

THE OFFICIAL PUBLICATION OF THE PRINTING ASSOCIATION OF FLORIDA

GRAPHICS

update

WINTER 2014

**UNLEASH YOUR INNER
SUPERPOWERS**



PAF
PRINTING ASSOCIATION
of Florida

ALSO INSIDE:

- **PATENT TROLLING VICTORY**
- **USPS DIRECT MAIL PROMOS**
- **MEMBER NEWS**

Business Conditions Improving

My informal survey of members indicates there have been better business conditions in the fall of 2013. Revenues are up over last year. Let's hope that this rolls over into profitable growth in 2014.

PAF had a very successful series of member meetings this fall. One hundred sixty-five people attended the BBQ on October 24, 2013 in Orlando and sixty-seven people attended the BBQ on November 7, 2013 in Tampa. Both events featured live entertainment and a plethora of door prizes. We have received very positive feedback from both attendees and sponsors. We also had ten people participate at each location in the PAF Hazmat seminars that were held prior to each BBQ.

Thirty-two people attended the Mingle Bells Holiday Party in Hollywood on December 12, 2013. Thank you very much to the generous members who donated the raffle prizes. It made the event a very special occasion.

The PAF Legislative Day is scheduled for February, 4, 2014 in Tallahassee. This is members' chance to get up front with legislators about issues affecting our companies. Issues that we will present in 2014 include, among others, a reduction of sales tax on commercial leases and a reduction on tangible personal property taxes. We will be contacting each member about participation in this important event.

The 2013 PAF Wage & Benefit Survey was recently published. The twenty-eight companies that participated have received their copies in the mail. The survey shows comparisons with other regions of the country and includes a section on benefits. It is a great reference for hiring decisions.

Graphics of the Americas will be held at the Miami Beach Convention Center on February 27- March 1, 2014. GOA will be offering over fifty seminars on a wide variety of subjects that will help you improve your productivity and expand your business. Several of the instructors have contributed articles for this issue. Once again, PAF members will receive four free seminar passes and free expo passes in January. Please take advantage of this opportunity to provide your staff with excellent networking and professional development.



GEORGE RYAN
PRESIDENT/CEO

"PAF is an association of graphic communications companies that provides programs, information and services to positively impact the profitability and professional growth of its members."



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PIA Publications:

Color Management Handbook

A Practical Guide

By Dr. Richard M. Adams, Dr. Abhay Sharma, and Joseph Suffoletto

Item Number: 1784

List Price: \$99

Member Price: \$75

PAF
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Matching color has been a quest since the early days of color reproduction. The practice of color management is sometimes pitched as a process that will "match" color, but, unfortunately, one device can't match another if it can't physically reproduce all of the original colors. In reality, color management strives to produce the closest numerical color match, whether they come from prints, monitor images, or color scans and digital photographs. The Color Management Handbook explains everything about the process, including:

- Color measurement
- Management of input devices, monitors, printers, and presses
- Profiling applications
- Color utilities
- Color-managed workflows
- Non-ICC applications
- Visual color evaluation

get informed
stay informed

PIA publications have the power to help you get ahead and stay ahead. With discounts for PAF/PIA members, PIA is your ultimate source for industry texts.

Welcome NEW MEMBERS

Accura MIS Software, Southampton, Hants UK
44-0-23-8024-0470 Alan Potter

Provides MIS software to the printing and graphics industry covering estimating, production, inventory, supplies, billing, and web-to-print.

Brand Label, Inc., Jacksonville
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Patent Trolling Victory: Innovation Act

As you've likely heard, a significant number of U.S. printers (including some in Florida) have been hit by "patent trolls" – organizations demanding exorbitant license fees (some in the range of \$75K - \$95K) for using technology/workflow which is ubiquitous in our industry.

Printing is not the only industry that has been targeted by patent trolls.

The Printing Industries of America (PIA) has been lobbying aggressively on your behalf for passage of legislation to curb these practices.

Thankfully, on December 5, the U.S. House passed HR 3309, the Innovation Act, a bill that would combat abusive patent troll litigation, such as patent troll activity against printing companies. The bill now moves to the Senate.

Commenting on the House bill, Michael Makin, PIA's President, said, "Today's passage of the Innovation Act is a major first step in curbing the abusive patent litigation practices that have targeted printing companies by an alarming rate this year. The future of print depends heavily on innovation and



HAROLD YANKELEVITZ
DIRECTOR OF
MEMBERSHIP
& PUBLIC AFFAIRS



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technology. Therefore, America's printing and graphic communications industry applauds the U.S. House of Representatives for demonstrating its strong support for rooting out the 'patent trolls' so that printers large and small have the freedom to redefine print through technology while doing what print has always done best: creating jobs. Today's vote is a good day for bipartisanship in the nation's capitol. Printing Industries of America looks forward to continuing to support bipartisan legislative efforts to address patent litigation reform as the effort

moves to the Senate."

Following on, Makin gave hard-hitting and well received testimony on this issue to the Senate Judiciary Committee on December 17 which is considering its bill.

Now, we need the Senate to take up this issue and pass the bill.



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As you know, 2014 is an election year in Florida. While November seems distant, candidates who understand our industry's needs and who stand up for them are mounting their campaigns and need your support through GraphicsPAC.

What is GraphicsPAC?

GraphicsPAC is the means by which PAF members can help elect business-minded candidates in Florida's House, Senate, and Cabinet and adopt issues of importance to Florida's graphic arts industry.

It's an entity completely separate from the PAF and is supported solely by voluntary contributions of PAF members and others. GraphicsPAC is registered with Florida's Division of Elections.

Although the entities are separate, there is great synergy between GraphicsPAC's goals and the Association's legislative activities in Tallahassee.

Why Support GraphicsPAC?

It's clear that actions (or inactions) by Florida's Legislature significantly affect the health of each and every printer and supplier company in our industry.

Florida candidates who understand and support the issues of importance to our industry need to be elected. It takes significant funding to mount an effective campaign.

Your contribution to GraphicsPAC helps to support their campaigns and is the fastest, simplest, and most efficient way to get involved in the political process and its positive effect on our industry.

There are formidable hurdles to getting

legislative initiatives passed. A bill needs committed legislator advocates in both the House and Senate, and it usually needs approval by six separate panels of legislators (3 in each chamber) and then adopted by the full House and Senate.

The vast majority of bills filed don't see the light of day.

PAF's initiatives have effectively addressed these hurdles, and GraphicsPAC has played an important part in this.

Has GraphicsPAC performed?

