

WINTER 2023

Leading **PRINT**

Mental wellbeing in print

Where are the graphic arts students

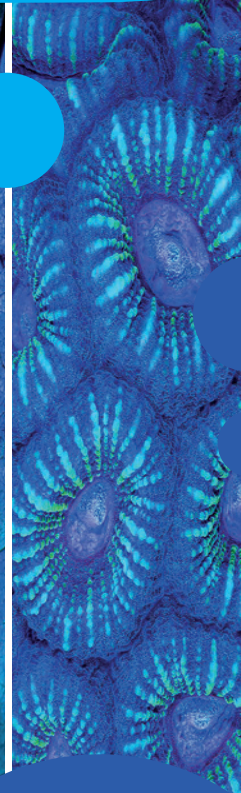
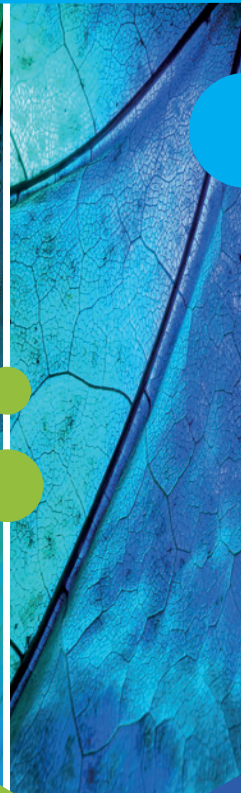
The future of progressive print



THE GUIDE

QUANTUM GROUP
HELPS MARKETERS
NAVIGATE
THE TERRAIN

Printing Comes To Life™



The only digital
B1 press with
4-7 colors

Eco-friendly
for a sustainable
future

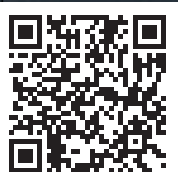
The fastest
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6500 sheets/hour

Digital
capabilities with
no compromise at
the lowest costs

With superior
quality & the widest
color gamut, up to
96% of Pantones®

On any coated &
uncoated paper
& carton board

Seamlessly
integrating into
your workflow
environment



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Landa DIGITAL PRINTING



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GROUP

Snap to learn more
about Nanolnk® and the
technology that uses it.



When the request came across my desk to engineer this edition of *Leading Print* with the most *sustainable* process possible, I had to pause. What does this mean—do it *sustainably*? If you asked me that question five or ten years ago, I would have told you to send out for an FSC® Certification. The paper would come in, be segregated according to FSC procedure for chain of custody, and we would print that little FSC logo bug somewhere on the piece along with our unique ID. I might have also called up one of the many merchants around and asked about paper with post-consumer waste (PCW) content. I'd be dazzled with an array of options in stocks containing anywhere from 10%–100% post-consumer waste. Along with that, I could print a recycled logo bug. If I had a thunderbolt moment of inspiration, I could go even further: paper manufactured with wind power, purchasing carbon offset credits, and even having the mill make paper using waste from Quantum in a semi-closed loop style of process.

Today, doing it sustainably is going to take something different.

There are not as many mills making fine paper, not as many merchants selling it, and as a result not as many options to get sustainable solely through management of raw materials. FSC and other worthy certifications like PEFC are still out there, and you can still find recycled options. The sad truth, however, is the demand for tons continues to decline year over year for coated and uncoated freesheet, and mills are making the economic decision to narrow their brands and grades for fine paper.

Enter the **Landa S10P Nanographic Printing® Press**. With little to no waste and using a thin film of nanographic ink, the Landa S10P is a natural solution for production. The use of plates and press chemicals is eliminated. We can run exactly what we need, with enough to spoil without requiring the extra five hundred to one thousand sheets to get up to color on a conventional press. Paired with a great solution from Rolland Fine Paper (their Rolland Enviro Satin line, made with 100% PCW Fiber) we can deliver seven colors of fully variable brilliance on a nice satin finish.

As I look toward the future, with sustainable solutions exploding on the packaging side of print, I am pleased to be able to add the Landa technology to the Quantum toolbox.

Paul Fillmore
Supply Chain Manager
Quantum Group

FOR THE PROGRESSIVE PRINT EXECUTIVE

Stay ahead of the industry with LeadingPRINT magazine. As a subscriber, you'll receive exclusive access to industry insights and cutting-edge technologies.

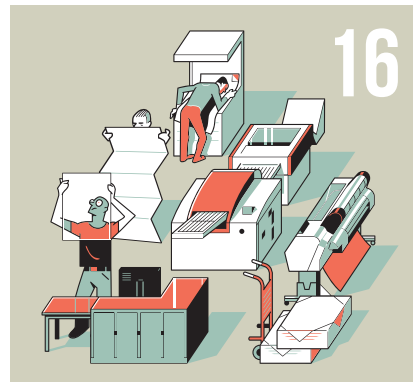


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Why marketing through the mail still works

WINTER 2023

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SCAN TO CONTACT
ADAM GOLDMAN

B2B SALES FUNNEL

UNAWARE

AWARE

INTEREST

DESIRE

ADOPTION



Customer's due diligence begins

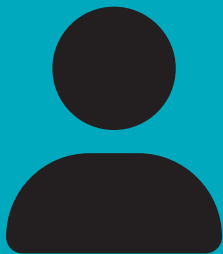
Customer's first contact with supplier

Customer purchase decision

TWO-THIRDS COMPLETE

when first human interaction takes place

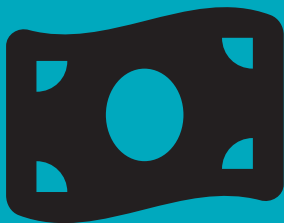
WHY CONTENT WORKS



CUSTOMER
RETENTION



GENERATES
LEADS



COST
EFFECTIVE



BUILDS
TRUST

CONDUIT, INC.

CHANNELING CONTENT AND CONNECTIONS

HOPE & PRINT



Thayer Long
President, Association for
PRINT Technologies

As we begin a new year, it's only natural to feel a sense of uncertainty and even fear about what the future may bring. The past year has been filled with challenges, and it's possible that more may be on the horizon. But I want to encourage all of us to approach the year with optimism, hope, and a relentless work ethic.

