

PICA Scanner

March/April 2021

**THE PRINTING INDUSTRY
OF THE CAROLINAS, INC.**

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Promoting the Industry...
Focused on Member Success!

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Secure Your Business the Unconventional Way

Business owners often struggle with knowing exactly when and how to arrange the right kind of financing for their capital needs. PICA asked Kale Gaston, Director of Government Guaranteed Lending for Carolina-based Fidelity Bank, to shed some light on how unconventional financing can benefit Printers.

"If a business is in an ideal financial situation, the cash flow in the business is sufficient to support all of its working capital and capital acquisition needs," Gaston said.

"Unfortunately, that's not always the case, and sometimes businesses need to use leverage and borrow money. When that time comes, it is important to examine all your options carefully to determine the best possible financing for your business."

Important factors to consider are:

1. The amount of the asset that can be financed.
2. How much of your own capital will be required for financing?
3. How does that capital injection impact your working capital and ability to have the cushion you need in your business?
4. What amount of time do you have to pay off the loan and does it meet your cash flow?
5. Are there any financial requirements in the loan that might be too restrictive to your business?
6. Is your current financing structured in the best way possible?

Gaston says all of the above are things that can interrupt the smooth flow of your business and cause problems with your working capital and cash flow.

"When you are considering future capital acquisition or existing financing on your assets, check to see if a loan from the United States Small Business Administration (SBA) might be a good fit for your business," he said.

SBA loans are loans made by financial institutions that are partially guaranteed by the U.S. Small Business Administration. These loan products are focused on assisting small businesses as defined by the SBA, which are typically businesses that have less than 500 employees.



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.

Chairman's Letter

LOOK UP AND LOOK FORWARD

We're almost to the end of the first quarter of 2021! Not much has changed as far as the pandemic is concerned, although the vaccines are a step in the direction of getting back to some semblance of normalcy. We are already seeing some sectors of the economy come back as restrictions ease a bit and businesses begin to figure out how to work within those constraints.

The hospitality industry seems to be the worst hit, and they are having the hardest time getting back to business as usual. As they rebuild, I foresee a tremendous need for our industry to help our customers with their marketing plans, as well as the implementation of those plans. I hope that we, as printers, are also diligent about having a plan in place for our own businesses and executing on it. Teresa Jaynes, long-time marketing guru for Classic Graphics, speaks to the importance of just such a plan in this issue.

Last year, we pushed the PICA Awards to September with the hope that we would be able to come together for a traditional Awards Banquet. Unfortunately, COVID-19 didn't cooperate, and our event became virtual. It was definitely not the same, but considering the circumstances, it was very well done. Every member of the PICA Awards Committee worked hard on making our first ever virtual PICA Awards a great experience, and we are working hard to make this year's virtual event even better.

The 2020 Virtual PICA Awards program is scheduled for Wednesday, April 14, 2021, and we hope you will join us to celebrate the best of printing in the Carolinas. And there may still be opportunity to gather later in the year. We have not given up on having a live event this Fall to showcase the 2019 and 2020 award winners.

As we navigate through the first quarter of 2021, it is important that we push forward, relying on our association for help and leaning on one another for support and information. By ourselves we are one, but as an association we are many. Whether we are small printers or large printers, we are experiencing many of the same things and, while the scale may be different, the need for each other is the same.

Things on the horizon are looking up, and to see it we must look up and look forward. PICA is here to work alongside of you. Our hope is that by the third quarter of 2021 – maybe sooner! – we will be surging ahead. Be ready!



Mory Read
PICA Chairman
Poole Printing Company
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Gaston said SBA loans are considered to be more viable for many businesses because of their unique and flexible features, which include:

1. A better opportunity for the loan to be approved by the financial institution because of the guaranty from the SBA.
2. The SBA loan is typically structured with longer loan terms which provides for lower monthly payments.
3. SBA loans do not require any financial covenants that can restrict how the business is allowed to operate.
4. There are no (or limited) prepayment penalties.
5. There are no short-term balloon payments – all loans are fully amortizing.