Here are just some examples of legislative victories in which it has played a key role:

- Sales tax exemptions on printers' equipment, on electricity, on equipment repair – parts and labor, on plates, and on exemptibility of "click charges."
- Preventing proposed "do-not-mail" legislation introduced in Florida from

gaining foothold.

- Obtaining a preference for Florida printers on state agency, university, college, and school district jobs when competing with out-of-state printers.

Instrumental in reversing, through corrective legislation, a Florida Supreme Court ruling that would have returned workers comp rates to pre-2003 levels when they were absolutely unaffordable.

How do you support GraphicsPAC?

Your contribution is needed and appreciated.

Send it (check payable to GraphicsPAC) to: GraphicsPAC, 6275 Hazeltine National Drive, Orlando, FL 32822; or contact Harold Yankelevits (Harold@FLprint.org or 800-331-0461, ext. 126), and he'll send you a contribution form.



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- **Employee Referrals:** PAF's resume bank & national job bank
- **Florida Print Awards:** Promote your company as an award-winning printer
- **Automatic Membership in Printing Industries of America (PIA):** Resources, programs, expert advice, services, and more



Call 407-240-8009 today
and ask about these and other great benefits

Apex Color: Expanding Business through High-end Digital Color

Apex Color out of Jacksonville, FL was founded in 1974, formerly known as Apex Business Forms. Almost 20 years ago, the company began to diversify by adding commercial offset and bindery services. Today, Apex Color still remains a nationally acclaimed trade printer and continues to invest in technologies to offer competitive solutions to the trade.

Recently Apex Color added a second G7 Certified, Konica Minolta C8000 bizhub to increase both redundancy and capacity to better serve their customers.

"In response to customer requests for shorter runs with accurate color, two years ago we installed our first Konica C8000 color press, and 1200 press for black and white," said Richard Ghelerter, President of Apex Color. "Customer enthusiasm was so overwhelming it became clear that our new digital offerings would play a vital and strategic role for future growth, and today, we find ourselves with a second C8000 color press."

"We began looking into a digital solution about 4 years ago," said Eric Adloff, VP Sales and Marketing, "we recognized the trends

regarding shorter runs, marketing from a one-to-one perspective, and offering solutions that fit into today's cross media applications. We did our homework, looking at everything from a Xerox IGEN and HP Indigo to lower end solutions and everything in between. We ended up partnering with Konica Minolta because we felt we could maintain the highest quality standard we are known for, while still being able to offer the most competitive pricing possible. By adding another C8000 press on the floor after just 2 years indicates our decision was the right fit."

Apex Color has found that their remarkable growth was not only due to being able to simply run short run static and variable high-end color, but adding digital has given the company the ability to expand in a plethora of vertical markets including direct mail and promotional products as well.

"Both color presses are G7 Certified, but together our three Konica presses add more value for our customers than just perfect color and on-time delivery. Synthetics, pressure sensitive, and embedded magnet substrates, along with specialized die-cut substrates, and variable data and versioning

create endless product offerings for vertical markets," Ghelerter said.

"The notion that print is dead is not only greatly exaggerated; when done right, print is still a viable, measurable part of any marketing campaign using one of our most renewable resources," Adloff said. "We realized we could no longer simply be a high quality print provider. We needed to think differently in terms of how we present and enhance our products and services to our customers and digital has been an important part of that transition. Our continued growth in a long term, struggling economy is a testament to that."



WE MEAN GREEN.

Southeastern has launched a new website featuring their sustainability commitments and processes.

Having been in business for nearly a century, Southeastern is proud of their ongoing leadership in developing sustainable, ecologically sound practices.

They encourage their clients to use the GREEN CERTIFIED seal on print projects, so that their customers and clients will recognize that environmentally responsible

processes were used in production. Southeastern continues to focus on recycling, waste reduction, energy conservation and pollution prevention. Green ink® is more than a process. It is Southeastern's operational philosophy.

For every project the company produces that bears the seal, Southeastern will make a donation to the Arbor Day Foundation to plant a tree on the client's behalf.

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Mac Papers names Craig Boortz as VP and Regional Manager

Mac Papers recently announced Craig Boortz as the new vice president and regional manager, effective January 1. In this role, Boortz will oversee 10 of the 22 Mac Papers branch locations throughout six states across the Southeast U.S. He succeeds Steve Bethea, who is retiring after more than 42 years with the company.

Boortz will be responsible for overseeing and growing the company's business across Greenville, S.C., Jacksonville and Tallahassee, Fla., Mobile, Montgomery and Birmingham, Ala., Jackson, Miss., Chattanooga and Memphis, Tenn. and Little Rock, Ark. He joins Dave Milleman, who oversees the other 12 branch locations. Boortz will be based at Mac Papers' Headquarters in Jacksonville, Fla., and

will report to David McGehee, president.

"Since 1995, Craig has served Mac Papers in key leadership positions," said Sutton McGehee, chairman and CEO of Mac Papers. "His management, technical and field experience will be invaluable to the company as we work towards achieving innovation and operational excellence for our customers."

As General Manager in Greenville, S.C., Boortz also oversaw AllSquare Digital Solutions, a Greenville-based wide format equipment and supplies distribution company owned by Mac Papers. This provided Boortz with intimate knowledge of wide format printing, a core business for Mac Papers, along with paper and packaging solutions.

Having spent his entire career with Mac Papers, Boortz brings more than 21 years of experience across the paper, packaging and wide format industries. He joined Mac Papers in 1992, where he first served as a sales representative in Tampa, Fla. He was appointed General Manager for the company's Greensboro, N.C., branch in 1995 before becoming General Manager for the Greenville branch in 1997.

Craig is a graduate of the University of Florida with a BSBA in Finance. He also earned his MBA from the University of Tampa.

David McGehee, Jr., has been named Boortz's successor as the new General Manager in Greenville.



Minimum wage in Florida increases by 14 cents to \$7.93

The minimum wage in Florida increased to \$7.93 per hour effective January 1, 2014.

Florida law requires the Florida Department of Economic Opportunity to calculate a minimum wage rate each year. The annual calculation is based on the percentage increase in the federal Consumer Price Index for Urban Wage Earners and Clerical Workers in the South Region for the 12-month period prior to September 1, 2013.

The increase for 2014 reflects a change of 1.7 percent or 14 cents, based on the percentage change in the CPI-W (August 2012 to August 2013) times the 2013 Florida Minimum Wage Rate of \$7.79 per hour. The change is then added to the 2013 Florida Minimum Wage Rate. This calculation is as follows: $(226.119 - 222.250) / 222.250 = .01741$. $.01741 \times \$7.79 = 0.14$ cents $(\$7.79 + 0.14 \text{ cents}) = \7.93 . Since the calculated 2014 Florida minimum wage of \$7.93 per hour exceeds the federal minimum wage rate of \$7.25 per hour, the state minimum wage prevails.