One thing that gives me hope is the enduring power of print. In a world where it seems like everything is going digital, there is still something special about the tangible nature of a print publication. It has the ability to connect us to the physical world in a way that a screen simply can't. This can be especially important in building relationships, which will be crucial as we work to overcome any obstacles that may come our way.

Print allows us to create a deeper, more immersive experience for our markets. It allows us to showcase our work in a way that is visually striking and physically lasting. And in an era where we are constantly bombarded with information, there is something refreshing about the act of sitting down with a physical publication and really taking the time to engage with it.

Of course, this doesn't mean that our clients should resist change or disregard the power of digital media. But it does mean that we should remind them of the unique value that print brings to the table and push them to incorporate it into their strategies whenever possible.

As we move forward into the new year, let's remember to stay focused and stay true to our values. The print industry has always been about hard work and dedication, and that will be especially important in the months and years ahead. Let's approach each challenge with a positive attitude and a determination to succeed.

And above all, let's remember the power of building relationships. Whether it's with our colleagues, our clients, or our suppliers, the connections we make can be a source of strength and support. Let's work to cultivate and nurture these relationships, knowing that they will be a vital part of helping us weather any storms that may come our way.

Of course, building relationships isn't just about attracting new customers. It's also about maintaining and strengthening the connections we have with our existing clients. Print allows us to create a sense of community and belonging, which can be especially valuable in times of uncertainty or change. Print provides a platform for your customers to connect with their respective markets.

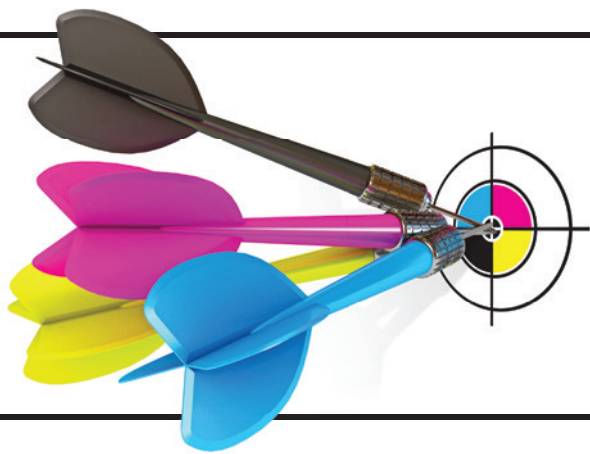
So as we move into the new year, let's remember the power that print brings to a campaign. It may not be the only medium they use, but it can be an incredibly powerful tool in building and strengthening relationships with their markets. And as an industry that is all about connecting with people, that's something we can't afford for them to overlook.

Here's to a successful and fulfilling new year for us all.

A handwritten signature in black ink, appearing to read 'Th L', written in a cursive style.



**In a world
where it seems like
everything is going
digital, there is still
something special
about the tangible
nature of a
print publication."**



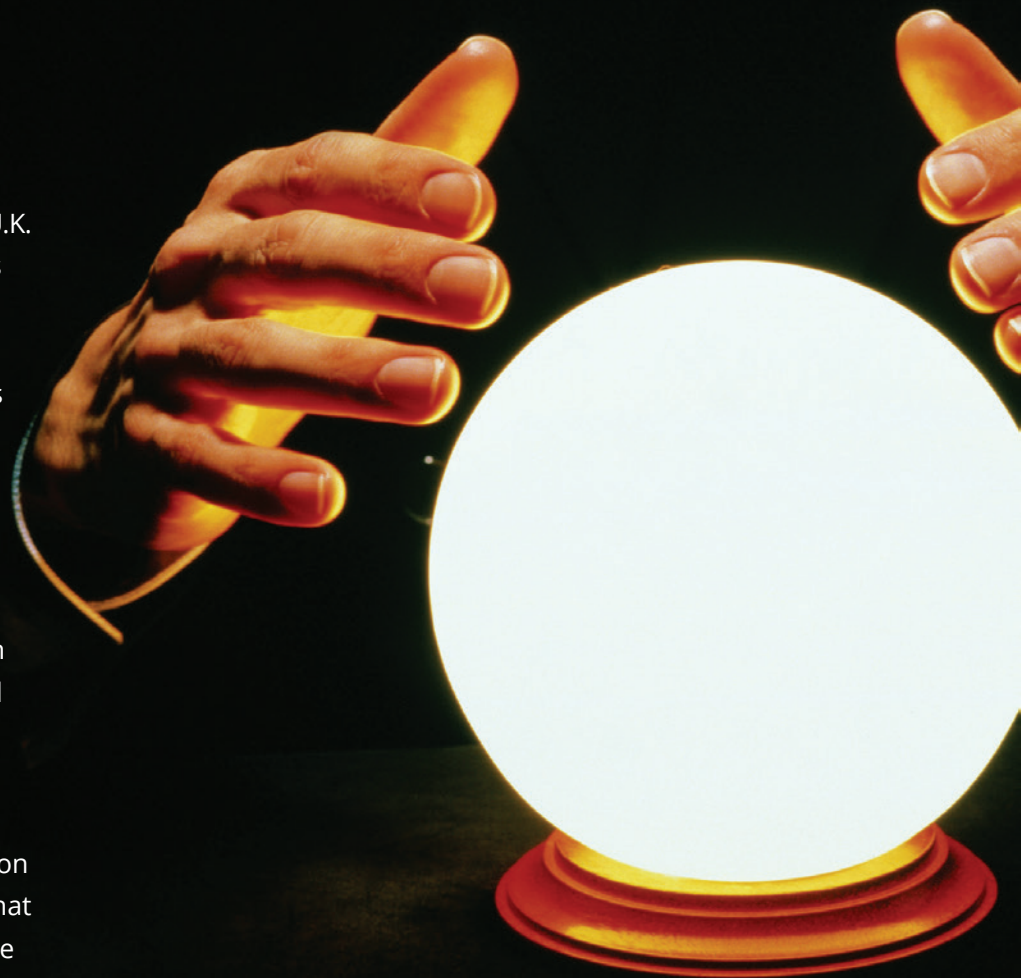
REGISTRATION MARKS

CRYSTAL BALLING

Savings from pandemic may fuel consumers' future spending

The relief of a pandemic brought under control has quickly been consumed by a fog of economic gloom. According to Forrester's July 2022 "Consumer Energy Index and Retail Pulse Survey," the majority of online adults in the U.S. (64%), the U.K. (59%), and France (55%) are anxious about the possibility of a recession.

