

## Our Purpose

Promoting the Industry – Focused on Member Success!

## Our Vision

Advocate • Educate  
Inform • Lead

## Our Mission

To promote the common interest of the printing industry; and to help our members prosper, both individually and collectively, through fellowship, education and cooperative action.

## This Issue

### PAGE 2

Chairman's Letter

### PAGE 3

Ask Silence Dogood

### PAGES 4-5

PIA's McNaughton  
Explains Ratios

### PAGE 6

Marketing to Millennials

### PAGE 7

Joe Polanco on  
Sales Compensation

### PAGE 8-9

Political Division  
In the Workplace

### PAGES 10-11

Member News

### PAGE 12

Industry Calendar



# Scanner

## PICA Expands Membership ROI

The Printing Industry of the Carolinas routinely provides members with ROI numbers in the 500% range. From education to marketing, networking to lower costs, PICA is focused on member success. We are fortunate to have a strong group of Vendor Partners who support our industry, our association, and our membership to help us provide programs at substantially reduced costs. Our vendor partner programs provide group buying power discounts on services that vary from insurance and credit collection to freight and shop towels.

Our discount programs are more than just talking points. The PICA Associate Committee is working to develop more opportunities for PICA Members to increase their ROI, along with incentive programs to encourage potential members to join. We would like to highlight several new cost-lowering programs.

The latest opportunities for **Existing PICA Members** are from ITU AbsorbTech, CRC Information Systems, and Recycling Management Resources.

**ITU AbsorbTech** is offering a rebate program. For every dollar spent, PICA Members who become clients will receive 3% back in the first year and 1.5% every year thereafter to spend on ITUdirect products.

**CRC Information Systems** is offering a license fee discount of \$2,000 for PICA Members, both existing and new.

**Recycling Management Resources (RMR)** has partnered with PICA to provide Members a 2% rebate bonus on recycling.

Athens and Prisco are showing **potential PICA Members** just how easy it can be to ramp up their ROI immediately upon joining.

**Athens** is offering **New PICA Members** 10% off their first order with a cap at \$5,000 in purchases.

**Prisco** is offering **New PICA Members** a full day pressroom audit, valued at \$1,500, from their technical department.

Whether you're an existing PICA Member or about to become one, your trade association is hard at work increasing the value of your membership dollars.



**PICA Awards**  
Saturday, April 29, 2017  
Embassy Suites Golf Resort & Spa, Concord, NC

The value of PRINT has never been higher! This is easily proven, but PRINT cannot and should not stand within a bubble outside of our electronic age. In fact, *PRINT should stand in the middle of this age of electronic communication* as we have stood as the foundation of communication for the past 600 years.

The understanding within marketing and print purchasing groups has turned a major corner and *the PRINT community has a huge opportunity waiting on our solutions in almost every brand-conscious and retail-to-consumer product and service organization.*

Digital marketing and PRINT got off on the wrong foot years ago, when electronic communications became a worldwide reality. The announcement of the death of print has proven woefully incorrect; yet PRINT's answer of print only, without understanding the value of electronic marketing, was equally incorrect.

Now, organization after organization has realized that clicks alone do not turn into transactions; at least not at nearly a high enough rate to justify the tremendous dollars they pour in monthly to these efforts. And they have also realized that bulk printing is costly to deliver. *They need solutions.*

There is now a seat at every corporate table for the solutions-based PRINTER who brings answers for generating consumer transactions. The top corporate digital manager is now eager to talk with the PRINTER who can connect and deliver results! The answer was simple and right in front of us:

### Clicks AND Transactions; Transactions AND Clicks

And beautifully for the PRINT community, the print-based communications of consumer interactive product packaging, targeted commercial print, targeted direct marketing, product labeling, wide-format generated consumer experiences and print-based brand communication products carry by far the greatest response rates and return on investment for generating transactions.

I'm a PRINTER and I bring transaction generating solutions to your corporate strategic table. Which chair would you like me to sit in?