If you are considering a larger fixed asset purchase, such as a new building or a piece of large equipment, an SBA loan might be the way to go.

“Normally, conventional financing on real estate requires 20-25% or more in down payment by the borrowers. SBA loans are usually in the 10% range,” Gaston said. “That 10 to 15 percent can really add up, and the lower down payment allows the business to keep more of its cash in working capital to operate the business.”

Typical equipment financing on larger printing equipment often only goes up to 10 years, which can make payments higher and constrain cash flow.

“An SBA loan is structured on the useful life of the equipment. An example of that is a company that recently borrowed money on a \$1.5MM digital press. They were getting quotes of 10-year terms from most lending institutions,” Gaston said. “The SBA loan they received had a 20-year term, cutting their monthly payment in half. They still had the flexibility of making higher monthly payments, or paying the loan off early, all while enjoying the smaller required monthly payments.”

Gaston said the pandemic is a great example of where this flexibility pays off. Even with reduced cash flow, businesses are in a better position to make payments, maintain their credit, and continue a solid relationship with their lender.

Printers may also have financing on existing equipment that could be consolidated into one SBA loan. That would provide significant cash flow relief with lower monthly payments.

Not all businesses are eligible for an SBA loan. A business can be too large or too financially healthy to qualify. Your lender should be able to determine your eligibility status.

“If an SBA loan looks like a good choice for your business, it is important to align yourself with a lender that is well versed in the product,” Gaston said. “There are many myths surrounding getting an SBA loan, including that the loan process takes forever, and that you get buried in paperwork. If you work with a lender who has extensive experience doing SBA loans, it should be no more difficult to get an SBA loan than it is to procure conventional financing.”

Gaston points out that the *first* option for financing your business may not always be the *best* option.

“Many times, businesses get themselves in a challenging position because they take what they consider to be the easy path, or just borrow money as they have in the past. Research your options thoroughly, and you might find that an SBA loan is a good fit for your company.”



For more information on SBA lending, contact Kale Gaston at (704) 691-4867 or kale.gaston@fidelitybanknc.com.

Gaston is the Director of Government Guaranteed Lending for Fidelity Bank. He has 35+ years of experience in SBA and commercial lending, and currently serves on the Board of Directors for the

National Association of Government Guaranteed Lenders. Gaston is the proud son of small business owners, and grew up in the family newspaper business, where the printing press provided the soundtrack of his childhood.

He understands the value of Print.

Strong Marketing Plans Begin with

Marketing: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. ~ The American Marketing Association

PICA invited Teresa Jaynes, former VP of Account Development for Classic Graphics, to share her marketing insights with our membership. During her more than 20-year tenure with Classic, much of it spent as Vice President of Sales and Marketing, Jaynes helped build Classic into being ranked in the top 1% of the printing industry in North America.

With so many channels available for marketing, it's sometimes difficult for business owners to determine where to begin, let alone map out the direction and scope of their marketing efforts.

"Marketing starts with brand, mission and strategy," Jaynes said. "It is important for printing companies to have a strong brand. The brand is the promise that you make to clients and employees. It is vital to marketplace perception."

According to Jaynes, marketing is essential to driving, exploring, enhancing and reinforcing the brand internally (employees and potential employees) and externally (clients and potential clients). She says it is critical for print companies to fully understand who they are, who they serve, and how their services integrate for client longevity and company profitability. Based on this information, it is crucial to establish a strategy with actionable goals that are expressed in the value that the goal brings to the client and to the printing company.

"A marketing plan can range from simple distribution of materials, communications, and activities at set intervals, to a comprehensive documented and measured plan. It is important for all businesses to have a marketing plan to promote their services," she said. "We're printers. We have many tools at hand to support marketing campaigns and marketing plans. It has always been astounding to me what works."