But the economic preamble to this downturn is unique. Consumers have banked significant savings during the pandemic—as much as three to six times compared to pre-recessionary periods going back to the 1960s. Household cash flow will reverse its declining trend and is expected to rise by 6%-plus by the second half of 2023. While consumers will still signal caution, money in the bank will spur them on to greater spending—we predict that 2023 will see a 5% average increase across categories.



MAILING IT IN!

Seeing big results in direct marketing

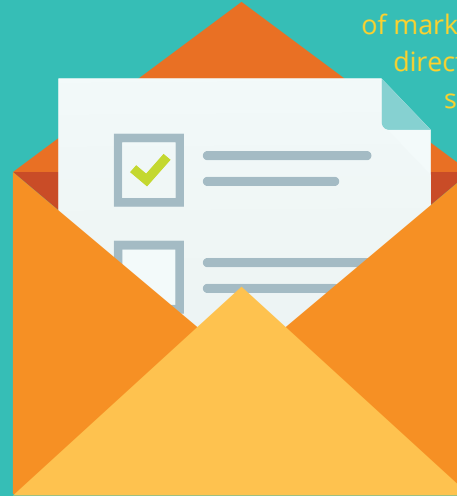
Almost two-thirds (65%) of marketers who run direct mail campaigns say the performance of such campaigns has improved over the last 12 months, according to recent research from SeQuel Response.

The report was based on data from a survey conducted in 2022 among 158 marketing strategy leaders.

Most marketers say their direct mail campaigns are very or moderately successful across formats, including self-mailers, postcards, letters, and catalogs.

65%

of marketers who run direct mail campaigns say the performance of such campaigns has improved



72%

of marketers say they use demographic selections to build lists

Marketers say they are using a range of methods to measure the success of their direct mail campaigns, including multi-touch attribution models (58% say they use), business reply envelopes (57%), and toll-free numbers/vanity URLs (57%).

The most common data sources for mailing lists are demographic selections (72% of marketers say they use to build lists) and first-party sources (68%).

Some 78% of marketers say they are worried about how increased data security regulations will affect their future direct mail campaigns, and 74% are worried about rising paper costs.



74%

of marketers are worried about rising paper costs

THE GUIDE

By Cheryl Kahanec

QUANTUM GROUP HELPS MARKETERS NAVIGATE THE TERRAIN

The Quantum Group story can be told in snapshots of partnerships where two sides come together to create something special—and in some cases, monumental. Take the work we do with a Medicare Advantage provider, which is reliant on having robust reporting in real time. The data not only helps it make more effective business decisions, but also is vital to its call center teams, which must be able to provide agile support to its customers.

When we started the program with the provider, we devoted a lot of time and thought to automating the tracking and live reporting it required to achieve its goal of constant improvement. The partnership is one we are extremely proud of. When the group started with us in 2021, it had 40 million direct mail pieces. Today, that number has doubled to more than 80 million while reducing production time by 25%.

The opportunity is just one example of the people, places and projects we work with every day in our mission to provide the insight, inspiration and innovation needed to help brands tell their stories. Helping construct engaging, effective and powerful marketing communications initiatives is at the root of who and what we are. A high-quality commercial sheet-fed printer that continues to expand its portfolio, we also remain on the cutting edge of being a marketing service provider that provides the best of all worlds—and makes us a single-source communications partner for the brands who trust us.

We have another major customer in the pharmaceutical market, where the sales structure has been severely altered by the pandemic. Today, pharmaceutical companies are developing more direct relationships with their patients, which means patients have come to rely on these companies for timely, precise messaging about their medications.

“In a continually changing landscape, we have risen to meet and surpass our customers’ expectations. We don’t run away from change—we embrace it.”

The critical nature of these communications cannot be understated. It includes vital information like dosage and side effects—each of which must be accurate and tailored to the patient. And, as new



medications are approved by the FDA, new materials must be printed and distributed quickly. I'm proud to say that we now are able to personalize and print on demand every piece of these communications, including the packaging.

More than ever, the market is drastically changing. And as it does, we are listening. That's why we continue to make the capital investments we have. It is why we have become an essential print communications partner—one our customers can rely on as their SLAs get more aggressive, their volumes grow, and their own markets shift and evolve.

In a continually changing landscape, we have risen to meet and surpass our customers' expectations. We don't run away from change—we embrace it. When I look at how our team responded through the pandemic, a time that was tough for most printers, I stand prouder than ever. We are more flexible and more strategic because of it, driven by the three questions that define who we are:

Is it good for the customer?
Is it good for the company?
Is it the right thing to do?

Today, Quantum has positioned itself at the intersection of technology and print. As print is constantly evolving, we continue to evolve with it by

investing in leading-edge technologies and staying one step ahead of what's possible. Our customers not only come to us for strategic print solutions and excellent quality, but also for our compliance expertise and ability to get the best results within their budgets. There is nothing more rewarding than knowing that our customers think of us as their essential print communications partner.

CHANGING WITH THE CHANGES

How do we do that? How do we stay ahead of the curve and keep our customers and their projects in step with a market that is constantly changing?

It starts by not only keeping a close watch on the industry's ever-evolving technological revolution, but also on what our customers want and need. More than ever, our customers are prioritizing speed and quality, and to meet those demands, that means we need to focus on efficiency and flexibility.

Our whole team believes that the future of print is digital, so we have been making big investments in advanced digital print technology. My vision is for every single piece to be printed on demand, which offers the option to fully leverage the benefits of personalization.

For example, one of the biggest shifts we have noticed is that our customers increasingly expect print-on-demand fulfillment within 24 hours. While



we have been able to accommodate these fast turnarounds up until now, we often have done it by printing some offset pieces and then warehousing them for quick kitting. We are really only doing the variable pieces on demand.