Phil Kelley, Jr.  
Chairman, PICA  
Salem One  
[Phil@salem-one.com](mailto:Phil@salem-one.com)

In the spirit of the most famous printer of all, Ben Franklin, we have co-opted one of his pseudonyms for our new, anonymous Q&A feature. Here, PICA Members can ask their print-related questions, and our industry experts will tell it like it REALLY is. All communication will be done anonymously, without concern for corporate approval or political backlash.

## Welcome to: *Ask Silence Dogood*

**Q: Our company is considering purchasing an Inkjet press. What do we need to know before we buy?**

**SD:** It would be wise to have the following information:

1. Run speed for uncoated and coated stocks (coated stocks run slower)
2. Get a list of the paper stocks that have been tested and qualified for their devices (note that, with some exceptions, specially treated paper will be needed for inkjet and those papers can be significantly more expensive).
3. Be clear about what head technology they are using, what the expected head life is, and who can replace them (operator versus a technician).
4. Be sure to get a clear commitment on response time for service calls and availability of service technicians (how many are in your local service area).
5. Select your press based on what is relevant to your business. There are more and less expensive options for presses that run uncoated stocks versus those that are proficient with coated stocks. Test each device with jobs that you expect to target in your business.
6. Ask what tools are in place to estimate ink usage on jobs and have them demonstrate the tool.
7. Ask for estimates of ink cost and production speeds on specific files you provide. Validate their estimates with onsite testing in their demo facility.

**Q: What do we need to know about differences in technology?**

**SD:** Most devices will perform relatively well on uncoated stocks. Coated stocks are more troublesome, especially gloss coated stock. Most manufacturers solve this only by recommending very expensive treated stocks. If you expect to run coated stocks you should definitely have them in the mix for your testing. The major manufacturers are now providing higher resolution devices, up to 1200 DPI. Lower resolution devices are still available and are a fit for certain work. Head technology is a big variable. Piezo drop-on-demand heads last longer, but are more expensive and generally require a service technician to replace (though not always). Thermal heads (HP) are treated as consumables – much less expensive, shorter life – but the operator can replace them easily.

*Your humble servant,  
Silence Dogood*

If you'd like to hazard a guess as to who this issue's Silence Dogood was, ask a question to be answered in a future issue, or volunteer your wisdom anonymously, please contact Carrie Epps at (704) 357-1150.

## Take a minute to imagine what could be accomplished if your company's yearly profit rates were 10% of your annual sales.

The harsh reality is that the average printing firm struggles to turn a profit of 3% of annual sales. That means that leading printing establishments are averaging profit three times greater. But why?

Enter the *Dynamic Ratios*, the premier financial benchmarking tool of the printing industry.

Financial benchmarking allows management to evaluate company operations and compare their firm to industry standards to determine the overall health of the business. From a managerial perspective, analysis of a firm's bottom line is a vital tool that pinpoints strengths and weaknesses. Thanks to benchmarking, developing a solid road map for the future isn't hard.

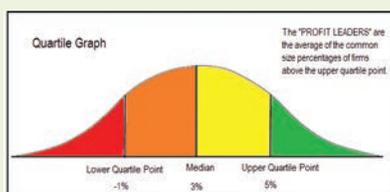
### Business Application

One reason for analyzing the financial status of a business is to determine its overall position in the industry. Comparing a company with similar companies enables informed decisions about which financial operations should be maintained at their current level and which should be improved upon to reach profit objectives.

**New this year in the *Dynamic Ratios***, section 3 of each volume provides a graphical representation in a quartile system. The quartile graph shows markers for the median, lower quartile point, and upper quartile point.

If a quartile graph is applied to tests scored out of 100%, the median represents a 50% score. A score of 75% means that one is doing quite well and better than 75% of peers. Anything over 75% corresponds with performing at the top of the class.

