



October 23, 2009

# Talk

The Printing Industry of the Carolinas, Inc.  
3601 Rose Lake Drive, Charlotte, NC 28217  
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704-357-1150, 800-849-7422  
[www.picanet.org](http://www.picanet.org)

## Platinum Sponsors

**Mac Papers  
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## Upcoming Events

**October 29, 2-3 p.m.**  
“Save Time & Boost  
Profitability with Adobe  
Creative Suite 4”  
Free webinar for members  
[register online](#)

**October 30, 5 p.m.**  
PICA Award Entries Due!

**November 3, 12-1 p.m.**  
“Principles Behind Social  
Media Marketing”  
webinar

**November 6-8**  
“Business Solutions for  
Today & Beyond”  
PICA Fall Conference  
Pawleys Plantation  
Pawleys Island, SC

**November 10, 12-1 p.m.**  
“Social Media  
Marketing - Blogs”  
Webinar

**November 17, 12-1 p.m.**  
“What You Need to Know  
About Twitter”  
webinar

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### Member News

**Catawba Direct Marketing Solutions**, Hickory, has added on-line print procurement and multi-channel direct marketing solutions to its production repertoire. Give Michael Miller a call at 828-324-2021 for details.

**Konica Minolta** announced that its bizhub PRO C65hc has acquired Pantone color approval and licensing thanks to its consistent color reproducibility conforming to that of the Pantone Matching System. Using their new High Chroma toner technology, the C65hc exceeds offset print results and has one of the largest color gamuts among dry-toner printing devices.

### Charlotte Area Printer Available

Contact **Eason Chapman at Chapman Enterprise** if you are interested in purchasing an established printing company, 843-260-3050.

### Need More Exposure?

Have you checked your **PrintAccess** listing lately? Is it accurate? Did you know that PrintAccess had 1,336,594 hits nationwide last year!? PrintAccess is the search engine for “Print,” enabling your customers and prospects to find you quickly and easily. Make sure your company’s profile is current. Call Carrie Epps to get your log-in information, 704-357-1150. **Your PrintAccess listing is a PICA member benefit!**

### Best Business Practice Guidelines

Have been released by Printing Industries. A copy will be e-mailed to each key contact within your company, or they may be downloaded from the members-only section of our website, [www.picanet.org](http://www.picanet.org).

### Welcome New Member!

**New Direction Partners of NC**, Southport, Tom Williams, 910-253-4236.

### CPSIA Update

In August the Consumer Product Safety Commission updated their exemptions for testing & certifying requirements for lead, including paper, four color process inks, coatings, etc., in children’s printed products. Not all materials are exempt however, such as PMS or spot inks, metal or plastic coils, stitching, foils, laminates or non-animal based glues that are accessible. Printing Industries has details on their site, <http://www.printing.org/cpsia>.

### PICA Awards Entries Due Oct. 30!

Be sure to submit your PICA Awards Entries by the October 30 deadline. If you need a little extra time, give us a call, 704-357-1150, or if you need an entry form, go to [www.picanet.org](http://www.picanet.org)

### Fall Conference Around the Corner

The **PICA Fall Conference** is shaping up nicely, even in this tight economy. There are several great programs, and the networking opportunities are second-to-none. Rooms available starting at \$90 per night (+ tax). Join us **Nov. 6-8 at Pawleys Plantation**. Call or click for more details, 704-357-1150, [www.picanet.org](http://www.picanet.org).

### Printing Industry Ratios Available

If you participated in the 2009 Ratio Study, you should have received the complimentary report of your choosing. If you didn’t participate, reports are available, \$99 each, at [www.printing.org](http://www.printing.org).

### Share Your News!

If you have a product or service you would like to share with the members, let us know, e-mail to [jstoudt@picanet.org](mailto:jstoudt@picanet.org) or fax, 704-357-1154.