“But perhaps the best part is that in addition to opening up new opportunities for personalization, this technology is helping us realize the future of sustainable print.”

But that’s about to change with our latest addition to our line-up of presses. On top of that, we have simply seen huge growth in direct mail in the last few years. In 2022, we will have bypassed more than 200 million pieces. We mailed 30 million pieces in 2019.

As I mentioned, the difference is in the investments our team is making to keep up with what the industry and our customers demand. For example, we recently added to our production fleet a Canon ProStream 1800 and Landa S10P Nanographic Printing Press. We now have what I consider to be a complete digital and offset portfolio.

When it comes to printing high-quality graphics at incredible speed, the ProStream catapulted our capabilities. And the Landa, our latest addition, is our prized possession. The press can handle thicker substrates, which means we are able to offer even more print-on-demand and variable data printing services, including personalized packaging.

For us, the Landa S10P represents a major investment in marketing on demand. Its game-changing features give us the advantage we need to be that essential print communications partner. The B1-format press is capable of handling media up to 41 in./1,050 mm; it can print on any off-the-shelf substrate—coated or uncoated—from 2.4 to 24pt, with no pretreatment required; it operates at speeds up to 6,500 single-sided sheets per hour and 3,250 double-sided sheets per hour; and offers the industry’s broadest color gamut, covering 96% of Pantone colors.

But perhaps the best part is that in addition to opening up new opportunities for personalization, this technology is helping us realize the future of

sustainable print. Because the Landa can handle any substrate, we now are able to print on 100% recycled paper—something our customers have been asking for to help them achieve their corporate sustainability goals.

GETTING ALL PERSONAL

As we head toward even bigger and better opportunities, I’m excited about the possibilities. One of those lies in personalized catalogs. Imagine a catalog that features products you see online, plus related products that may reasonably interest you based on your purchase history.


Now, imagine you are at the consideration stage with these products, and then you receive a perfectly timed catalog. Perhaps it is an interactive catalog that uses augmented reality to help you visualize the products in your home or learn more about the specs. Or maybe it has QR codes that can make adding it to your cart and checking out super simple.

Companies already have the data to make this kind of communication a reality; it is all about figuring out how to use that CRM data effectively in a way that delights customers and moves the needle on conversions. Using the data at your fingertips will continue to be a goldmine. Data is knowledge and knowledge is power. I would love to see more marketers using this knowledge to inform their communications because it gets results.

We know that personalized communications—especially those that take into account the recipient’s past buying behaviors and history with the brand—are effective. That means the more variable data personalization we can offer, the better we can help our clients optimize their marketing budgets and see real ROI on their print spend.

With Quantum Group as a guide our clients can depend on, the future is ours for the taking. 🍀

Cheryl Kahanec is Chief Executive Officer of Quantum Group in Morton Grove, Illinois. An industry-recognized expert in digital technology and solutions, she is a frequent speaker who has been featured and quoted in many leading industry publications. Cheryl has worked with many major companies in the selection and development of products and services for the marketing communications industry, including HP, IBM, Adobe, Landa, Kodak and Xerox.



“Retention and productivity. More, now than ever, this is a topic that employees feel more comfortable with their employer, knowing that there is a place in the plan.”

**— Marjorie Freer, VP,
Human Resources, Mower Agency**

We're Ok.

Mental wellbeing
as a cultural
management strategy

In her book, "The Conscious Workplace: Fortify Your Culture to Thrive in Any Crisis," HR and organizational development thought leader Shaara Roman says that while most organizational cultures tend to develop organically with little input or perception from management, there lies a real opportunity for leadership to focus on culture. And as Roman, founder and CEO of boutique culture consulting firm The Silverene Group, puts it, not just culture for culture's sake, but as a critical element of a company's future and success.

If you read Peter Drucker's world-renowned edict that "culture eats strategy for breakfast" in her conclusions, you're not far off. "The Conscious Workplace" provides an indelible statement on just how much the role of solidifying cultural ideals plays in building and strengthening workplace dynamics.

While culture is defined by how each team member shows up at work, and that patience and practice are essentials to the change journey, Roman believes that intentionality is the true ingredient. "Each organization is unique, and you can't just copy another company's culture and expect it to work at your place. Sure, there are common elements of a great workplace culture—and we've talked about that before in many of our other blogs—things like inclusive leadership, authenticity, psychological safety, and so on. But how they come to life in an organization is where the secret sauce is."

In many instances, that coming to life moment parallels employee wellbeing, particularly how they adhere, react and adapt to the day-to-day workplace culture that is in place. According to Gallup's "State of the Global Workplace: 2022" report, along with dissatisfaction, today's workers are expressing staggering rates of disengagement and unhappiness. If you want data, 60% reported being emotionally detached at work while 19% said they were downright miserable. The report also showed that 50% of workers reported feeling stressed on a daily basis, 41% were worried, 22% sad, and 18% angry.

Only 33% reported feeling engaged.

Enter enacting a mental wellbeing strategy, where you openly and honestly make an effort to bolster the culture of the workplace dynamic. Roman, who has helped shape the cultures with clients such as Arcadis, ExecOnline, Folger Shakespeare Library, the National Association of Corporate Directors, and the Walton Family Foundation, believes the strategy works.

"It's important to be really clear about what you're looking to do, why you're looking to do it, and how you'll know that you've accomplished it," she says. "When you're intentional about your culture change journey, you can more easily move your strategy forward by getting everyone on the same page. Change sticks when the organization maintains the strategy, fosters the new culture with intentionality, and keeps up with the measurement systems in place."

7 ways to better workplace mental wellbeing

- 1 Connect with your team**
Getting to know your employees should always be a priority. Connection drives us to be our best selves. Leadership should be tailored to the individual, because everyone responds differently according to their personality type.
- 2 Show appreciation**
Recognizing a job well done, or simply the time and effort your team puts into the job, goes a long way. Making it known how much you value your people helps boost morale and drive motivation.
- 3 Prioritize wellbeing**
Don't just tell your team their wellbeing is a priority, show them. Set the tempo. If you're constantly working into the night and over the weekends, provide mental health days or resources, and encourage people to speak up if they feel a burnout coming on.
- 4 Trust their process**
Show your employees you believe in their ability to produce top quality results, and don't micromanage the process. Tell them what you need up front and get specific with your guidelines, but then let them exercise ownership over the task.