Now, let's say we want to look at income before taxes as a percent of sales. Additionally, we are going to hypothetically assume that the lower quartile point is -1%, the median is 3%, and the upper quartile point is 5%.



This graph shows that 25% of respondents stated that their income before taxes was less than 1%. That means that a large number of firms are operating at a loss. On the other hand, the average printer had income before taxes at 3%. Even better, 25% of respondents stated that their income before taxes was greater than 5%.

In terms of application, the following shows a breakdown for what a company's income before-taxes-as-a-percent-of-sales ratio would mean...

- Greater than 5% –Keep up the great work!
- Between 3%–5% –You're doing okay, but look into how you can improve.
- Between -1%–3% –You have a lot of room for improvement.
- Less than -1% –You need to improve or you risk losing your business.

In addition to this helpful new section, the *Dynamic Ratios* still contains information on all firms as well as profit leaders. The industry's profit leaders are those printers performing in the top 25% of profitability (performing better than 75% of similar competitors). Since a firm's objective is high profits, we suggest comparing firms' financial data with profit leaders.

# Provides Guide to Dynamic Ratios

## Dynamic Ratios Application

Now that the layout is easier to understand, the next step is to calculate comparable numbers. It is absolutely critical to know the correct terminology for what went into a particular ratio. For example, when calculating people costs, it is important to know where a customer service rep is classified. (FYI: They would be included in General Production Wages.)

Printing Industries of America offers a handy user's guide that gives full definitions of the questions asked. The user's guide is incredibly helpful when determining what goes into particular people costs and material costs.

Now that information is comparable for a variable, take your own number for that variable and divide it by your firm's sales amount. To go back to our income-before-tax example, if a company's income before taxes is \$500,000 and their annual sales were \$6,000,000, their ratio is 0.083 or 8.3%.

$$\frac{\$500,000}{\$6,000,000} = 0.083 = (.083 \times 100\%) = 8.3\%$$

A ratio of 8.3% on income before income taxes puts this company in the profit leading category according to the quartile graph above.

## Analysis of Ratios

Although no single ratio by itself is enough to change management policies or operating procedures, analysis and comparison to other financial indicators may point to deviations from management's goals or expectations.

Individual ratio results may pinpoint a problem area in your printing operation or they may highlight a very profitable cost center, but individual ratio results do not provide in-depth financial information. Each ratio should be analyzed with other ratios and facts concerning your company.

For example, in examining your firm's income statement, you may find increases in your percentages for depreciation expense and interest expense, increases that may seem alarming at first. An analysis of the balance sheet, however, may show that such alarm is unwarranted.

Top management may have long-range profit planning goals that should be factored into the analysis. There may have been a plant expansion (increase in assets) funded through debt financing (increase in liabilities). A slow, outdated press may have been replaced by a new, more efficient one. Deeper analysis of the income statement may show that the company's income taxes are lower due to increased depreciation on the new press. Do not take one ratio out of context. Make analysis broad enough to consider all financial results.

## Summing Up

Your firm and its operations are not static. Analyzing your ratios over a period of time may show trends and movements in your expense and profit picture that require some action. If action is taken, monitoring ratios on a regular basis will help show if the actions were effective or appropriate.

**Tai McNaughton is an Economist with the Center for Print Economics and Management, Printing Industries of America. If you have questions, you can reach her at (412) 259-1756 or [tmcnaughton@printing.org](mailto:tmcnaughton@printing.org).**



*Tai McNaughton*





Joe Polanco

**Is there a perfect sales compensation plan?** It's a question often asked of many industry experts, and the answer is "yes, it is possible." Although there's a caveat. The perfect sales compensation plan would only work for XYZ Graphics and probably fail miserably with ABC Digital. Why? XYZ Graphics may be

a well-established commercial print provider serving a well-defined national customer base – using heatset webs. ABC is a 2-year old digital print start-up with a focus on point-of-purchase and is in a small metro area. In a highly fragmented industry like ours, one size does not fit all.

