456-5235



Case Paper

Simon Schaffer
sschaffer@casepaper.com
(800) 237-2111

Exceptional Specialty Products

John Tillinghast
jtillinghast@casepaper.com
(215) 430-6491

Kline Paper Mill Supplies Inc.

Leon Kline
lkline@klinepaper.com
(410) 381-6363

Lindenmeyr Munroe

Charlie Launsbach
claunsbach@lindenmeyr.com
(518) 471-5111

Mac Papers + Packaging

Stephen Epstein
stephen.epstein@macpapers.com
(404) 313-4140

Metsa Board Americas

Geoff Petty
geoff.petty@metsagroup.com
(484) 343-3356

Palisades Paper, Inc.

Jacob Schwartz
jacob@palisadespaper.com
(845) 354-0333

Roosevelt Paper Company

Dean Egan
degan@rooseveltpaper.com
(800) 523-3470

Sylvamo

Christie Ridenhour
christie.ridenhour@sylvamo.com
(434) 975-1960

Veritiv

David Carlson
david.carlson@veritiv.com
(301) 252-7213

■ SUPPLIERS

Crystal Cote, Inc.

Nandu Khadke
crystalcote@gmail.com
(410) 760-6691



ITU AbsorbTech, Inc.

Scott Hoffman
Shoffman@ituabsorbtech.com
(262) 827-3544

GMG EnviroSafe

Susan Caldwell
scaldwell@gmgenvirosafe.com
(540) 287-1583

Luminite Products Corporation

Tammy Tobola
ttobola@luminite.com
(814) 817-1420

Northern Machine Works

Kyle Kopp
kyle@northernmachine.com
(215) 425-0300

Prisco

Scott Norris
norriss@prisco.com
(856) 662-3373

Roberds Converting

Britt Prescott
brittp@roberdsconverting.com
(513) 683-6667

Standard Finishing Systems

Richard Healy
richard.healy@sdmc.com
(978) 684-2495

Standard Graphics Mid-Atlantic

Ronald Patton
rpatton@standardgraphics.com
(703) 524-2125

Staples

Patrick Rafferty
patrick.rafferty@staples.com
(410) 381-4097

MPS Printing Supplies

John McMahon
johnm@mpspress.com
(866) 677-3344

FUJIFILM
Value from Innovation

More Impressions.
Beauty. Wow.
Happy customers.
Free time. Profit.
More Impressions.
Beauty. Wow.
Happy customers.
Free time. Profit.
More Impressions.
Beauty. Wow.
Happy customers.
Free time. Profit.
More Impressions.
Beauty. Wow.
Happy customers.
Free time. Profit.
More Impressions.
Beauty. Wow.
Happy customers.
Free time. Profit.
More Impressions.
Beauty. Wow.
Happy customers.
Free time. **Profit.**

FUJIFILM
helps you
make more.

See how easy it is
to get started.



SIZZLING SALES PITCH

PITCH LIKE A MOVIE TRAILER: MAKE YOUR SALES SIZZLE

By Kelly Mallozzi, Principal, SuccessinPrint and Vice President/
Program Director, GirlsWhoPrint



If you want people to pay attention to your sales pitch, stop thinking “elevator speech” and start thinking “movie trailer.” Seriously, when’s the last time you watched a long, slow explanation and thought, “Wow, give me more?” People want excitement. They want to feel something (and you’ve got about six seconds before their brain wanders off to TikTok or whatever the latest distraction is).

Movie trailers have nailed the formula: quick hits, killer visuals, music that gets your heart pounding, and just enough story to make you wonder, “What happens next?” Imagine bringing that energy to your sales pitch! Your job is to leave people with just enough curiosity that they lean in, not tune out.

Most pitches spend way too much time listing equipment stats or company history. Flip it. Make your customer the star.

Address their biggest challenges head on, show how your print solution is the supporting character, and paint the picture fast. Share a real-world example they can relate to. Keep it conversational, urgent, and, yes, even a little dramatic.

Want to add some magic? Use bold visuals and samples that beg to be touched. Offer the kind of experience you literally cannot get through a screen. You have the stuff that will have them saying, “I need this in my hands right now.” That is how print stands out from a sea of digital blah.

And here’s the kicker: don’t spoon-feed every detail. Give your audience that delicious taste of FOMO. What will they miss if they don’t act? What do other savvy clients already know? Challenge them. Make it feel exclusive, like they are on to a VIP experience. Collaborate, create, and keep it fresh and fun.