Trust. Happiness. Repeat.

What does your job provide you? According to the World Health Organization, every workplace offers variations of the following. A livelihood. A sense of confidence, purpose and achievement. An opportunity for positive relationships and inclusion in a community. A platform for structured routines, among many other benefits.



5

Create a safe space

Foster a work environment where your people can feel safe to be authentic and contribute without fear of being judged or shut down. Psychological safety plays a big role in employee satisfaction and innovation.

6

Provide help when needed

Make sure your team knows they have your full support and the support of the other team members. Recognize when a project is too big for one or two people, and avoid over-assigning work.

7

Check in regularly

At the end of the day, your employees are the best resource when it comes to learning how to care for their needs. Have frequent one-on-one's to discuss each person's comments, concerns, needs, goals and general feelings about the job.

Source: The Silverene Group

Providing each employee with these opportunities at work helps increase the level of trust and overall happiness the employee has. Having a "safe place," where there are programs such as an ERG (employee resource group) that focuses on this, and is voluntary, is encouraging.

When the Mower Agency was looking to increase the level of mental wellbeing in its workplace culture, leadership asked its employees what would help. The feedback from the internal survey put an emphasis on work as a "safe place."

To help keep employee morale clicking on all cylinders, Marjorie Freer, VP of Human Resources, says leadership sends out quarterly company-wide reminders about the resources available to its workforce. "It's about leadership and supervisors being aware and recognizing signs that employees may be facing issues they might not be apt to speak about unless asked in a forum they feel is safe. Providing our company with EAP (Employee Assistance Program) information regularly is

"When you're intentional about your culture change journey, you can more easily move your strategy forward by getting everyone on the same page."

**– Shaara Roman, Founder & CEO,
The Silverene Group**

essential, but one-on-one conversations are even more important."

More than anything else, communication is the key factor. Having a cadence with your employees and their needs is important so that both current and new employees are familiar with company policies and resources. And while informing them at a company-wide level is imperative, making sure managers are aware of signs and checking in regularly with their employees is most beneficial in being ahead of issues that may lay silent otherwise.

"Retention and productivity," Freer says of the benefits of workplace wellbeing plans. "More, now than ever, this is a topic that employees feel more comfortable with their employer, knowing that there is a place in the plan. Encouraging them to reach out and that there is flexibility and resources are a huge benefit to keeping employees happy and staying in a place they feel safe and supported." ❖❖❖



WEIGHING IN

Progressive print leaders
discuss issues of the day

The print industry faces many challenges in the current landscape. However, progressive printers simply view challenges as opportunity. We sat down with three industry progressives to get their take on everything from the environment to data. Chris Casey, Executive Vice President of Sales & Marketing at Creative Digital Printing in Las Vegas, Anne Fouss, Director of Marketing and Business Development for Kenwel Printers, Inc. in Columbus, Ohio, and Dean Petrulakis, Senior Vice President, Sales at Lake County Press in Waukegan, Illinois, all shared what they are doing to move forward.

How are you addressing the increasing demand for sustainable and eco-friendly printing options?

Chris Casey: With our inkjet water-based ink and our excess paper recycling process, we have become as eco-friendly as possible. We leave no stone unturned when it comes to the environment these days.

Dean Petrulakis: The key is driving awareness amongst my customer base about the sustainability of print in general. There is a lot of false information and greenwashing out there that gives print and paper a bad rap. My job is to let my customers know that they can feel confident they are investing in an eco-friendly process when they print with us. And it's not just about printing on 100% recycled paper. We can help our customer tell an environmental story in terms of the sustainability practices of the paper mills and printers. They can feel confident that if they are questioned by their customers, they are able to answer them with certainty that they did no harm to the environment by printing the piece their customer is holding in their hands.

Anne Fouss: Kenwel uses paper sourced from sustainably certified forests. We have also invested in equipment that is more efficient and uses less energy to produce printed materials. Sustainable and eco-friendly printing options are constantly evolving—identifying and implementing new initiatives are ongoing.

How are you using data and analytics to inform your business decisions and better serve your customers' needs?

Casey: We are always investing in technology that increases our productivity, which helps pricing and the bottom line. It has become a natural progression to see it in our business decisions, but we still rely on our experience and intimate understanding of the market.

Petrulakis: Data is everywhere now and as a business we rely on that data to inform our decisions about processes, equipment upgrades and a variety of factors. The key is having people who can look at that data in the context it's meant to be viewed and make sense of it. Otherwise it's just a bunch of numbers.

Fouss: Data and analytics are important—they may not tell the whole story but provide a starting point.

We use data and analytics to determine how well we are doing in a particular market or where we need to focus more of our attention. We can see customer and operational patterns that tell us where we need to improve.

How are you leveraging digital channels, such as e-commerce and social media, to reach and engage with your customers?

Casey: While we always strive for face-to-face interaction, we have embraced both LinkedIn and Google to reach out to new prospects and deepen our engagement with current clients.

Petrulakis: Personally I use LinkedIn every day to engage with my connections and potential customers. I try and provide as much value on the platform as I can and I stay away from selling on there. Sure, I use it to connect with new potential customers, but I don't do any selling there. It ruins the spirit of the platform. As a company, we do the same thing. We try to provide valuable content to our followers and inspire them. We do that through a mix of educational content and by showcasing fun projects we have worked on.

Fouss: Over the past year we have been more consistent with posting on social media. We are engaging with customers, our business partners and industry peers. We use social media to learn more about our customers and provide better support to them. We have seen an increase in followers. E-commerce is something we are still researching and evaluating.

“Data is everywhere now and as a business we rely on that data to inform our decisions about processes, equipment upgrades and a variety of factors.”

— Dean Petrulakis, Senior Vice President, Sales, Lake County Press

How are you investing in your workforce to ensure they have the skills and training needed to succeed in the evolving print industry?