Thus, the first step management must take in developing the perfect plan is to clearly determine its sales goals as well as understand the market being served. Compensating a sales rep using salary is not going to be a motivator if the goal is to increase market share, and paying commissions on gross sales may not work best for a firm selling promotional products.

Let's look at some of the variables which need to be included in developing the Perfect Sales Plan (PSP).

**Incentives.** Ask any good sales representative what motivates them and they'll tell you it's winning. Winning a new account. Beating the competition and knowing they'll be rewarded for that win. Any company wishing to see growth in sales **MUST** include an incentive option – normally sales based.

**Stability.** There are going to be good times and not-so-good times in the life of the sales rep. A PSP will utilize draw against commission or a base salary to help provide stability. This is becoming a more important factor as many companies are developing sales strategies focused on integrated marketing – which takes much longer to come to fruition than historical print sales. Sales consultant Linda Bishop wrote in a recent article on sales compensation, that sales cycles (initial call to order) historically were less than 90 days. That cycle now exceeds 90 days and can extend to 18 months.

**Transparency.** It's important for the sales rep to know when they get paid – and how it was calculated. Although a simple commission paid on gross sales may be the most transparent, it can fail if all the details are not communicated properly. When are commissions earned? Are commissions lost upon non-payment of accounts? If there's a floating commission based on mark-up/profitability, how is that calculated?

**Viability.** Is the plan too rich? Too meager? Doesn't match the competition? This one is difficult to estimate, but here's where industry surveys (and talking to friends) can be helpful. Making major adjustments (downward) to a plan because incentives were too rich can be very damaging. Need a baseline? Contact PICA and ask for the 2016 Sales Compensation Survey.

**Put It In Writing.** Although employment contracts are not frequently found in our industry, it's not uncommon in others. Regardless of how an owner or sales manager feels about contracts, consider using this type of tool to spell out compensation methodology along with performance expectations. It could be as simple as a letter outlining key compensation elements or as formal as a contract utilizing non-compete clauses. Warning: Always have an attorney review these types of documents so that you don't run afoul of state or federal employment regulations.

**One Size Does Not Fit All.** As the industry has fragmented and print providers offer a broad range of services (online portals, fulfillment, variable data print, wide format, etc.), there's a realization that there are needs for sales reps who are focused on business development (finding new accounts) vs. those who are focused on account development (growing an account). Consequently, consideration should be given to using different types of plans which match the individual's skills and company goals. Be flexible in your plan design.

We have now laid out the key elements of creating a compensation plan. The next step is the analysis of the company goals and products being produced to start creating a PSP, *which will be covered in **Part II of Is There A Perfect Sales Compensation Plan?***

*Joe Polanco is a Director with New Direction Partners, an Investment Banking Firm specializing in the printing and packaging industry. His long-time career has included working for a variety of print providers as well as a long stint as the chief executive for Printing Industries of MidAmerica. He has worked with dozens of printing companies in helping them develop effective methods of compensation as well as internal cost controls. He holds an undergraduate degree in Printing Management from Cal Poly, San Luis Obispo and an MBA from California State University, Long Beach.*

# Post-Election Survival Guide: How to Address

In the months since the culmination of what many call the most bitterly contested presidential election in American history, employers are already reporting the conflict among employees is unlike any other in modern times. The 2016 election brought out the good, the bad, and the ugly in many Americans and, in turn, many American workplaces.

Unfortunately, the divisiveness did not end on November 8. *Time Magazine* recently referred to our nation as “The Divided States of America,” and within the past few months we have seen several high-profile examples of dissension between corporate leaders and their employees over the election results. Some conflicts have resulted in employees leaving – or being invited to leave – over differences in opinion with their chief executives.

In the months and years to follow, employers can take steps to address continuing issues that result from political discussions at work.