On November 2, 2004, Florida voters approved a constitutional amendment which created Florida's minimum wage. The minimum wage applies to all employees in the state who are covered by the federal minimum wage.

Employers must pay their employees the hourly state minimum wage for all hours worked in Florida. The definitions of employer, employee, and wage for state purposes are the same as those established under the federal Fair Labor Standards Act (FLSA). Employers of tipped employees, who meet eligibility requirements for the tip credit under the FLSA, may count tips actually received as wages under the Florida minimum wage. However, the employer must pay tipped employees a direct wage. The direct wage is calculated as equal to the minimum wage (\$7.93) minus the 2003 tip credit (\$3.02), or a direct hourly wage of \$4.91 as of January 1, 2014.

Employees who are not paid the minimum wage may bring a civil action against the employer or any person violating Florida's minimum wage law. The state attorney general may also bring an enforcement action to enforce the minimum wage. FLSA information and compliance assistance can be found at: <http://www.dol.gov/dol/compliance/comp-flsa.htm>.

Florida Statutes require employers who must pay their employees the Florida minimum wage to post a minimum wage notice in a conspicuous and accessible place in each establishment where these employees work.

This poster requirement is in addition to the federal requirement to post a notice of the federal minimum wage. Florida's minimum wage poster is available for downloading in English and Spanish from the Florida Department of Economic Opportunity's website at: <http://www.floridajobs.org>.





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USPS confirms 2014 Direct Mail Promotions



Al Urbanski, Senior Editor at Direct Marketing News discusses the USPS 2014 Direct Mail Promotions:

The U.S. Postal Service's 2014 promotions calendar, officially announced recently, reprises popular programs with some new wrinkles aimed at increasing use of First Class, shipping, and digital technology. The biggest rate discount being offered, 15%, is for a spring promotion for First Class marketing pieces.

"Five or 10 years ago a lot of marketers used First Class as a marketing medium because it results in higher response," says Tom Foti, manager of direct mail and periodicals for product development at the Postal Service. "Lately, we don't see as much of it, so we're encouraging marketers to try moving up again."

One of the bright spots in the Post Office's 2013 earnings report was the 8% rise in its shipping business, and one 2014 promotion offers an additional discount for exceeding a threshold for Priority Mail resulting from direct mail efforts.

Post Office announces 2015 Promotional Campaign

Following is a rundown of all mailing promotions for the coming year. All dates are 2014 unless otherwise noted.

Branded Color-Mobile Technology February 1- March 31

This is an upfront 2% postage discount on all pieces that incorporate creative elements such as color or branding in QR codes. "With

our last QR code promotion, we kept hearing from mailers that QR codes are ugly and take up creative space, so we're challenging marketers to get creative within the code itself," Foti says. Qualifying mail must contain a code that leads to a mobile-optimized experience. Branded codes qualify with one color other than black, white, or gray; others require two. Registration: December 15, 2013-March 31.

Premium Advertising April 1- June 30

Another upfront discount—this one for 15%—will be awarded to First Class mail pieces composed entirely of marketing or advertising content. Eligible are direct mailers that did \$6 billion or more in Standard Mail postage from October 1, 2012, through September 30, 2013. Registration: February 15-June 30.

Earned Value Reply Mail April 1- June 30

Mailers that include First Class Business Reply Mail and Courtesy Reply Mail enclosures will earn a two-cent credit on each piece returned during the promotion period. Participants in last year's reply mail promotion will get three cents off if their replies increase in 2014. Registration: February 15-March 31.

Digital Personalization May 1- June 30

Personalization in the mail piece, as well as a response mechanism that takes the recipient to a personalized URL (PURL), qualifies the mailer for a 2% postage discount. Unique barcodes are required to link consumers with PURLS, which they can continue to access

for personalized content. Registration: March 15-June 30.

Emerging Technology-NFC August 1- September 30

Mail pieces embedded with near field communication chips allowing for integrating mail with digital technologies will merit 2% discounts at the time of mailing. "NFC is used for mobile payments and we see an opportunity here where people can come home, open a mail piece and immediately make a purchase with a mobile device," Foti says. Registration: June 15-September 30. Color Print in First Class/ August 1- December 31: First Class transactional pieces sent in IMb full-service mailings that include the use of four-color printing on bills and statements receive 2% discounts at the time of mailing. Color inserts and pre-printed paper stock don't count. This promotion focuses on top 100 mailers that can afford the investment, which USPS claims results in better return rates. Registration: June 15-December 31.

Mail Drives Mobile Commerce November 1- December 31

This is an upfront 2% discount on mail pieces that include a mobile barcode or similar technology that can be read or scanned by a mobile device to lead the recipient to a shopping site. The piece must contain text near the link with instructions and information about the landing page. If customers meet a certain Priority Mail threshold as a result of increased merchandise shipping, they will receive an additional 1% off. Registration: September 15-December 31.



National Council for Print Industry Certification Adds Free Online Practice Tests

Coming on the heels of the successful skills assessments, the National Council for Print Industry Certification has now launched online practice tests. The practice tests, which are available via www.printcertification.org, are a quick way to judge a candidate's preparedness to take the skills assessment and certification exams. Practice tests for both sheetfed offset and web offset may be found under the Testing menu. Both are 15 questions and are free. Try them out today.

Health Care Updates

In late November, the Obama administration announced three major delays for the health care law. First, the online federal "SHOP" health care enrollment (for firms with under 50 employees) is delayed a year.

Second, the online federal enrollment tools in Spanish are delayed so other problems areas can be addressed. Basic information is currently available in Spanish, but there is no enrollment feature.

Third, the administration announced that the open enrollment period for the 2015 plan year will be moved back a month from October 15 through December 7, 2014 to November 15, to January 15, 2015. The rationale is to give insurers time to evaluate the 2014 enrollment so 2015 rates can be set. It also pushes enrollment to after the fall elections.

The federally-run health care exchanges conceded a major point in November. Individuals previously had to create an account on the exchange in order to obtain a paper application. Now the form is available without creating an account (see form). The government overlooked the "typewriter function" on the PDF however so handwriting legibility will be an issue for those keypunching.

The only items left for 2014 are the individual mandate and "fees" for the health insurance industry and plans (including self-insured).