Casey: We are committed to making cross training our goal. We want people to understand a variety of aspects of the business and that results in everyone becoming more than one asset tool in our company. We think it also keeps people mentally stimulated.

Petrulakis: Our management team does a super job of making sure our key department leads are staying current and always learning. They attend educational conferences regularly to learn and stay current with trends. They are also encouraged to think outside of the box and bring ideas from other industries that could help us. Sometimes the best ideas come from outside of your industry.

Fouss: Everyone has a different learning style. If someone shows an interest in learning more, we do our best to direct them to the appropriate resource for guidance. Kenwel has over 400 years of combined experience; people are used to problem solving and figuring out things on their own. As we think ahead towards the future, we will need to give more attention to onboarding and integrating those who are not as experienced or come from a different background. When people have worked together for so long, they don't always realize all the things they know or don't know.

How do you see the role of print evolving in the future? Will it continue to be a significant medium for communication and marketing, or will it become less relevant?

Casey: We truly believe that print is alive and well! We are seeing an amazing trend where shorter runs with more compelling content and design is making an impact. The need for short-term inventory is becoming more relevant day by day.

Petrulakis: I see print exploding in the next 5-10 years. We have hit a tipping point in our society with digital overload. Print owns a smaller share of the total marketing pie than it used to and that will continue to be the case. Digital tools like social and video are very effective and will continue to gain

popularity as marketers get even smarter on how to use them. But many people who ran from print completely are realizing that if you want your brand to be relevant and trusted, you must find a way to use print in a smart and thoughtful way and integrate it into your mix. Direct mail is booming and will continue to grow. Privacy and data concerns give print a super opportunity to shine. I don't know of a single direct mailer that caused a data breach or hacked somebody's email! The last three years have tested our trust as a society and we are holding close to us the brands and people we trust the most. Same holds true for print. It has always been a marketing method that you can trust.

“When people have worked together for so long, they don't always realize all the things they know or don't know.”

— Anne Fouss, Director of Marketing & Business Development, Kenwel Printers, Inc.

Fouss: Print will always be relevant—it is EVERYWHERE! I think more consideration will be given to how print is used to complement or enhance other communication forms. I can also see a need for “print experts” to be included earlier in the marketing communications planning process to optimize use of print and educate on how to achieve the best results. There are so many ways print can add impact—it makes sense to consider all the different options, production processes, and costs involved at the beginning of any marketing or communication initiative. Building community—working together with our customers and industry partners to solve problems is how I see the role of print. 🍷



THE VANISHING

Shedding light on the declining number of graphic arts students

Carol Jensen Jones views any talk about a declining number of graphic arts students as a case of the proverbial squeaky wheel gets the oil. From where Jones, Senior Lecturer Emeritus College at Clemson University, sits, if you want something, you not only have to ask for it, but also put in the work. To keep the wheels turning, she believes there must be a willingness of professionals from the graphic arts community to sit on boards, steering committees and provide support through professional associations/organizations.

Pick one, any one: Flexographic Technical Association (FFTA); Printing Industry of the Carolinas (PIC); Print and Graphics Scholarship Foundation (PGSF); National Association for Printing Leadership (NAPL); Association for PRINT Technologies (APTech); Printing Industries Alliance (PIA); Technical Association of the Graphic Arts (TAGA) and IDEAlliance.

“If industry doesn’t let educators and associations know what their needs are, the programs aren’t looking to meet an unknown demand,” Jones says.

According to the “Occupational Outlook Handbook” by the Bureau of Labor Statistics, U.S. Department of Labor, employment of graphic designers is only expected to grow 3% through 2031—slower than the average for all occupations. Despite limited employment growth, about 24,800 openings for graphic designers are projected each year, on average, over the next decade, the handbook says.

“Undergraduate students in our curriculum are required to take courses preparing them to communicate effectively with the creative community.”

— Bruce Leigh Myers, Ph.D.,
Associate Professor/Department of Packaging
and Graphic Media Science/RIT

More than anything else, Jones and her higher education peers believe that graphic arts programs must have the support of the industries seeking future graphic design professionals. This means that financially, industries should be assisting high school STEM programs, technical colleges, four-year colleges and universities through grants, scholarships, paid internship opportunities, current technologies and equipment, and consumables. Graphic arts programs with printing as a large or primary part of the program at any level are very costly to run. In recent years, many have disappeared because they are not financially feasible and do not get any greater support than other disciplines.

“Digital design doesn’t have near the demand on space and equipment that print design programs have to be effective,” Jones says. “Successful and effective print design programs have current technologies in both software and heavy equipment such as flexographic, offset lithographic, screen printing and various digital printing systems where students get to test out their designs and see the impact of poor, good or great design. Programs with industry support work toward developing curriculum and experiences to meet the needs expressed by and supported by industries.”

One of the worst things she has seen during her time with Clemson’s Graphic Communications program as an instructor and internship coordinator is companies thinking they are going to get a great student to do an internship for no pay and little or no other support.

The scenario goes back to her aforementioned statement: If you want something, you not only have to ask for it, but also put in the work. “An industry must see that the investment made with today’s employee/ intern pays off in both getting the best out of the intern/employee as well as developing a relationship with the entire program. This shows the prospective employees that you are a great company to work for—one that values its employees’ contributions and supports their professional development.”

The bottom line: Even if the intern does not go to work for you, the recognition of your company for having supported the program and providing positive experiences draws other great candidates to your organization.

Bruce Leigh Myers, Ph.D., an Associate Professor for the Department of Packaging and Graphic Media Science



at Rochester Institute of Technology (RIT) believes the continual communications component between the higher education and print production communities is vital. He says that all designers should have required exposure to print production and should speak to recent graduates about their career trajectories.

And while Dr. Myers does not believe every student enrolled in design programs has a realistic chance of a career as a designer, having design skills can lead to other opportunities. “Not everyone has the aesthetic skills necessary to become a successful designer. Many would be better served by supplementing their creative abilities with technical



acumen. In my experience, these conversations rarely happen. Poorly performing students simply get passed along, which is a disservice to the students and the industry at large.”

“If industry doesn’t let educators and associations know what their needs are, the programs aren’t looking to meet an unknown demand.”