Actively including clients in marketing campaigns is a great way to strengthen both brand recognition and client relationships.

"Many years ago, while trying to expand geographical footprint, Classic did a marketing campaign called, "Too Hip for the Room." We offered clients the chance to design and print a poster that they had always wanted to design. We printed a quantity for the client and a quantity that we could share. It was hugely successful," Jaynes said. "The efforts yielded incredible posters that we framed and hung in our building. Many of the posters were used to raise awareness for the client's favorite charities. Everyone wanted in on the action. We opened new accounts and expanded geographical footprint."

Jaynes said even the simplest marketing efforts can have a big effect on clients.

"Another effort that had surprising impact was one that started as a simple way to showcase our grand format and branded merchandise offerings. Each season, we would print a banner that would easily fit in an office cube and include a complementary piece of branded merchandise. When visiting clients, we would often see our banners wallpapering cubes, hallways, and breakrooms. We had many clients who would create scenes with the subject matter and send photos to us. We would use these on Facebook. At one point we held a contest for best scene, and rewarded winners with cookie deliveries. Brand was top of mind for the recipient and all of those who saw the banners, or participated in scene design."

Many business owners think of marketing plans as a primarily external function, but they serve an important purpose internally, as well.

Brand, Mission and Strategy

“It is important to write a marketing plan for a major equipment purchase. When there is a major capital expenditure, it is crucial to have a solid return. A plan helps your sales force know what the company wants to sell and why. It helps the company give a clear message to the marketplace, employees, clients and prospects. It is often tempting to succumb to ‘we need to fill capacity fast.’ Plan in advance and start the message before installation. For Classic, digital web production was a learning curve. There were numerous considerations for identifying projects that were a good fit. Having a marketing plan specific to this piece of equipment helped clients and staff make decisions that created success, built trust and grew volume,” Jaynes said.

“Once Classic became part of a national footprint, our approach to marketing was driven by managing brand messaging and offerings across a diverse group of sales associates and clients. This required structure from a corporate level. The model included consultants who implemented evaluation of all offerings to determine which were most valuable. These studies were comprehensive and resulted in establishing specific plans for those offerings. The marketing plan included detailed documentation of the offerings, carefully identified targets, thorough evaluation of competitors, and training for team selling. The marketing plans fit in the overall business plan for the company, and they brought unity to sales and expanded our offerings to a broader client and prospect base. These plans supported profitable growth through a focused message and proven marketing formula.”

Jaynes emphasized that a marketing plan is essential, regardless of company type, size or reach.

“Our industry is diverse. Period. Go no further than Printing Impressions’ Top 400 list to understand ranges in size. The odd thing is that even a small print company can compete in certain offerings with large print companies. It is important to have a plan around those intersections,” Jaynes said. “Very rarely are any two printing companies the same. Know your competitors. Marketing varies not only with size but with what you sell, your direct clients,

the indirect clients and the end users. It is important to know what you do well and how you can compete up and down. The approach varies with what you want to accomplish. Marketing campaigns done consistently can be as effective for a smaller printer as creating comprehensive marketing plans. It must reflect the company strategy.”

She recommends companies assess where they are, where they want to go, and set a strategy to get there. Jaynes also stresses the importance of working to understand the objectives of the client, client segment or prospective client, and then crafting the message accordingly.

“It is important to demonstrate a holistic understanding of the client/prospect environment. It seems difficult to provide a solution without fully understanding/researching the need. I have seen a lot of offerings with no takers and marketing tools with no relevance to audience. I’ve seen some fail miserably,” Jaynes said. “Think about what will make clients successful, what will challenge employees to do their best work, and what will make you a fiscally healthy company. Then put legs under each one of these. Fully understand who you are, where you want to go and the needs of those that you serve...not just literal print need. Many times it as simple as asking, ‘How is this brochure going to be used?’ or ‘What is the client expecting this postcard to do?’”