## The Perils of Politics At Work

Employers often prioritize positive attitudes and teamwork among employees. Yet the election has provided a fresh topic for disagreements – some vociferous – between coworkers. These types of disagreements tend to keep workers from devoting their best efforts to their appointed tasks.

So how should an employer respond when an employee expresses particularly enthusiastic support for, or demonizes, the president? Or what if employees voice their strong opinions to coworkers with differing views? You must first understand the risks involved with such political discussions in the workplace before figuring out how best to address them.

Risks of political discourse at work include loss of productivity, decreased morale, and distraction. Time spent at the watercooler discussing the election eats into the workday. What may begin as a polite expression of views can quickly turn into a heated debate, leaving employees with lingering resentment and an inability to work together productively. And those who believe politics have no place in the workplace may become increasingly despondent when their coworkers continue to discuss these issues.

Another risk is that an expression of views on some of the election’s hotly contested issues – such as immigration and women’s rights – can result in a complaint of

unlawful harassment or discrimination. Although federal antidiscrimination laws, such as Title VII of the 1964 Civil Rights Act, the Americans with Disabilities Act, and the Age Discrimination in Employment Act, do not include protections for employees who engage in political expression, they do prohibit discrimination based on race, color, sex, national origin, religion, age, and disability. Moreover, some state laws provide additional protected classes. Discussion concerning a political candidate, or his or her stance on a protected class, can increase the risk of a discrimination or retaliation claim under federal or state law.

For example, imagine one of your managers says something like, “Trump is too old to be president” or “a woman should never be president” or “I can’t wait until they build that wall.” An older employee who is later terminated may point to the Trump remark as evidence of age discrimination, a woman passed over for promotion may bolster a gender discrimination claim with the thinly veiled Clinton comment, while the wall-building comment could support a national origin lawsuit. These examples illustrate how the line can quickly blur between politics and possible discriminatory views that make an employer vulnerable to a discrimination or harassment claim.

## As President Trump Used to Say, “You’re Fired!”

Can employers discipline or fire employees for expressing support for, or disparaging, President Trump? In most states, employment is “at will,” meaning employees can be fired for any lawful reason, or for no reason at all. Although a small number of states offer some protection to employees involved in politics, most employers have the legal right to fire or discipline employees for engaging in political activity or expression at work.

But what happens when that one boisterous employee makes a grand gesture, stands up on a chair, and shouts to his colleagues that his employer’s rules barring political speech are illegally inhibiting their freedom of speech? Former Supreme Court Justice Holmes explained it best when he wrote “[an employee] may have a constitutional right to talk politics, but he has no constitutional right [to be employed].” It is pure myth that employees have a constitutional right to free speech while at work.

With few exceptions, the First Amendment does not protect private sector employees who engage in political activity or expression at work from adverse action. Private sector employers may lawfully terminate or discipline employees for expressing their political beliefs. You must keep in mind, however, that the National Labor Relations

# Divided and Distracted Workers

Act (NLRA) protects employees who engage in “concerted activities” for their “mutual aid or protection,” whether or not your workplace is unionized.

If a group of employees (and under some circumstances, a single employee) discusses politics in relation to wages or workplace conditions, you should be mindful of their rights under the NLRA and assess the risks before imposing discipline. The National Labor Relations Board (NLRB), which enforces the NLRA, has repeatedly ruled in favor of employees fired for protesting workplace terms and conditions on social media, even when the employee uses profane language or posts derogatory comments about the employer or managers.

## Can't We All Just Get Along?

About a quarter of American businesses have implemented some policy governing politics in the workplace. If you have not already done so, you can implement a policy that addresses the propriety of political expression, office decorations, and apparel in the workplace, spelling out the consequences for failure to comply. A clear and consistently applied policy is the key to keeping your workforce productive and minimizing distracting discourse.

Should you choose to allow political speech in the workplace, review your company's policies and codes that address discrimination, harassment, and bullying. Remind your employees that your code of conduct mandates mutual respect among employees, and failure to abide by the code will result in disciplinary action. If you do not have a code of conduct, now is a good time to implement one.