— Carol Jensen Jones, Senior Lecturer, Emeritus College, Clemson University

RIT’s College of Engineering Technology offers a bachelor’s of science degree in Print and Graphic Media Technology, and a master’s of science degree in Print and Graphic Media Science. The focus is on applied science, not the aesthetic nature of design. They teach printing technologies at an industrial scale.

“Our graduates benefit from the robust career opportunities in those areas, largely working in leadership positions on the production side of the industry and for the vendors that serve them,” Dr. Myers says. “Undergraduate students in our curriculum are required to take courses preparing them to communicate effectively with the creative community. We have no problems placing our graduates in meaningful careers.”

TALKING ABOUT THE FUTURE

No matter how you ask the question, there also will be a need for print design, even if print systems go totally digital. The variety of substrates, colorants, and types of printed products, especially in the packaging sector, will always need to be considered when designing successfully for print.

Jones believes that as more industries focus on sustainability and recyclable materials, reducing waste and the carbon footprint will become a challenge the graphics industry can help fight. “It is critical to have the emphasis within graphic arts programs that support this ongoing need. Clemson University is fortunate to have both a Graphic Communications and Packaging Science program and degrees. While these departments are separate entities within separate colleges, we share the Sonoco Institute of Packaging Design and Graphics.”

At RIT, from Dr. Myers’ perspective, the future of print design will require it to be integrated into high school, community college and bachelor’s degree programs. “Today, the superstars in the design field are more like fine artists than commercial artists. If one aspires to be a fine artist, the intricacies of print production will likely hold little interest. There is always room at the top, but there are thousands who need to make a living for every one superstar in any field. Meaningful careers abound in print, from creative to production positions, for those with the right skill sets.”

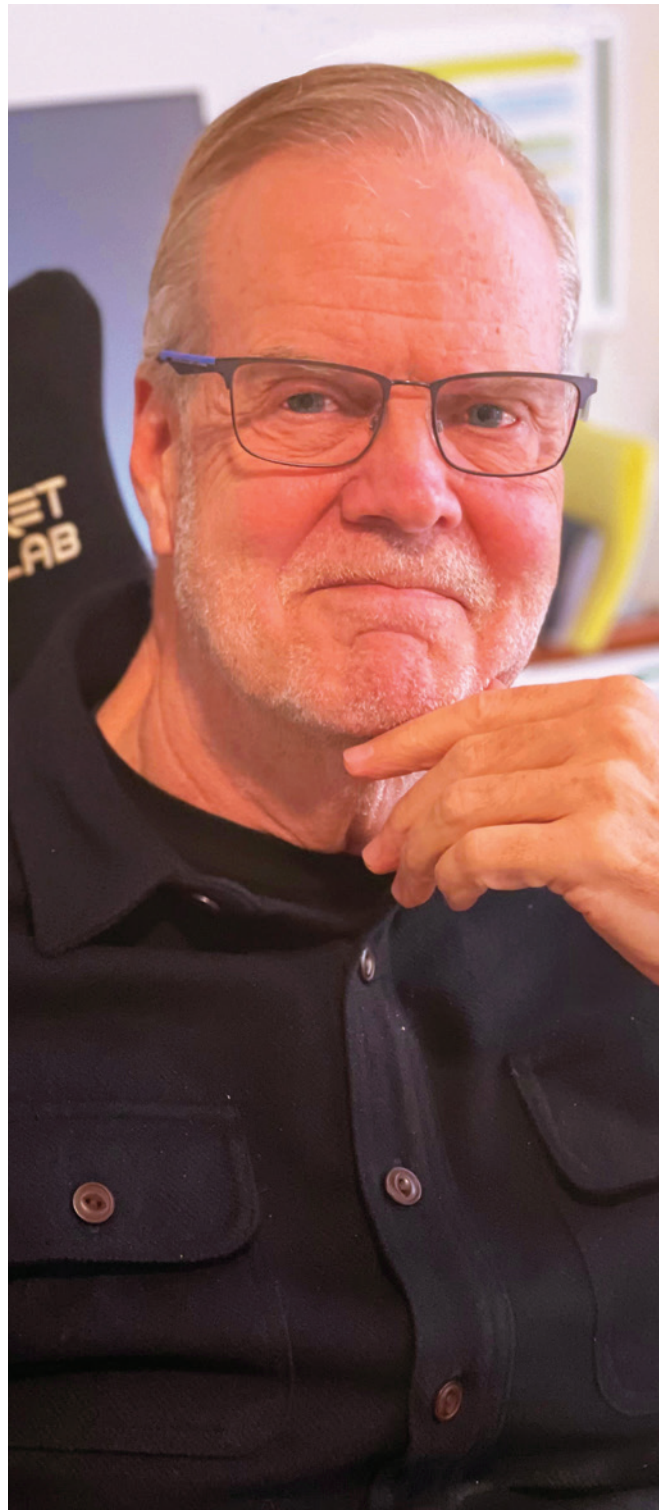
Q&A

**KEN GARNER,
WELLBEING COACH**

DESIRED RESULTS: INDUSTRY LEADER ELEVATES THROUGH COACHING

Ken Garner has over two decades of experience successfully leading organizations in senior leadership positions. In 2019, he led the development of an industry leadership program with the faculty of George Mason University's School of Business. He subsequently graduated from George Mason University's Center for the Advancement of Wellbeing's "Leadership Coaching for Organizational Wellbeing" program. As a current member of George Washington University's "Transformative Leadership in Disruptive Times" Advisory Committee and a recipient of multiple awards for industry leadership and contributions, Ken has become the leading coach within the printing industry. In addition, his 30+ years of experience have made him a highly sought industry speaker.

Ken's organization, Desired Results Through Coaching (desiredresultstc.com), has launched the **Peak Performance Series**, which is a series of 6 short presentations focusing on the most important drivers of personal and organizational success. As wellbeing is emerging as a core issue within business, we sat down with Ken to learn more.





What is the Peak Performance Series about and what topics does it cover?