Jaynes listed the lack of, or an unclear mission statement, among the biggest mistakes companies make in their marketing.

“During my career at Classic our mission was simple: To be integral and indispensable to our clients’ success,” Jaynes said. “Everyone understood it and it guided every decision that we made. We all know that no company is indispensable, however we always worked toward that goal. Always remember: ***It is not what print is. It’s what print does.***”

For more information on Teresa Jaynes, please see Page 8.

Your Donations Guarantee the Future of Our Industry

The **PICA Foundation Educational Endowment** was established in 1988 to help ensure the continuation of a highly skilled work force for our ever-changing industry. The foundation provides scholarships and grants to support graphic arts degree programs at institutions of higher learning in North and South Carolina. Since the PICA Foundation's inception, we have assisted more than 800 students with scholarships or financial support totaling over \$660,000.

The primary stated purpose of the PICA Foundation Charter is *to encourage and assist, through financial assistance and otherwise, worthy individuals primarily seeking education for careers in the Printing trade or industry.*



Krysten Steinecke-Caraballo

One of those worthy individuals, **Krysten Steinecke-Caraballo**, reached out to PICA to let us know what a difference her PICA Foundation Scholarship has made in her life.

"I still remember my professor, Mr. Hoyle from Spartanburg Community College, saying that there was a scholarship we should all apply for. At the time, I was working

full time, paying for college as I went, and I was fortunate enough to be selected," Steinecke-Caraballo said. "Two thousand dollars went a long way then, but I also felt like somewhere, someone believed in me, and that if I worked hard enough, there would be folks reaching out to support the next generation of graphics and printing professionals."

Steinecke-Caraballo is a Boiling Springs, SC native who attended Spartanburg Community College pursuing a degree in Digital Design in 2013. From a young age, she always took an interest in art and worked full time to finance her education so that one day she could achieve her dream of becoming a professional graphic artist. After achieving her Associates Degree in Digital Design in 2014, she went on to work as a production technician for a vinyl graphics company that provided graphics and decal services to Police, Fire, and other emergency responders across NC and SC.

She joined the US Army in 2017, where she specialized as an all-source intelligence analyst and created analysis-based briefings and graphics for furthering her knowledge and gaining valuable leadership expertise.

"I am excited to celebrate my 1-year anniversary as a contractor within the Army Intelligence Community at the Pentagon, serving as part of the Visual Information and Multimedia Team, where I produce graphics for senior Army leadership to support missions around the world. Our team is a one-stop shop for everything from wide-format printing to photography, and videography," Steinecke-Caraballo said. "It is a great fit for me. I get to combine my passion for graphics and printing with my experience from the Army. I was medically retired from the Army early in 2019 and it allowed me to continue to serve as a civilian."

Steinecke-Caraballo hopes to light the path and serve as a role model for other young and aspiring artists who want to have a career in the graphic design and printing community.

"I believe the best way to promote the design and printing industry is by supporting the next generation of leaders and enabling them to pursue their passions - which is what the PICA scholarship did for me. That money went a long way for me back then and allowed me to be more selective of how I spent my time as a student and full-time employee. As a professional, I believe having a scholarship award makes me a more competitive candidate, too. I am tremendously grateful to have been selected as a recipient and the advancement it gave me throughout my career."

The PICA Foundation works with the Carolina printing community to create continuity in our skilled workforce through a three-pronged effort. The PICA Foundation Educational Endowment provides student scholarships, along with continuing education for educators and industry executives. Colleges and universities maintain rigorous graphic communications curricula, including internships that allow experiential learning for students before they graduate. Printers partner with these institutions to prepare the future of the industry through work experiences that often lead to employment. These partnerships help ensure the future of the printing industry in North and South Carolina.

Demographics show that our industry will face a significant worker exodus via retiring baby boomers in the next few years. The PICA Foundation is working diligently to make sure we have a dynamic workforce to fill these vacancies.