Refer to your social media policy and remind your employees that what they do on the internet is never private. Reiterate that attacking a colleague's belief, political or not, can constitute harassment. Also remind employees of your open door policy, and encourage those who feel that they have been subjected to harassment or discrimination to utilize the policy. Be sure to promptly investigate all complaints and concerns.

A simple step you can take right away is to prepare and distribute a one-page summary of relevant policies. This will remind employees of your code of conduct, anti-harassment rules, nondiscrimination policies, and any other guidelines that govern politics in your workplace. You should emphasize that, regardless of political views, employees are expected to treat each other with respect and professionalism.

This one-pager can state that your company has a zero-tolerance policy for name-calling or bullying because of someone's political ideologies. You can thus turn the election into an opportunity to educate employees about mutual respect, perhaps bridging the divide between groups at work.

## Action Steps

In conclusion, here is a helpful summary of action steps you can take to minimize risks and ensure post-election harmony in your workplace.

1. **Be aware of all applicable laws** in the states where your company does business. Some states have laws protecting employees from adverse action because of political affiliation, while some have laws that protect employees based on their off-work activities.
2. **Review and, if necessary, strengthen policies** governing workplace behavior including political expression. Ensure that prohibited conduct and consequences are clear.
3. **Consistently enforce your policies.** Inconsistent enforcement is a surefire way to increase the risk of a discrimination or harassment claim.
4. **Create a plan** to address possible heated political discussions among workers. You can even draft scripts for managers. They can be geared toward emphasizing employees' worth, teamwork, and shared goals.
5. **Train frontline managers and supervisors** to be aware of discussions and conduct that could be considered bullying or harassment. Managers and supervisors should know not to ignore such behavior, and to take prompt steps to diffuse these situations.
6. **Remind employees of available resources**, including human resources professionals, employee assistance programs, educational opportunities, and any other avenues where they can raise concerns.
7. **Finally, remain flexible.** There is no one-size-fits-all solution, and even the best-laid plans may not prepare you for every possible situation. However, clear expectations and well-trained leaders should go a long way to address most scenarios.

*This article was reprinted with the permission of the authors, Janet Hendrick and Lariza Hebert, attorneys with the firm of Fisher Phillips, [www.fisherphillips.com](http://www.fisherphillips.com).*

**Human Resources Managers: Running into a difficult scenario in your business? Your PICA Membership has you covered. Contact Adriane Harrison, Human Relations Specialist, at PIA's HR Hotline: [aharrison@printing.org](mailto:aharrison@printing.org), or (412) 259-1707.**

# Member News

## Add Your Social Links to Your PrintAccess Profiles

Members can now add links to their company pages on LinkedIn, Twitter, Facebook and Google+ to their profile on [www.printaccess.com](http://www.printaccess.com).



Each member has a free profile on **PrintAccess** - a national website anyone can use to find vendors. It's free marketing for members, and it's *only successful if you make the most of what the site can offer*.

Visit [www.printaccess.com](http://www.printaccess.com) and see how your company looks. Check out what your competitors are doing. If you need your login to make changes, contact Carrie Epps at [cjepps@picanet.org](mailto:cjepps@picanet.org).

## Wikoff Color Introduces New Oil-Based Litho Process Series

The Research and Development team at **Wikoff Color** has developed a surprisingly different process series for the commercial printing market. *Divergent* is formulated for conventional Lithographic printing, but its performance is anything but ordinary. This oil-based ink formulation has shown outstanding results on press, solving many of the familiar issues that Litho printers have come to expect with this chemistry.

Divergent has been formulated for optimal printing with greatly reduced water levels. On average, Wikoff customers are able to cut water settings by 8-10%. Divergent rapidly achieves your desired color upon start-up and restarts, significantly reducing downtime and waste, and remains stable from start to finish, even on your biggest jobs. Want to hear more about Divergent? Call your local Wikoff Color representative today to talk about making the switch.