The Peak Performance Series contains six intentionally selected and curated focus areas designed to enable individuals and organizations to optimize their potential and perform at their best. The series is built on my experience as an executive leader, certification and accreditation as an Executive Coach, and hundreds of hours of actual coaching experience. Each element contains a compelling business justification backed up by data and science. Each element is designed to be a 40-minute introduction with further development available upon request.

Can the sessions be delivered individually or as a complete package?

The series can be delivered as individual sessions or as a complete package. Ideally clients will opt for the complete package given the comprehensive nature of the content. Exposure to the entire series will enable clients to better select areas they would like to focus on in greater detail.

What is the goal of the Peak Performance Series?

All related data and experience reveal that individuals and organizations are experiencing a wellbeing crisis. Rates of employee stress, burnout, and turnover are at all-time highs. Average employee engagement is low. Younger workers are demanding a different organizational culture. The goal of this series is to enable organizations and individuals to build lives of vitality, purpose, resilience, engagement, and success.

Why is wellbeing so important for individuals and organizations?

Very simply, without wellbeing, sustained individual and organizational health, effectiveness, growth, and happiness is not possible. For organizations, the costs related to the absence of individual wellbeing are staggering and the benefits of wellbeing can help ensure business success. For example, a recent study of more than 12,000 employees across 12 countries found that organizations can experience an opportunity loss of \$20 million for every 10,000 workers due to low wellbeing and its drain on performance.*

“ORGANIZATIONS CAN EXPERIENCE AN OPPORTUNITY LOSS OF \$20 MILLION FOR EVERY 10,000 WORKERS DUE TO LOW WELLBEING AND ITS DRAIN ON PERFORMANCE.”

**(source: Amplifying Wellbeing at Work and Beyond Through the Power of Recognition
<https://www.workhuman.com/resources/reports-guides/amplifying-wellbeing-at-work-and-beyond>*

Q&A

KEN GARNER, WELLBEING COACH

What challenges do you see when it comes to wellbeing in the workplace?

I can present compelling data that illustrates both the benefits of wellbeing and the costs/risks related to the absence of wellbeing. The challenges are related to awareness and knowledge of specific competencies and practices that deliver wellbeing. Like any personal or business challenge, success depends on accepting the nature of the challenge and developing and executing a specific plan to successfully address the problem.

How can the Peak Performance Series help organizations address these challenges and improve wellbeing?

This program provides a framework to help clients to become better educated related to the data, and to become aware of options, practices and procedures that can drive personal and professional success. 🍷



“VERY SIMPLY, WITHOUT WELLBEING, SUSTAINED INDIVIDUAL AND ORGANIZATIONAL HEALTH, EFFECTIVENESS, GROWTH, AND HAPPINESS IS NOT POSSIBLE.”

THE PEAK PERFORMANCE SERIES

» 1 AN INTRODUCTION TO WELLBEING

An introduction to the concept of wellbeing including definitions and a “business case” underscoring the importance of wellbeing. Organizations cannot succeed on a sustainable basis without employees who enjoy wellbeing.

» 2 CREATING YOUR PERSONAL WELLBEING & RESILIENCE PLANS

An introduction to the concepts of Wellbeing, Thriving, and Resilience. More data related to the importance and benefits of wellbeing. An outline of potential plans to achieve wellbeing and resilience that everyone can practice.

» 3 CREATING ORGANIZATIONAL WELLBEING

A cost/benefit analysis of organizational wellbeing. In one of the largest studies of burnout, Gallup found the biggest source was “unfair treatment at work.” That was followed by an unmanageable workload, unclear communication from managers, lack of manager support and unreasonable time pressure. An outline for creating organizational wellbeing. A review of Gallup’s “Biggest Risks to Developing a Net Thriving Organization.”

» 4 THE IMPORTANCE OF PERSONAL PURPOSE

One of the fundamental requirements for wellbeing. Understanding the importance of crafting a Personal Purpose Statement. Understanding the important role that personal purpose plays in critical personal and professional decisions. Tips on how to create your own PPS.

» 5 THE IMPORTANCE OF ORGANIZATIONAL PURPOSE

Organizational purpose matters now more than ever—particularly to new generations of workers. Understanding the need to satisfy all “stakeholders,” not just shareholders. An introduction to the Davos Manifesto, B-corps, and Patagonia. Tips on how you can create a powerful and relevant OP.

» 6 STOP MANAGING AND START COACHING

The days of “command and control” management are over. The single largest impact on employee engagement is related to employees’ relationships with their bosses. This session shares a business case for investing in the development of coaching competencies for managers and leaders at all levels. Reviews some of the coaching skills that will have the greatest performance benefits.

These sessions can be delivered individually or as a complete package. They can also be incorporated as deliverables as part of a coaching engagement without additional charge.

Association for PRINT Technologies is offering the full six-session Peak Performance program at no cost to members beginning March 21, 2023. To learn more about the program and how to become a member visit www.printtechnologies.org.



DIRECT MAIL MATTERS

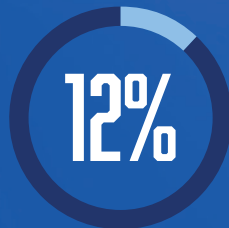
Why marketing through the mail still works

Direct mail is a powerful marketing tool, and it becomes even more effective when paired with digital technologies in integrated campaigns. Regardless of age group, direct mail still matters. In fact, it may matter more than ever!

MILLENNIALS

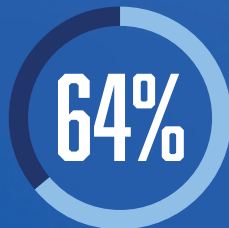
find paper mail more reliable

Source: DMA



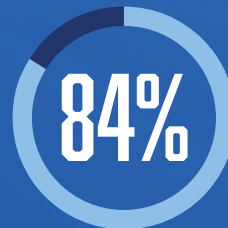
response rate among 18–21 year-olds to direct mail

Source: USPS Mail Moments Review



of millennials would rather scan the mail than email

Source: USPS Mail Moments Review



of millennials look through their mail

Source: USPS Mail Moments Review



of consumers trust direct mail when they want to make a purchase decision

MAIL

outperforms all digital channels combined by nearly

270%

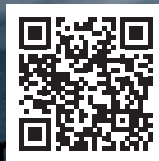
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