IRS Issues COLAs for 2014; 401(k) Deferral to Stay at \$17,500

The Internal Revenue Service has announced inflation-adjusted figures for 2014 for deferrals and additions to retirement plans, as well as other annually adjusted amounts. The annual elective deferral maximum for 401(k), 403(b), and 457(b) plans will remain \$17,500, and the catch-up limit for employees age 50 and older in these plans will remain \$5,500 [IR-2013-86, 10-31-13]. The limit on total additions to defined contribution plans by employees and employers under 415(c)(1)(A) increases to \$52,000 from \$51,000. In 2014, up to \$250 per month may be excluded from gross income for employer-provided parking, while \$130 may be excluded for mass transit benefits because equal treatment of the two types of benefits ends on Dec. 31, 2013. The new limit on FSA deferrals remains at \$2,500 for plan years beginning in 2014 [Rev. Proc. 2013-35, 10-31-13].



Are you ready?

Three of every five employers are expected to be surprised with a discrimination, harassment or wrongful discharge claim in the next five years.

Claims are being filed by current employees, former employees and even job applicants.

Reasons for this increase include changes in the law, allowing jury trials, and savvy labor lawyers willing to work on a contingency basis.

Although the headlines scream of staggering claims against larger companies, the majority of claims are against medium and small employers.

As juries become more sympathetic toward employees the future becomes more perilous for employers.

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SHOWTIME!

Graphics of the Americas Expo & Conference (GOA) is heading back to the Miami Beach Convention Center February 27–March 1, 2014

As of press time, attendee registration for this year's show is up 25 percent over last year. There has also been an increase in booth sales. Both are indicators that excitement is ramping up for this year's show to be a big success.

PAF Members will receive free expo passes and each member company will receive four free seminar passes that can be used to attend any of the more than 50 seminars featured at GOA 2014. Each pass can also be redeemed for a \$75 discount on a Total Access Pass that gives you unlimited access to all seminars for all three days.

GOA seminars offer excellent professional development opportunities in Prepress & Production, Sales & Marketing, Digital Printing, Wide Format, and Management. The renowned authors and trainers from American Graphics Institute will also present the Digital Classroom Live! series with tracks in Design & Creative, Photoshop, and InDesign & Publishing. The extremely popular Serie de Seminarios en Español will feature 19 seminars taught exclusively in Spanish.

Over 400 brands will be represented inside the expo hall. Attendees will have the opportunity to meet face-to-face with industry innovators, manufacturers and suppliers. The show floor will feature The FlexoZone, Wide Format Print Shop Live, Direct-to-Substrate Center, and the popular Wrap Center with live vehicle wrap demonstrations – and the new 3-D Printing Zone.

The GOA GameChangers – a new addition to this year's show – will recognize and feature exhibitors that are industry innovators. There will also be a Best Booth Contest again this year.

GOA will also host a special Green Roundtable at this year's show. Moderated by Richard Romano, the Green Roundtable will bring together printing industry manufacturers, print providers, suppliers, and certifying organizations to look at the current state of environmentally sustainable printing. (See page 12 for more information.)

Visit GOAexpo.com to register or for more information about this year's show.





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WIDE FORMAT PRINT SHOP LIVE!

Explore opportunities in wide format markets with industry gurus as they discuss and demonstrate innovative possibilities. A show favorite, Wide Format Print Shop Live! will be hosted by experts showcasing processes — from pre-press to printing and finishing — and how to effectively deploy each technology in your plant.



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Check out the latest innovations in flexography in The FlexoZone. The cornerstone of this area is the Nilpeter 6-Color Flexo press with servo technology that includes screen and hot foil Drop-In features to increase your printing options at a very affordable price.



DIRECT-TO-SUBSTRATE CENTER

See the latest innovators in the rapidly growing market of direct-to-substrate printing. Get a first-hand look at digital garment decoration technologies. Scour the area for solutions that fit your needs — and learn techniques, tips, tricks and trends to improve production accuracy and prevent errors.



THE WRAP CENTER

Wrap experts will perform live vehicle wrap demonstrations. Installers will get firsthand tips, tricks and techniques to improve their skills. Graphic imagers can use this area to connect with qualified installers. MUTOH and Arlon's vehicle wrap demos will feature graphics printed by the 64" ValueJet 1614, using Arlon's DPF 6000XRP, a 2-mil gloss white cast film with bubble releasing, tinted, repositionable, permanent pressure-sensitive adhesive.



3D PRINTING ZONE

Curious about 3D printing technologies? Thinking about jumping into this arena? Plan a trip to the 3D Printing Zone, where you can talk to experts, watch demos and hear more about the future of this very cool and interesting process.



NEW FOR 2014



This free event will address the latest environmental topics impacting the printing industry

GOA will host a special Green Roundtable event during the show. Here, printers and graphic arts professionals will come together to discuss the latest environmental trends, issues, and impact on the printing industry.

The event is scheduled for Friday, February 28, from 11 am–12:30 pm, and will be moderated by Richard Romano. Those interested in attending should RSVP via email to Laurie Olszewski at laurie@flprint.org.

A closer look at the current state of environmentally sustainable printing

The Green Roundtable, moderated by Richard Romano, will bring together printing industry manufacturers, print providers, suppliers, and certifying organizations to look at the current state of environmentally sustainable printing.

A sample of topics being discussed will include, but is not limited to:

- Current trends
- Drivers
- Barriers
- Relevant print buyer demands
- The many definitions of “sustainable”
- How the industry can combat the false notion that print and paper are inherently harmful to the environment
- Sustainable resources available for printers and their customers

“Environmental sustainability in printing is an extremely important topic,” says George Ryan, GOA President. “The issues, trends and legislation surrounding the industry can be difficult to understand, as information is constantly changing. The Roundtable serves to help printers navigate the latest topics in this space, and is an excellent venue to openly discuss the issues at hand. We invite all show attendees and exhibitors to attend this special event.”

Green Roundtable Sponsorship

Event sponsorship is available, but limited. Those interested in participating as a Green Roundtable sponsor may contact Beth Mendez at beth@flprint.org or 800-331-0431 ext. 135.

EXHIBITOR UPDATES

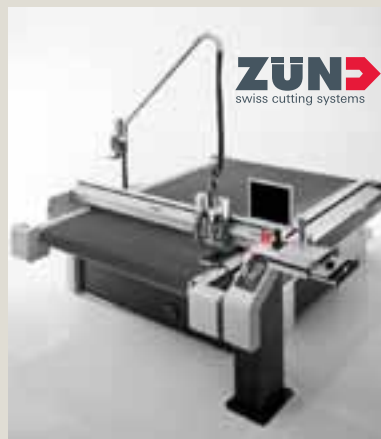
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The **Zünd G3** will be featured at GOA 2014 with the gamut of software, tooling, and automated material-handling options.