## Take Advantage of College Career Days

The opportunity to attract new employees to your company exists in your own backyard. This Spring, the three Carolina universities with graphics programs have their career days scheduled. These events are a great way to meet potential interns or upcoming graduates.

### Appalachian State University:

#### Career Connections:

Reception **March 2**

Career Day **March 3**

Call George Glisan, 828-262-8155, [glisangb@appstate.edu](mailto:glisangb@appstate.edu)

### Clemson University:

Intern Employer Day: **March 7**

Call Carol Jones, 864-656-3447, [jensenc@clemson.edu](mailto:jensenc@clemson.edu)

### Chowan University:

Career Day: **March 16**

Call Tom Brennan, 252-398-1224, [brennt@chow.edu](mailto:brennt@chow.edu)

## JM Graphics Acquires MGI Digital Printing and Foiling Press

JM Graphics and MGI have announced a new partnership to bring Variable Data Foiling (VDF) to the Carolinas region with the deployment of a Meteor Unlimited Colors digital solution. JM Graphics is a 40-year-old, Charlotte-based family business that offers design, print, finishing and mailing services. MGI Digital Technology is an international industry leader in the digital print and embellishment marketplace with distribution in over 80 countries around the world.



The MGI Meteor Unlimited Colors press series is the world's first fully digital, integrated, high-production printing and foiling system. The solution is a powerful new synthesis of digital press and postpress technology. JM Graphics will have the first system installed in the Carolinas region.

JM Graphics will now be able to produce output with a virtually unlimited number of colors via the blending of CMYK toner and the reflective qualities of foil film – including a rainbow spectrum of hues with metallic, glitter and holographic effects.

The Meteor Unlimited Colors system uses a 100% digital production process. This unique integrated printing press and postpress foiling system eliminates the cost and need for die-making, screens and traditional makeready setup times and waste. A wide variety of standard market foils – and colors, patterns and designs – can be used to create brilliant special effects in a single pass. These digital enhancements options will help JM Graphics offer clients eye-catching, luxurious finishes to all their printed materials, including business cards, brochures, mailers, invitations and retail display signage.

## Congratulations



**PICA President Jeff Stoudt** received the prestigious **Silver Beaver Award**, a council-level distinguished service award, from Boy Scouts of America last month. Stoudt is a leader in the Piedmont Council of BSA, and was one of seven

recipients. The Silver Beaver is awarded to those who have made an impact on the lives of youth through service given to the council.

## Heritage Adds HP Scitex LX800 to Charlotte Location

Joe Gass, President of **Heritage Custom Signs & Displays**, has purchased the big brother to his 102" printer, the HP Scitex LX800.

The HP Scitex LX800 is a latex printer, using water based ink, with a print area up to 126" wide. *"The LX800 prints dual rolls up to 56' each. This allows me to produce large orders faster without compromising on quality,"* said **Brent Thompson, Heritage Production Manager**. *"I was researching our next printer and the LX800 was a no-brainer."*

The LX800 complements the impressive print technology in place at Heritage Custom Signs. *"With our print abilities and staff, we could print and finish up to 1000 standard size vinyl banners in a 24-hour day,"* said **Tony Connor, Heritage Production Assistant**. For more information, visit [www.HeritageCustomSigns.com](http://www.HeritageCustomSigns.com).

## Duncan Retires as Wikoff Color Director; Benbow Appointed as Successor

**Wikoff Color Corporation** announces the official retirement of **Don Duncan, Ph.D.** as the Director of Research at Wikoff Color after 20 years of dedicated service to the printing industry. He joined Wikoff in November 1996 and took on his leadership role shortly after in 1997. During his time with Wikoff, Duncan was responsible for the oversight of research and development of custom-formulated inks and coatings for a variety of print technologies and chemistries. Duncan holds two U.S. patents and is the author of more than 30 technical papers.