Your investment will help make this a reality.

Please consider supporting:

The PICA Foundation

P.O. Box 19488

Charlotte, NC 28219-9488

9TH ANNUAL

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Mint Hill, NC 28227 • www.oldsycamoregolf.com

GOLF CLASSIC

Save the Date • April 21, 2021

ENJOY A FUN AFTERNOON OF GOLF AND PRIZES, NETWORK WITH PEERS, AND SUPPORT THE FUTURE OF THE PRINTING INDUSTRY

Tournament Details

- \$500 per foursome OR \$150 per player
- 12:00 p.m. Shotgun Start
- Captain's Choice
- Practice greens and driving range available

Proceeds will fund PICA Foundation programs and scholarships in the Carolinas, including:

- Community college scholarships for Graphic Communications students
- Career Day events at Appalachian State and Chowan Universities
- Graphic Communications Awards Program at Clemson
- Continuing education for Graphic Communications teachers through the Print Force Immersion program
- Internship scholarships

DON'T MISS OUT!

CALL PICA AT (704) 357-1150 OR (800) 849-7422 TO REGISTER TODAY.



The PICA Foundation is a 501(c)3 non-profit organization. Over the past 35 years, the PICA Foundation has proudly awarded more than \$660,000 in scholarships to Graphic Communications students at select colleges across the Carolinas.

Jaynes Retires from Classic Graphics

Teresa Jaynes, VP of Account Development at Classic Graphics, has announced her retirement, and her official last day was January 1st, 2021.

Outside of founders David Pitts and Bill Gardner, few people have had such a singular impact on Classic Graphics' brand and the people Classic hired than Teresa Jaynes.

Teresa joined Classic on April 21st, 1997, after spending time with both NAPCO, and of course, PICA. A devotee to our industry's well-being, Teresa has spent time as a board member of Appalachian State's GAIT Advisory Board, Chowan University's Graphic Communication Advisory Board, and one of the most active company leaders in Clemson's Graphic Communications Internship Program. Through these connections and Teresa's keen eye for talent, interns became part of the Classic culture and became full-time employees more often than not.

As the Vice President of Sales and Marketing for Classic Graphics, Teresa was an integral part of a leadership team that drove our company to unparalleled success levels in the Southeast and garnered national attention.

A dedicated employee, wife, mentor, and leader, Teresa has shown up and over delivered for literally decades. "Teresa is one of those people you can say unequivocally made a difference for all our clients, and continually pursued outcomes for the benefit of our people and company daily," said Joe McCreedy, Senior Vice President of Sales.

Teresa will enjoy having no schedule and spending time with her family. The IMAGINE Group family wishes her the absolute best as she excels in retirement as she has in all other endeavors.



Wikoff Color Promotes Benbow, Elects Beckler to Board of Directors

Wikoff Color Corporation recently announced the promotion of **Evan Benbow, Ph.D.**, to Vice President, Product Technology & Solutions. Benbow is now responsible for overseeing product development at the corporate technical center, along with driving company-wide initiatives for innovation and sustainability. Benbow has transitioned into this leadership position after four years of serving as the company's R&D Director.

"Evan's strong leadership skills and commitment to bringing advanced technology to our customers will be an excellent addition to our executive team," says Geoff Peters, President & CEO of Wikoff Color. "As the company explores new markets and opportunities, Evan will play an integral part in developing our growth strategy."

Wikoff also announced the election of **Robert "Bob" Beckler** as the sixth member of its Board of Directors. Beckler has spent his career in the chemical and packaging industries, most recently as President of Packaging for WestRock, leading their packaging platform, including corrugated, folding carton, beverage and displays. The employee-owners of Wikoff Color welcome Bob Beckler to the Board and look forward to the insight he will bring to the company.