Print is more enduring than any email blast or ad scroll, so don’t be shy about blending storytelling, visuals, and a little attitude. Think trailer: keep it tight, keep it exciting, leave ‘em wanting more. You’re not just pitching print. You’re selling a wow factor. Lights, camera, action ... your sales pitch is about to steal the show!

Sign up for Kelly's monthly briefs

Webinars start at 1:30 pm

Register at www.printcommunications.org/events

DECEMBER 4, 2025: MARKETING BRIEF

From Goals to Growth: Building Your 2026 Marketing Plan
with Intention

DECEMBER 11, 2025: CULTURE BRIEF

Company Superlatives: Recognizing the Unique
in Every Member

LEAVE AN UPLIFTING IMPRESSION!

THE POWER OF FACE TO FACE: PART II

By Joseph Truncale, Founder & Principal,
Alexander Joseph & Associates, LLC

My most recent offering on the power of face-to-face meetings seems to have struck a chord. So, a few more comments on this important topic.

I cited a TV commercial in which a business manager scolds his team and himself for neglecting to visit customers. Being “fired” that morning by a long-time customer sure got his attention.

I heard from a recent client and friend who said he planned to share my article with his sales team. I sent him the link to the TV ad suggesting he show this at the start of the meeting (it can be found on YouTube and on my website, ajstrategy.com). I added the following thoughts. Start the meeting by showing this one-minute clip. Then, don’t say a word, at least, not at first. Let the silence be there so the message has a chance to sink in. Wait for a member of the team to speak up first and take careful note of who does.

In a follow-on conversation with another client, I recalled a meeting I had with an important sponsor. I flew to their city and



went to meet them at their North American Headquarters. I had prepared for this meeting, reviewing the elements of their sponsorship agreement and the measurable results from the same. We engaged in a discussion about their plans for the coming year and what we proposed to do to facilitate those through their renewed participation.

Lunch was brought in and the discussion continued. As the meeting wrapped up, I was asked where I was heading next, the assumption being I had other visits lined up while in town. When I told them I was heading back to the airport to fly home, they were surprised. “You flew into town just to see us?” “Yes”, was my reply. The relationship was that important and I did not want to risk having to hurry through our discussion to make it to my next appointment. There was no “next appointment”.

To say that left an impression is an understatement.

Oh, and one more reason to consider getting out there and seeing customers. Your competitors probably are not.

As for the notion that “customers are too busy to see me” ... more on that next time.

For more information on ways to enhance your client relationships and to develop new ones, contact me at joe@ajstrategy.com or visit my website at ajstrategy.com.



GENERIC PAPER FOR STANDOUT BUSINESSES



CONTACT INFORMATION

Mount Laurel, NJ: 800-523-3470

Alsip, IL: 800-323-1778

Richwood, KY: 800-354-9829



Serving the Printing, Publishing, and Packaging industries for over 90 years

SIGNS OF FRAUDULENT ACTIVITY

AVOIDING FRAUDULENT ORDERS IN THE PRINT INDUSTRY

Fraud and scam attempts targeting the print industry are on the rise in 2025, according to the Printing Industry Credit Bureau (PICB). With the advancements in technology scammers are only becoming more sophisticated and harder to spot.

If you receive an order from a new customer that seems too good to be true, it probably is. Trust your gut instinct and take the time for due diligence to ensure the company and order are legitimate before proceeding.

What are the signs of a fraudulent print order?

- The order is placed by someone you do not recognize and is not located within your area.
- The order is placed by an individual (or even a “broker”), rather than a company.
- The phone number and email address may be personal rather than tied to a company.
 - However, some scammers are using legitimate phone numbers, making the fraud more difficult to spot.
- The order is typically very large, generic, and vague with basic text.
- The order is received via email, rather than by phone, and the greeting is very generic rather than addressed to an individual.
 - In addition, their email address may be generic (common name with numbers), although as scammers continue to become more sophisticated, they are using email addresses that look more and more legitimate.
- The billing and shipping information do not match.
- The “customer” asks you to ship outside the country and will be insistent on using their freight company.



- The shipping costs along will usually be exorbitant.
- The “customer” is unusually urgent with their requests and with processing payment.
- The “customer” is not concerned about price or any terms or conditions. They may insist on paying you immediately.
- The “customer” will want to pay via credit card. If the card is declined, they will continue supplying additional card numbers.
 - The credit card is often real card information that has been stolen. If the payment were to go through, it will often be disputed by the true card owner, and you will be out that money.

What can I do to help prevent being scammed?