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RBP Chemical will feature new Intellicon™ line at GOA

RBP Chemical Technology (www.rbpchemical.com) will feature its new Intellicon™ line of ultra-concentrated chemistry products. Printers in the coldset, heatset and UV sheetfed markets can now reduce fountain solution and silicone consumption by an estimated 50 to 80 percent when using Intellicon products. Additionally, another featured product will be the Unitrol™ 2500 1-step sheetfed fountain solution.

Intellicon's Liquid Gold™, Platinum Plus and Concept 21™ brands enable printers to make more press mix with less fountain solution, thereby reducing a company's overall consumables cost. More efficient to ship, handle and store than traditional pre-mixed fountain solutions, Intellicon offers numerous logistical advantages to the print customer.

Global Vision to unveil Proofware & ArtProof for Mac



Global Vision will be unveiling Proofware the world's first cloud-based, all-in-one brand packaging inspection toolbox, as well as the Mac edition of ArtProof - artwork inspection software at the Graphics of the Americas show. Proofware features: text-based, pixel-based, barcode and Braille inspection technologies, with dynamic management tools including; annotation, report management and inspection grouping. ArtProof Mac edition quickly detects and identifies missing text and graphics, incorrect fonts and text size, as well as broken type, and color deviations.



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Complimentary

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Next we will cover Developing Killer Apps and Services that delve into the details of what can be created and offered to key verticals and specific organizations. Improved response rates and increased ROI are integral parts of Killer Apps and Services but there's so much more we can discuss.

These business development efforts can not only differentiate you from your competition but could also pave the way to charging more for what you can do!



PETER MUIR
President of
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Peter Muir is an educator, consultant, marketer and motivator helping individuals and organizations find profitable opportunities in how they utilize multi-channel communication to learn grow and go further.

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9:00-10:15						1. Adobe Creative Cloud: New Features & Productivity Enhancers (Jennifer Smith & Chad Chelius)		
10:30-11:45	2. Total Production Maintenance for Sheetfed Presses (Lloyd DeJidas)	3. Achieving Optimal Color on Toner-Based Digital Presses (Kirk Szymanski - Ricoh)			4. Pricing the Large Format Print Job (David King)	5. Fundamentals of Great Design (John Landis)	6. Photoshop CC: New Features, Tips & Tricks (Jennifer Smith)	7. InDesign Advanced Techniques (Chad Chelius)
12:30-1:45			8. Marketing (Not Sales!) for Smaller Printers (Dennis Mason)	9. Helping Your Customers Target Their Customers (John Leininger)		10. Designers Power Hour (Greg Heald)	11. Mastering Color Correction (Jennifer Smith)	12. Digital Publishing with InDesign (Chad Chelius)
2:00-3:15		13. Digital & Offset Printing Standards Demystified (Dave Dezzutti)	14. The Keys to Consultative Selling (Leslie Groene)		15. How to Make Money with Large Format Graphics (David King)	16. Illustrator CC: New Features, Tips & Tricks (Greg Heald)	17. Creating Vector Artwork Using Illustrator & Photoshop (Chad Chelius)	
FRIDAY, FEBRUARY 28						DIGITALCLASSROOMLive!		
9:00-10:15		18. Digital Print Design: 20 Top Tips & Tricks (Joe Marin)		19. ROI is Your Tool to Show the Value You Offer (John Leininger)		20. Illustrator Print Production Tips & Tricks (Chad Chelius)	21. Photoshop Retouching (Jennifer Smith)	22. Creating Rich PDF Portfolios & Documents (Greg Heald)
10:30-11:45	23. Color Management for Offset & Digital (Dave Dezzutti)		24. Escaping the Price-Driven Sale (Leslie Groene)			25. Adding Photorealistic Effects to Illustrations (Greg Heald)	26. Photoshop Print Production Tips & Tricks (Jennifer Smith)	27. InDesign for Print, Web & iPad: Real World Production Workflows (Chad Chelius)
12:30-1:45	28. Troubleshooting for Sheetfed Presses (Lloyd DeJidas)			29. Print Unleashed! New Media Methods for Crossing Communication Channels (Joe Marin)		30. Creating Beautiful Text & Type (John Landis & Jennifer Smith)		
2:00-3:15			31. How to Win in the Competitive Pricing Game (Stuart Margolis)		32. Expanded Revenue: Printing on Innovative Materials (Nicholas Hellmuth)	33. Graphic Secrets for Graphic Pros (Greg Heald)	34. Photoshop Automation: Speeding up your Photoshop Workflow (Jennifer Smith)	35. InDesign Print Production Techniques (Chad Chelius)
SATURDAY, MARCH 1						DIGITALCLASSROOMLive!		
9:00-10:15				36. Calculating & Using Budgeted Hourly Rates (Stuart Margolis)				
9:00-11:45						37. Getting Creative with Illustrator & Photoshop DOUBLE SESSION (Greg Heald)		38. InDesign Power Workshop DOUBLE SESSION (Chad Chelius)

Start Smart: Quality Native Files Create Quality PDFs

BY JOSEPH MARIN
President, PIAZ/NM and PIA Mountain States

What makes a “quality” PDF? As it relates to print production, a quality PDF contains all of the necessary items to print a job successfully on press. What’s amazing (and alarming!) is that many of the same problems found 10 years ago in native application files are the exact same problems seen in PDF files today. In an ideal situation, the PDF file is created from a professional desktop publishing application such as Adobe InDesign or QuarkXPress. A quality PDF begins with a quality native application file—making sure that it contains bleeds, images with adequate resolution, images in the correct color space, quality fonts, and spot colors named properly.

Dealing with images

The most common problems associated with PDFs are images that are in the wrong color space, images that contain inadequate resolution or images that have been over-compressed. A native file containing images with proper resolution ensures that they will print crisp and sharp, with no loss of detail. To determine proper resolution, use the “2 times” equation. This means that the resolution of the images (pixels per inch, or PPI) must be twice the line screen (lines per inch, or LPI) in which the job will print.

Images with too much compression applied will also affect print quality. The two most commonly used compression methods are ZIP and JPEG. ZIP compression is lossless and will not affect image quality whatsoever. ZIP compression works well with imagery that contains large areas of solid color. JPEG compression is lossy—meaning loss of image quality will occur. Although this sounds ominous, a low JPEG compression setting (or maximum image quality) can be used with little or no noticeable image degradation.

At some point in print production workflow, images must be converted from the RGB color space to CMYK for print production. This conversion process is more than just a mode

change in Photoshop—considerations must be made for paper type (coated or uncoated), dot gain, and total ink coverage, and more. The best policy is maintain images in the RGB color space, and allow your print provider to convert them to CMYK. If your printer insists on you sending CMYK images, request a color settings file from them, then load that color settings file into Photoshop.