Charlie Lahr Promoted to Komori's Manager of Inkjet Solutions

Komori America is pleased to announce that Charlie Lahr has been promoted to manage and oversee Komori's inkjet product line. Lahr joined the company in 2019 as district sales manager for the Northwestern region. In his new position, he will leverage his 20 years of expertise successfully selling a variety of high-profile print and digital solutions.

Lahr will continue to sell and promote offset technology within his territory while working closely with Komori's district sales managers to support their digital sales efforts. Additionally, he will assist Komori's product management and development teams in the advancement of Komori's Impremia IS29 sheetfed UV digital printing system and the Impremia NS40, a unique B1 printing system that combines the best of offset and the best of inkjet with the use of revolutionary Landa technology.

"Charlie is the perfect choice for this important position due to his proven ability to understand our customers' evolving business challenges and meet them with the right mix of print and digital solutions," said Jacki Hudmon, senior vice president of sales and marketing at Komori America. "His experience and expertise fit well with Komori's mission to create new value for customers with a focus on providing more sophisticated creative solutions that advance the business of print."

Athens Demos New HP Latex Series

HP recently announced the introduction of a new generation of 64" latex printers designed to meet the high volume and improved quality demands of today's wide format market.

Welcome the Latex 700, 700W, Latex 800 and 800W.

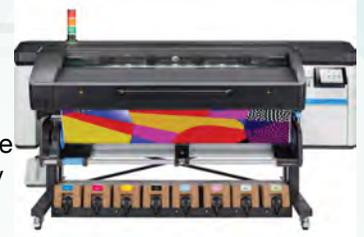
While HP has dominated the 54" and 64" printer market of the past 5 or 6 years, these new models take what has made HP successful and expand on those capabilities. Utilizing newly formulated ink and new printhead technology, the 700 and 800 series of printers can print faster, with better detail, more consistent color and a lower cost of operation. What makes them even more versatile is the fact that the 700W and 800W have the capability to print white ink.

"These new printers allow our customers to increase their productivity, reduce costs and take on higher value jobs that include white ink and vivid colors," said Pete Rounds, Regional Sales Manager, Athens Paper, Packaging and Wide Format.

The new generation printers are GREENGUARD Certified for sustainability that meets the demand for environmentally friendly products. Features include:

- The 700 and 800 series have identical print capabilities. The difference is the 700 series comes with 1 liter ink containers, while the 800 series has bulk ink capabilities in 3 liter containers. This allows for longer runs, more unattended operation, the hot swapping of ink and 30% lower ink costs. The 800 series has print speeds that average 15% faster than the 700 series and is sold at a higher price point than the 700 series.
- All models are **64" wide, 6 color** (C, M, Y, K, LM, LC) plus optimizer and overcoat. Add white for W models.
- Overcoat is new feature designed to add scratch resistance when needed, and to save cost by not using when end product will be laminated. This is a clear dot for dot overcoat and does not add additional gloss to the print area.
- These printers use newly formulated latex ink that has an **expanded color gamut** when compared to previous HP models. They can produce more vibrant colors and combine with optimizer to produce high quality at high speed. The ink also has more pigment per drop of ink, providing better color density.
- This new generation of **inks cure at 30% lower temperatures**, expanding range of media that can be run.
- **Lower curing temperature** provides **better color consistency** run to run, particularly important for tiling needs.

- **White ink capabilities** are available in the 700W and 800W. These are newly formulated white inks and are whiter and more opaque than competitive inks. They also **contain no OBA's** (optical brighteners) and won't fade.