- Educate your sales team about these signs of fraudulent activity.
- Try to verify the identity and legitimacy of the customer over the phone
 - The phone number and address the “customer” provides may be legitimate. However, that does not mean that the person contacting you works for said company or works/lives at said address. This is why it is important to try and contact them via phone and not rely solely on an internet search to confirm if the phone number or address is recognized.

Fraud and Scam Alerts in Our Industry...

Got an order from a new customer and it seems too good to be true, it probably is!

- If the customer is legitimate, they will likely appreciate the additional outreach as a new customer, so it’s a win-win.
- Ask new customers to pay upfront and allow enough time to pass after the payment was submitted before proceeding with the order (this is to allow time for the payment to be disputed if it is fraudulent).
- If a “broker” is placing the order and you suspect it is a scam, contact the end customer to confirm the order. The end customer the “broker” is referencing may be a real company who is unknowingly and unwillingly part of the scam. They can help confirm if the order is legitimate.

How can I report a scam?

You can file a report with your local authorities to document the incident. However, they will unfortunately be unlikely to make any real traction.

Report the incident to the FBI’s Internet Crime Complaint Center using their online portal: <https://www.ic3.gov> The FBI is the lead federal agency for investigating cybercrime.

Our thanks to the Printing & Imaging Association of Georgia (PIAG) for providing this article.

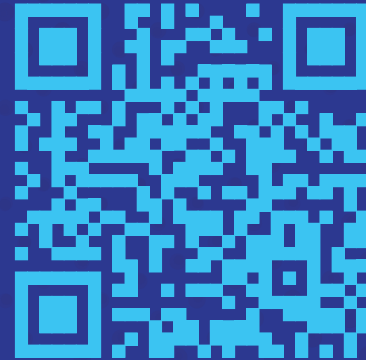
YOUR PGCA MEMBERSHIP JUST GOT AN UPGRADE

Your new first-class benefit: **FREE**
Girls Who Print Membership for ALL!

- Career growth support
- Industry education and resources
- Skill and career building workshops
- Exclusive content and events
- Global member directory
- Global sponsor directory
- Ask-the-experts forum
- Mentorship program
- Access to job listings and more!

**ASK PGCA FOR YOUR ACCESS
CODE AND SIGN UP TODAY**

Scan for GWP LinkTree



girls who PRINT
girlswhoprint.org

PGCA UPS® SAVINGS PROGRAM

**Let UPS® help make your business
unstoppable. Members enjoy the
following savings every time you ship:**

- **50% off Domestic Next Day / Deferred**
- **30% off Ground Commercial / Residential**
- **50% off International Exports
& 40% off Imports**
- **Up to 50% off on additional services.**
- **Plus, UPS Smart Pickup® service is free.**

Start covering your shipments today:
**Contact Melissa Jones at (856) 308-2851
or email: melissa@printcommunications.org**



MARK YOUR CALENDAR!

Visit printcommunications.org

- **Maryland Mingle & Jingle**
December 2, 2025
Au Poiton Sil, Timonium, MD
- **Virginia Holiday Party**
December 3, 2025
Tobacco Company, Richmond, VA
- **Buffalo Holiday Party**
December 3, 2025
Chef's Restaurant, Buffalo, NY
- **Senior Leader Conference**
March 12, 2026
Best Western Premier, Harrisburg, PA
- **PGCA HR Conference**
May 7 & 8, 2026
Turning Stone Resort Casino,
Verona, NY
- **Neographics 2026**
May 14, 2026
The Switch House, Philadelphia, PA

WEBINARS

- **Understanding Extended Producer Responsibility & Its Impact on Your Business**
December 11, 2025 | 11:00 am
- **Webinars with Kelly Mallozzi**
 - ❑ **Marketing Brief**
December 4, 2025 | 1:30 pm
From Goals to Growth: Building Your 2026 Marketing Plan with Intention
 - ❑ **Culture Brief**
December 11, 2025 | 1:30 pm
Company Superlatives: Recognizing the Unique in Every Member

Visit printcommunications.org to access:

PGCA Online Safety Webinars:
17 webinars on mandatory and recommended safety training topics

BENEFITS OF MEPS

WHAT ARE THE BENEFITS OF MEPS?

(Multiple Employer Pension)

Print & Graphic Communications Association is always on the hunt for new member services to add to our "Essential Business Services" offerings. Since 2022, the Print and Graphics Retirement Plan, A Multiple Employer Plan (MEP) has been an option for PGCA members offering a 401(k) plan to their employees.