Fonts and more fonts

The ability to embed fonts within a PDF is one of the format’s greatest strengths. When fonts are embedded in a PDF, a compressed, encoded set of glyphs (characters) will be included in the file. Be aware, however, that some fonts contain licensing restrictions—this means that they cannot be embedded in a PDF! If you’ve obtained fonts from an obscure font foundry or from a “freeware” site, it’s always best to make sure that it can be embedded in the PDF. This can be tested by creating a page that contains the font in question, then exporting a PDF. A warning dialog box will display immediately during the PDF creation process if the font cannot be embedded. Remember, the last thing you’d want is to design an entire document only to find out you can’t create the PDF because a font that was used contains an embedding restriction!

Make it bleed

Missing bleeds in a PDF is another common problem. While missing bleeds can be fixed easily in the native application, repairing bleeds in a PDF can be a time-consuming process for your print service provider. Make sure that adequate bleeds are created (typically 1/8”) in the native application file, and that they are included in the resultant PDF. In the export PDF dialog found in QuarkXPress and InDesign, there are options to include bleeds. Typically, the options are symmetric (same bleed amount on all page edges) or asymmetric (define different bleed amounts for each page edge).

Spot or process?

Defining color properly in the native application is a critical step in creating quality

“Remember, a properly created PDF file is the cornerstone of the print production process.”

– JOE MARIN



PDF files. If the document contains spot colors that will print as additional inks on press, make sure that they have not been converted to process in the native application. Again, correcting this within PDFs is a very time-consuming procedure for your print service provider.

Communicate with your service provider

Finally, the last consideration for creating quality PDFs is to work closely with your print service provider. One of the best things you can do is ask for the Adobe PDF Settings that they recommend for creating PDFs for print production. The Adobe PDF Settings file is shared among all Adobe CS applications and cross-platform compatible.

Remember, a properly created PDF file is the cornerstone of the print production process. By taking the time to prepare your native file carefully, and using quality PDF settings to create a PDF file, you will be on your way to a successfully printed job.

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Imprenta Ben-Hur Ltd, Chile

The Printing Association of Florida/Graphics of the Americas and Conlatingraf (the Federation of the Latin American Graphic Industries), will honor Patricio Hurtado Alvarado of ASIMPRES, Chile, with this year's Graphic Arts Leaders of the Americas (GALA) Award.

The award will be presented at the 2014 Graphics of the Americas Expo & Conference during the GALA Luncheon on Thursday, February 27, 1 p.m., at the Miami Beach Convention Center in Miami Beach, Florida.

During the event, industry icon Ricard Casals of Barcelona, Spain will give a special presentation, "The Latin American Printing Industry has a Bright Future: It All Depends on Us."



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The PRINTING Industry IN LATIN AMERICA 2014



The Challenge of Achieving Sustainable Growth BY CARLOS SILGADO

The 2014 Latin American GDP is projected at 3.1%. The projected growth rates are much higher than the advanced economies but below the average of emerging market economies.

The printing companies will face the dual challenge of improving their productivity and adding various value-added services, to offset some weakness in domestic demand and the progressive competitive impact of digital media. The slow global economic recovery in 2013 has weakened domestic consumption in most countries and has exposed chronic problems of excess capacity.

Trends in the global environment

In 2014 the world economy will be characterized by growth in advanced economies and slowing growth in emerging markets, according to the International Monetary Fund analysis. The IMF has projected a GDP growth at 3.1% for Latin America in 2014. The 3.1% rate is higher than the projected GDP growth for advanced economies (2.6% for the U.S. and 1% for the Euro area), but lower than the projected average for emerging economies (5.1%). (IMF World Economic Outlook, October, 2013)

The gradual recovery of the U.S. economy will positively impact Mexico, where GDP will move from a weak 1.2% in 2013, to a robust 3% in 2014. In addition, the US recovery will also benefit Central America and Colombia with 2014 growth rates of 3.9% and 4.2%, respectively. The Euro zone economy will grow by a meager 1% and has been slowed by the weak economies of the periphery versus the core. China and India projected growth rates for 2014 are 7.3% and 5.1%, respectively. These growth rates are lower than the recent cyclical peak rates. The lower growth rates in China will impact its regional trading partners - Brazil, Chile and Peru.

The expected growth of the printing industry in Latin America for 2014 is placed below the national GDP in all countries. The market size of the

printing industry is undergoing a moderate contraction in all countries with the exception of Brazil, Argentina and Venezuela who are experiencing significant contraction. In Brazil the contraction is a result of the weakness of domestic markets and the loss of print to electronic publishing.

Advertising and Electronic Publishing

The global advertising market has been recovering slowly since the fall of 2009. Latin America is projected a growth rate of 9% in advertising spending in 2014. Brazil and Argentina are situated just outside the top ten countries with the most advertising per capita according to research firm ZenithOptimedia. Internet ad spending will represent about 23% of the total advertising spend in 2015. It should be noted that this growth is being achieved at the expense of print media, and as a result, growth in print advertising will be moderate.

The growth in Internet ad spending is challenging printing companies and many will find it difficult to reach organic growth rates of the past. Industry analysts have shown the correlation between the mass availability of Internet services and broadband and the reduction in demand for commercial printing. The information and services available on the internet has made many forms of printing irrelevant. In addition the cost of digital services, platforms and equipment is decreasing steadily making print less competitive.

The publishing world also shows the progression of the digital trend. In 2012, 16.9% of new records in the International Standard Book Number (ISBN) database were for electronic titles. In 2003, 4% of the new records were for electronic titles in the ISBN. Brazil, Mexico, Argentina and Colombia account for the vast majority of registered titles in electronic format in Latin America as reported by the Regional Centre for Book Development in Latin America and the Caribbean.

GDP, Inflation and Printing Growth (1)

Selected Countries	2013	2014	2014	2014
	GDP	GDP	Inflation	Printing
México	1.2	3.0	3.0	2.0
Argentina	3.5	2.8	11.4	1.0
Brazil	2.5	2.5	5.8	1.5
Chile	4.4	4.5	3.0	2.0
Colombia	3.7	4.2	2.5	3.0
Perú	5.4	5.7	2.5	3.0
Venezuela	1.0	1.7	38.0	.05
Central America (2)	3.9	3.9	4.4	2.5
Latin American & Caribbean (3)	2.7	3.1	6.5	

(1) The figures for GDP and Inflation come from the World Economic Outlook, October 2013, International Monetary Fund. Printing growth figures are estimates of the author.
 (2) Central America including Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama.
 (3) Latin America and Caribbean economies including Mexico and the Caribbean, Central America and South America.