- The **white ink system is constantly circulating** within the printer, eliminating the need to agitate and purge. This saves ink waste and allows for a fast transition when switching over to white ink or back to regular 6 color. With estimated change time of 5 to 8 minutes this allows for **White Ink Print on Demand**.
- **Ink costs have been reduced** by approximately 20% compared to previous HP models.
- New, larger printhead design provides 3,000 nozzles per PH that deliver a smaller drop size for sharper images.
- Print speeds have been increased by 20 to 30% compared to previous HP models.
- All printers **have option for ink collector kit** to run mesh banner and textiles without need for liner.
- Improved take-up reel provides for **better length control** for wallpaper and tiling needs.
- **RIP Compatibility** – Printers are pre-loaded with Onyx Go+, and are compatible Onyx, Caldera or SAI Flexi
- All 4 models are **front loading**, taking up less floor space and make loading the printer easier and faster.
- Printers come with **spindle-less media management system**, for faster loading of rolls in under 1 minute.
- All models come with wiper roller to help eliminate print issues caused by plasticizers.
- Printers come with one year warranty, with multiple options for extended warranty.

The new latex 700 and 800 series offer many new features that ensure higher print speeds, better productivity, lower cost of operation and improved quality standards. Add in white ink on demand, and these printers can help position any company to meet the growing demands of our industry.

These printers are available for live presentation at Athens Paper, Packaging and Wide Format Demo Center, 5901-A Long Creek Park Drive, Charlotte, NC.

For more information, please contact Pete Rounds at (704) 598-4003 or prounds@athenspaper.com.



Mac Papers + Packaging Announces New CEO

Mac Papers and Packaging, one of the largest paper and packaging distributors in the Southeast U.S., has announced the appointment of Charles Paquin as the company's new Chief Executive Officer.

Prior to joining Mac, Paquin served as President and Chief Executive Officer of ModSpace Corporation, a North American leader in turnkey modular space and portable storage solutions with 80 branch locations throughout the U.S. and Canada. During Paquin's 15-year tenure as CEO, he led the acquisition of General Electric's modular space division and spearheaded the highly successful sale of ModSpace to its primary competitor, WillScot.

"Charles brings valuable expertise to the role, including deep experience with a complex branch-based distribution business, a strong financial background and extensive executive leadership experience," stated Stephen Presser, Co-founder and Partner at Monomoy Capital Partners, the private equity firm that acquired Mac Papers and Packaging in 2020. "We're confident that Charles will do a fantastic job leading the company, working closely with the impressive senior leadership team already in place as they focus on delivering top-notch customer service and strategically growing the business."

President and COO Rick Mitchell, who announced his decision to retire late last year, will remain with the company for an appropriate transition period.

"We greatly appreciate Rick's many contributions, most notably his dedicated leadership through Monomoy's acquisition of the company and skillfully steering the ship throughout the challenges presented by the pandemic," Presser said. "I know the entire Mac Papers and Packaging team joins all of us at Monomoy in wishing Rick the very best in his well-deserved retirement."

Xeikon Introduces SIRIUS-based Press

Xeikon America, Inc. recently announced the launch of the Xeikon SX20000 digital color press. This is the second duplex press to come to market based on Xeikon's SIRIUS dry toner technology, and it presents an excellent value proposition for printers looking for a cost-effective machine that will give them superior image quality, perfect registration front-to-back and exceptional color quality control. Xeikon envisions two big markets for digital with this new addition: book printing and direct mail.

Xeikon has noted the significant resurgence in printed book production in the last couple of years. Book sales have risen sharply due to easy availability through online channels and renewed interest in high quality books. The rise in demand is stimulating book publishers and printers to look at their business strategies, and many are now choosing quality over speed. With Xeikon's SX20000 digital color press, designers and printers have no limitations. Rotary printing makes it simple with perfect registration and imposition on much longer substrates, so no repeat size, fixed sheet format or frame length. This becomes a significant advantage in the finishing department. On this single pass duplex press, there are no coverage limitations, no special inks – just load the substrate reel onto the Xeikon and off it goes.

Lindenmeyr Munroe Invests in the Carolinas

Lindenmeyr Munroe is demonstrating its commitment to North Carolina with a new, convenient location in Charlotte and a larger Durham facility, featuring 250% more space, and a will call ramp for easy pickup.