A strong retirement benefit program can help businesses of all sizes gain a competitive edge to attract and retain talent - but it can also mean added costs and responsibility. A multiple employer plan (MEP) may be an attractive option for businesses seeking to ease the administrative burden, fiduciary risk, and expense of offering a quality retirement plan.

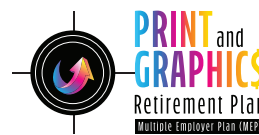
What is a MEP? A MEP is a retirement plan for businesses that typically have a common interest but are not commonly owned or affiliated (such as members of the PGCA).

What Are the Benefits of MEPs?

1. **Administrative relief,** as the MEP sponsor and a professional service team take over the majority of day-to-day tasks
2. **Reduced liability,** as fiduciary support and most responsibility is assumed by professional plan administrators
3. Ability for adopting employers to retain many of their **customized plan features**
4. Support with **investment selections and performance oversight**
5. Access to **participant communications** and **plan education support**
6. **Time savings for organizations** by offloading many plan-related tasks
7. **Potential cost savings** compared to operating a single employer plan

Interested in learning more?

Contact Tim Freeman, PGCA, (716) 691-3211 or Ross Kraft, Gilroy Kernan & Gilroy, (315) 624-2969 or rossk@gkgrisk.com.



MEMBER NEWS — GIVING THANKS

WHY SEND A THANKSGIVING CARD? (BECAUSE NO ONE ELSE DOES!)

Our recent mail at the PGCA office brought us a Happy Thanksgiving card sent by Compu-Mail, a PGCA member located on Grand Island, NY (just north of Buffalo). The very creative card, designed by their partner Spaghetti & Meatballs (themeatballstudio.com), included a message from Diane Wasieczko, Chief Human Resource Officer at Compu-Mail and a long-time supporter of the Association. The card really stood out since it's the only Thanksgiving card we received and it was so cleverly designed, down to the envelope. Thanks for including us in your list, Diane, and the staff at Compu-Mail (and think about entering the card in next year's Neographics contest).



Compu-Mail

Keep them coming! We'll keep talking about cards, calendars, and any other promo material we receive from members.

Watch your mail for the PGCA card, the fifth in the series printed by letterpress at Western New York Book Arts in Buffalo, NY.



ALL WE DO IS PRINT

KOMORI
COUNT ON US

Packaging / Commercial / Inkjet / Electronics / Securities / Automation

Contact your local Komori Sales
Representative for more information

komori-america.us





www.printcommunications.org

NEWSLETTER CREDITS

Mailing Services

Marlene Kelley
The Copy Store
mailing@buffalocopy.com
(716) 847-6400



Paper Donation

Finesse 100# Digital Text
Charlie Launsbach
Lindenmeyr Munroe
claunsbach@lindenmeyr.com
(518) 471-5111 ext. 5142



Lindenmeyr Munroe
Paper Merchants Division of Central National-Gossamer Inc.



*Signature is published monthly
by Print & Graphic Communica-
tions. Contact Kim Tuzzo for ad
rates at (716) 691-3211 or
kim@printcommunications.org*



MAKING A DIFFERENCE

What separates your company from the competition? Today's equipment and software have leveled the field regarding quality and turn times; consequently, buyers find it hard to differentiate between competitors with price frequently being the decision maker. So, how do you differentiate other than price?

Attention to detail.

It's about a delivery vehicle that's clean and a driver who is well-mannered and customer focused. It's preventive maintenance which keeps equipment calibrated and running efficiently. It's a customer service representative who is empowered to say what they're going to do and does it. It's the bookkeeping department which closes out the month on a timely basis and isn't making numerous journal entries to ensure correct record keeping.

While it's easy to demand attention to detail, it's challenging to implement. Managers and supervisors must hold themselves and their

team accountable. Training must be implemented to create the right environment, and when a person is not capable, they need to be replaced.

If you walk into a grocery store that has dirty aisles, disorganized shelves, and surly checkers, are you willing to go back? Even if it's cheaper? The same holds true for our customers. By paying attention to details – whether it's an organized and clean production facility, or a clean delivery vehicle, or a professional customer service rep – the result is not only an efficient operation, but one which can excel in the marketplace.

About the Author: quoin2pixels is written by Joe Polanco. The author has spent decades in the printing industry, and held various management positions within the industry. As a value-added service of PGCA, Joe is available to expand on these articles, or aid with projects. Contact Joe at jspolanco49@gmail.com.

MANY THANKS TO OUR SPONSORS