Mexico, Brazil, Argentina and Colombia

The Mexican printing growth in 2014 is estimated at 2% assuming an economic recovery in the GDP with growth of 3.0%. The printing industry will not reach the projected growth of 3.0% made for 2013 reflecting the economic growth downgrade during the year. The revised GDP estimate is at 1.2% down from a projected 3.5% in 2012. The gradual adoption of the government mandate for electronic invoicing has had a negative impact on printing volumes eliminating the need for forms, receipts and invoices.

In the 2013-2014 school year, Mexico distributed nearly 234 million copies of free textbooks and educational materials with most printed on post-consumer recycled paper. Mexico, Colombia and Argentina are the leading producers of books in the region. Between 2000 and 2011, Mexico, Colombia and Argentina increased their export of publishing and printing services by 32%, of which 67% represented intra-regional trade and 24% in sales to the United States (Ceralc Collaboration Space Book 2012).

The Brazilian printing growth will moderate in 2014 to 1.5%. The IMF estimates GDP at a moderate 2.5% in 2014. The GDP growth is helped by the devaluation of the real, recovery in consumption and economic policies that promote investment. Associação Brasileira da Indústria Graphics (Abigraf) projects a decrease in the printing industry of 2.4%. Abigraf projects a 1.7% growth for the package printing sector. These rates reflect lower than expected household consumption and an increase in consumable costs. Fabio Arruda Mortara, president of Abigraf said "2014 will be a year of challenges for print companies. A turbulent political environment could affect the economy but we believe that the printing industry will achieve a modest increase in production."

Abigraf is lobbying for the elimination of a tax (9.25%) on industrial production that includes school supplies. The industrial production tax on school supplies makes domestic producers less competitive with books imported from China. In addition the association is also seeking to establish a margin of preference of 25% for domestic printers when competing with foreign printers.

The emerging markets in Brazil and Mexico are gaining momentum in the world marketplace. Globo in Brazil and Televisa in Mexico, have been recognized as the top thirty global media companies. (ZenithOptimedia Top Thirty Global Media Owners. July, 2013). These companies are large buyers of print media and are important factors in the printing economies.

The Argentina printing growth is estimated at 1% in 2014. The IMF forecasts GDP at 2.8% in 2014 with an inflation rate of 11.4%. The Argentina Industrial Union (UIA) estimated in July 2013 that the manufacturing industry grew by 3.2% year over year. The paper and board industry contracted by 2.4% and the publishing and printing industry grew by 1.2%.

The Colombia print growth is estimated at 2% in 2014. The Industrial Opinion Survey performed by Andigraf and ANDI reported moderate decreases in both printing publishing and the label and packaging sectors in the first half of 2013, and a positive performance of advertising and commercial printing. Several policy initiatives have created conditions conducive to the increase in the printing industry. Columbia has established free trade agreements with the U.S. and the European Economic Community. Columbia has also joined the Pacific Alliance, a free trade agreement with Chile, Peru and Mexico. The Pacific Alliance when combined represent the 8th largest economy, the 7th largest exporter worldwide and 36% of GDP in Latin America.

Packaging

In 2012, The Brazil Graphic Industry Report (www.abigraf.org.br) indicated that the label and packaging sector represents 43.9% of the printing industry. This is a significant increase over the historical paradigm that the packaging sector represents 33% of printing industry. It is estimated that by the end of this decade the Latin American packaging sector will follow the Brazilian model and will represent at least 40% of the print industry.

According to a report published in the Packaging & Converting journal (www.elempaque.com), the growth rates for label converting in Latin America decreased in the first quarter of 2013 as a manifestation of the weakness of the economic recovery across the region. However, key indicators such as productivity, investment levels and profitability, showed resilience. 57% of total respondents (122 label converters companies from 15 countries of the region) said that the profitability of their operation remained stable and 25% reported that profits had increased.

CONTINUED ON PAGE 20

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LATIN AMERICAN STUDY – Continued from page 19

Conclusion

The Brazilian Graphic Industrial Institutional Publications claim that the performance of its industry increasingly resembles that of the advanced countries with modest GDP growth. One must conclude that the challenges for the printing industry are increasing in all countries in Latin America.

Print publishing is being challenged by the convergence of digital printing and conventional offset printing and the migration to electronic publications. In the dynamic world of commercial printing increased productivity and innovation in products and services are the key to survival. Package printing requires specialization, increased productivity and integration of printing and finishing systems. The increase in the number of hybrid plants that combine both digital and conventional is providing a competitive edge for innovative companies.

The printing industry must respond coherently to the requirements of environmental sustainability and, of course benefit from it. To enable the change Norberto Pleśniak of the Gutenberg Foundation suggests a new management style. "Incorporating the potential of the company, the individual capacity of its members, their willingness to use intelligence to create and improve their knowledge. It will be the only way to survive, when the increasing global competition influences our markets, or if a local competitor is successful in implementing these principles."

ABOUT THE AUTHOR

The author, Carlos Silgado is technical and business consultant for the printing industry, and former editor of publications for information - B2Bportales Carvajal. He can be reached at carlos.silgadobernal@gmail.com

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20 GRAPHICS UPDATE

www.FLprint.org

BY DAVID DEZZUTTI
Technology and Research Analyst
Printing Industries of America



Does Color Management Work and Make My Product Better?



Color management has been around for some time now, yet surprisingly, some companies are still slow to adopt it. Color managing means controlling the production process from start to finish, and that could look different based on the printing process. It could mean the use of ICC profiles or simply introducing a process controls system. Whichever method is embraced, it necessitates a defined path to meet customers' expectations without guesswork. A validation of a working system would include key points of interest such as:

- Quality.** As the printer, how close of a proof-to-press match is acceptable from your client?
- Consistency.** How confident are you in the repeatability of your process and product?
- Efficiency.** Is there a system in place that reports the actual profit of your print jobs?

Why, after all these years, is color management slow to be adopted? This could be due to a partial lack of understanding of implementation, concern that it is cost prohibitive, or the fear of a complete paradigm shift in the business model. Occasionally marketed or interpreted as a "boxed" solution, a successful implementation requires significant changes to workflow and practices.

Typically the subject of color management surfaces when one of two scenarios keep repeating. Either a client and/or customer service representative inquires as to a G7 Master qualification status of the printer, or the internal production staff continually struggle with color approval or consistency from run to run. In either case it's best to elect an employee as your color management champion or hire a consultant.

Whatever the reason, color management has proven its success for some time now— providing that a process controls system is fully utilized. By that I am referring to measuring and validating everything in the production stream from file delivery to the shipment out the door. Without this daily validation, color management will only succeed until the

first variable changes in the workflow. That change could be as simple as a fluctuation in relative humidity at the facility or perhaps a laser that is failing on a computer-to-plate system.