"We are proud to have called Dr. Duncan a member of the Wikoff family for 20 years. His vast knowledge of our industry and his expertise in growing EB, UV and Inkjet technologies made him a remarkable asset in our Research & Development center and across our company," said **Geoff Peters, President and CEO of Wikoff Color Corporation**.

Duncan leaves the R&D center in the very capable hands of **Evan Benbow, Ph.D.** Benbow began his career with Wikoff in 2015 as the Assistant Director of Research & Development, where he worked very closely with Duncan. Prior to coming to Wikoff, Benbow worked with energy storage technologies for automotive and grid storage applications. He completed his B.S. degree in Chemistry from Iowa State University in 2003 and obtained his Ph.D. at Florida State University in Inorganic Chemistry specializing in metal alloys with exotic magnetic properties. Benbow currently holds a U.S. patent and has published 11 technical papers in peer-reviewed journals.

"We look forward to the bright future of Wikoff R&D under Evan's leadership. In his time with Wikoff he has demonstrated that he is a quick learner and that his values strongly align with those of the company. Evan's ability to make thoughtful decisions with customer needs in mind will be a key factor in his success in this new role," added **Peters**.



## Carl Godbout Named Division Manager for Athens Charlotte

**Carl Godbout** was recently named Division Manager for the Charlotte branch of Athens. **Pete Rounds**, who opened the Charlotte branch for Athens 17 years ago, will assume a corporate position as National Marketing Manager.

Godbout, a 25-year veteran of the paper industry, joined Athens in 2011. He is taking charge of daily operations, managing the sales team and growing revenues at the branch.

Rounds will continue to report to **Bill Garvey, President of Athens**. He will work on business development in the Carolinas, as well as oversee Athens marketing programs, with special emphasis on wide format and strategic initiatives.

## KBA Names Tom Fitzgerald to Head Distributorship

**KBA North America** has been named the North American exclusive distributor for the newly-acquired Spanish medium- and large-format flatbed die cutter manufacturer **Iberica AG S.A.** KBA North America has tapped **Tom Fitzgerald** to lead this new venture.

Fitzgerald will be responsible for the development, implementation, and management of sales and marketing support for post press products, such as sheetfed die cutting equipment from its new subsidiary, **KBA-Iberica Die Cutters S.A.**, a Barcelona-based producer of medium and large-format flatbed die cutters for board and corrugated packaging and KBA rotary die cutters, the **Rapida RDC 106**.

Fitzgerald brings nearly 25 years of sales and service experience to KBA, with extensive knowledge of sheetfed offset press and post press equipment.

## New Members

**International Minute Press • Daniel Haggerty**  
**Pineville, NC • (704) 341-8800 • dan.haggerty@imp.media**  
[www.pineville.intlminutepress.com](http://www.pineville.intlminutepress.com)

International Minute Press is a commercial printer specializing in brochures, business cards, direct mailing, and promotional products. They have been in the Charlotte area for more than 25 years.

**Electronic Data Magnetics, Inc. • Russ Hallman • High Point, NC • (336) 882-8115 • russh@electronicdata.com**  
[www.electronicdata.com](http://www.electronicdata.com)

Electronic Data Magnetics, Inc. is a manufacturer of technical advanced printed products. These products include magnetic strip and RFID cards and tickets. EDM has been supplying the transit industry for over 25 years.

## The Printing Industry of the Carolinas, Inc. (PICA)

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## Industry Calendar

### March

**12-15:** PIA President's Conference  
Long Beach, CA

**20-22:** TAGA Annual Technical Conference  
Houston, TX

### April

**2-5:** 2017 Continuous Improvement Conference  
Pittsburgh, PA

**29:** 51st PICA Awards Celebration

### May

**3:** HR Update Webinar  
Noon to 1p.m.

**19:** Premier Print Awards Entry Deadline

**29:** Memorial Day  
PICA Offices Closed

Printing and Mailing:  
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Paper: Mac Papers