These investments give North Carolina customers access to even more locally stocked paper, packaging, and wide format solutions, all from the top world-class suppliers. Next day inventory to Charlotte and Durham is available on any in-stock product throughout the region, including products from our Colonial Heights, VA and Hanover, MD facilities. From a ream to a truckload, Lindenmeyr Munroe is your reliable and trustworthy partner.

New Charlotte Facility:

Interstate North Business Park
2233-E Interstate North Drive
Charlotte, NC 28206
(800) 523-8781

New Durham Location:

805 S. Briggs Ave
Durham, NC 27703
(800) 523-8781

Koenig & Bauer Partners with Techkon USA for Rapida Upgrades

Koenig & Bauer US/CA, in partnership with **Techkon USA**, an industry leader in print measurement technology, is offering a unique value-added solution for upgrading older Koenig & Bauer Rapida presses. Key benefits include:

- Automation
- Waste reduction
- Metrics capture
- ISO & G7® compliance
- Integration with third party reporting software

This upgrade package provides workflow automation in the following ways:

- Before the press run begins, an ink pre-setting module analyzes the digital image and automatically presets the ink keys on the press.
- During the press run, a sheet is pulled and the spectrodensitometer scans a color bar spanning all ink zone locations in a single scan. Ink keys are automatically adjusted and the results are displayed on a press-side touch screen monitor for easy interpretation by the press operator.
- The color control software verifies that the press is “printing by the numbers” correctly (density, TVI, Graybalance, G7®, CIELab, etc.) and enables reporting on key metrics.

One of the first to receive this new upgrade on its Rapida is a packaging printer in the Southeast. Since the installation on its press, the benefits have been a dramatic improvement in makeready, consistent color throughout the run, better color management, and reduced waste. The upgrade switch, says the customer, takes less than a day to perform and a week of training.

To learn more about this Rapida upgrade, please contact Michael Eichler at michael.eichler@koenig-bauer.com.



Athens Announces Partnership with Sappi

Athens Paper, Packaging and Wide Format is pleased to announce they have formed a strategic alliance with **Sappi North America** to sell and distribute their grades of coated paper manufactured in America. As of January 4, 2021, Athens is authorized to sell the complete product lines of **McCoy, Opus** and **Flo**, both folio and digital sizes.

“The addition of Sappi to our line-up of coated papers provides us with a North American supplier that will strengthen our supply chain, reduce our manufacturing lead times and share a common goal of superior products and customer service” said Bill Garvey, President of Athens. “We are excited by the prospects of working together to meet the challenges of our ever-changing economy.”



PHS Welcomes Morgan Fuller

Paper Handling Solutions recently announced the addition of Morgan Fuller to the team as the company’s Marketing Specialist. With this new role, PHS is hoping to expand their social media reach and also focus the company’s print materials.

Morgan’s background is in mass communication and theatre, and she hopes to bring elements of both of these fields to this new position. Welcome, Morgan!

New Members

Baermann Magnetics Inc., Spartanburg, SC
Paul Holmes, (864) 310-4250
www.baermannmagnetics.com

Baermann Magnetics Inc. offers permanent magnetic solutions for trading, advertising and industrial applications.

Condolences

To the family of **Teresa Warren**, Chowan University, on the passing of her husband, George Thomas ‘Tommy’ Warren on February 8, 2021.

To the family and friends of **Ed Slezycski**, who served as Technical Services Manager for Wikoff Color Corporation, and passed away unexpectedly.

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

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Paper: Athens Paper, Packaging and
Wide Format, Athens Gloss Text 100#

Industry Calendar

2021

March 2021

17: St. Patrick's Day

21: PICA Foundation Golf Classic
Olde Sycamore Golf Plantation

April 2021

2: Good Friday

4: Easter

14: 55th Annual PICA Awards
(Virtual Program)
12-2 p.m.
Winners' Showcase Video
begins at 11:30 a.m.