A common struggle with many printers is trying to get the same imagery to look alike when printed on a variety of different technologies. This is attainable through a couple different methods. The first is to basically put a stake in the ground and point to a reference condition, commonly known as a print specification. Specifications like (SWOP), Specifications for Web Offset Publications, or General Requirements for Applications in Commercial Offset Lithography (GRACoL), describe specific numeric aim points and a tolerance of acceptability. By printing to these targeted conditions, one can validate how close numerically one print is to another or interpret which color(s) is an unacceptable match. The second method would be to introduce a device link profile. There are times when device link profiles will result in more reliable color, most notably when converting from one device's CMYK color space to another. Be aware that some older workflow systems can't process these types of profiles.

In defining your start-to-finish workflow, color really needs to be addressed from the design stage. This can be challenging, as some printers may not have access to the content creator, or critical information may be misinterpreted from the CSR to the designer. This communication is essential to all parties with regard to quality expectations. Because there are many options within graphic software applications to address color management, the more concise direction from the printer as to what these settings mean and what effect they will have on the images will help ensure a predictable outcome.

In conclusion, color management has been working successfully for years. It can give a printing company the confidence that their product is consistent, predictable, and repeatable. A word of caution—a complete assessment of your entire workflow is required prior to an implementation in order for a process controls systems to be firmly in place.

Making Money with Large Format Digital Graphics

BY DAVID KING, Commander of Results at MarketKing

What I find amazing is that 20 years ago I sold a paper print from a 4000 dpi device (Lambda) with a laminate, mounted to a PVC board for \$20 per sq. ft. This setup cost about \$200,000 and produced the very best quality prints EVER! Now today I see people purchasing flat bed printers that produce about the same volume but at a much lower quality and selling these prints for \$6 a sq. ft. So I ask you — WHAT IS WRONG WITH THIS BUSINESS — or US for that matter?

Well I guess you just going to have to come to the seminar and find out... OK I will give you a piece of the pie... Large format graphics is the wave of the future for most offset printers and reprographics houses, but what is funny is that it has been the wave for over 10 years. I guess you could say this is a huge wave. The demand for large format graphics is growing every day, small towns all over America have shops springing up that offer large format graphics. I love when people tell me the market is saturated and no one is making money, and I laugh because in some cases they are right but in most cases they are way wrong. The problem is that we have TOO many people getting into a business they DO NOT UNDERSTAND and giving away the house! I guess it all comes back to VALUE for the client, if you make the client \$10,000 more profit for the graphics you produce, but your cost for the graphics was \$500 more than your competition, does it really matter? Well it

should matter to the client. Too many times I find people selling the board not the success of the application! You MUST SELL THE SUCCESS and then DESIGN the SUCCESS for large format graphics to be successful. Let's take an example that happened 10 months ago to my customer. A pest control company came to one of my MakeOver clients and asked for a quote on wrapping three vans. My client contacted me and we talked about Return On Investment for the client vs. Cost of the Wrap. At that time my client's customer said they could get the van wrapped for \$1800 but my client was at \$2,800.

I took my client down the road of selling the value of the wrap NOT the wrap. In the end my client was paid \$8,400 for three wraps and five months later the wraps brought in enough business to pay for the wraps!

Too many times we sell on price - I am sorry but when all else appears to be equal - Price Will ALWAYS WIN!

I am offering two classes, Pricing the Large Format Job and How To Make Money with Large Format Graphics. Both classes are a MUST for anyone that wants to make MORE money with large format digital graphics. During the first class I discuss all the aspects of costing the prints, determining your true overhead, how to calculate your retail prices, what discounts should you offer, and how to quote the large jobs. Then I discuss equip-

ment and what is best for what application and when should you purchase vs. hire a new person. I also go into sales commissions and how this works.

The second class is all about where do you find the clients, how do you get them to be interested and what prospects are best to go after. I also discuss how to sell the jobs, what a job should look like to a customer and how you need to work with the customers to keep them away from the lowest price.

No one ever leaves my classes without thinking "he is wild and crazy" and wow did I enjoy that class. Plus if you ask a stupid question I give you candy! How cool is this?

So mark your calendar for Thursday, February 27th at 10:30am for class one and that afternoon at 2:00 for the second class. You will not be disappointed! Have a fabulous day!

David King is Commander of Results at MarketKing. David has been making graphics for over 25 years and has been entertaining people at shows for over 15 years. David can be found at TheMarketKing.com or call him at 888.THE.KING (843-5464).



No Charge to Exhibitors for Waste Disposal at GOA 2014

The '06 Graphics of the Americas (GOA) expo was a great success. Unfortunately, several exhibitors decided to leave their hazardous and regulated waste behind. Staff at PAF contacted Bob Woodard, President of RDW Environmental Inc. of the urgent situation who responded immediately. Woodard profiled, inventoried, and provided immediate removal of the hazardous waste material from the convention center at no cost to the Printing Association of Florida. At the request of PAF, RDW Environmental accepted the responsibility to work with each exhibitor that generates hazardous and regulated waste since the '07 GOA Expo.

RDW Environmental, Inc., partnered with Photographic Waste Control (PWC) in 1997,

and is known as a leader in the transportation and disposal of hazardous waste for hundreds of litho, flexo, screen and wide format digital printing facilities in Florida. Serving the printing industry since 1992, PWC's partnership with RDW Environmental allows exhibitors to properly dispose of the hazardous and regulated waste generated during this year's event, at NO COST.

RDW and PWC also offer this opportunity to better educate the waste generator of the hazards associated with their various waste streams and employee safety. Improper handling and disposal methods have shown increases in employee exposure, resulting in a rise in workers compensation cases. Many of

these cases result from exposure to high levels of volatile organic compounds (VOC's) inherent in products used in the printing process. These high levels of VOC's are inherent in true-solvent wide format print shops. In 2003, RDW Environmental became a dealer for Island Clean Air to represent their line of air purification equipment specifically designed to extract toxic fumes, odors, and dust particulate generated from litho, flexo, and digital printing environments.

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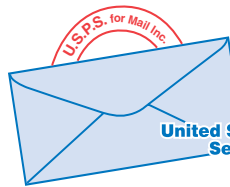
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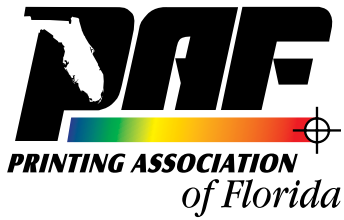
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