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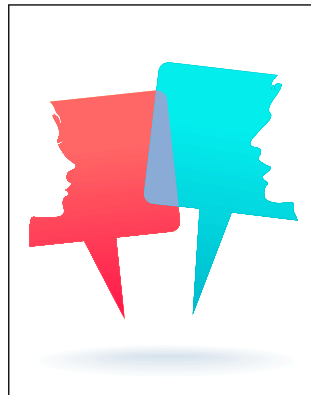
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Technology, tradeshow and key installations

I attended the Digital Imaging Association's breakfast at Graphics Canada last month and was extremely impressed with Dr. Paul Smith's presentation. Smith is the VP and Manager of the Xerox Global Materials Research Centre of Canada (XRCC) in Mississauga, Ontario. The work this innovative centre is doing is absolutely amazing. For example, they've already been issued over 2,800 patents and have the most student-led start-ups in the world! One of two research centres for Xerox worldwide, it provides advanced materials research and development for both Xerox and external clients. Co-located with the centre is the Research Innovation Commercialization Centre (a regional entrepreneur and innovation hub), and GreenCentre Canada (a Kingston, Ontario-based organization for the commercialization of chemistry-based technologies). All three provide valuable expertise that helps start-up firms accelerate their growth. The XRCC is also responsible for decades of expertise in developing toner and ink for Xerox. Current research at XRCC covers digital print and intelligent packaging, workflow automation, 3D printing and printed electronics, and sensor technology. Congratulations to Dr. Smith and the more than 100 employees at the centre for their outstanding work.

It was nice to say hello to so many old and new friends at the Graphics Canada tradeshow last month in Mississauga. I think

I wore through another pair of shoes visiting the more than 150 exhibitors during its three busy days. A special thank you to those who filled out their free subscription to our printed and digital magazines. By the way, the winner of our show draw for a free two-night stay at Centennial House in the heart of Niagara's wine country was Rita Vogel Post of Vogel Art in Milton, Ontario. We've got a brief glimpse from inside the show, along with dozens of photos from our staff photographers, starting on page 20.

Finally, congratulations to Christine Yardley of Print Panther in Oakville, Ontario who purchased Canada's first AccurioWide 160 wide-format printer from Konica Minolta Canada. In the summer of 2016, Print Panther became the first printer in Canada to install Konica Minolta's MGI JETvarnish 3DS and iFoil System.

As always, stay positive and stay focused.



Joe Mulcahy
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I'll take a paper cut over a migraine headache any day

I've never believed that a "paperless office" improves productivity. Perhaps it's the fact that I spent 20 years working for a newspaper, or that I love paper and the printed page. Today, I have a love-hate relationship with my computer screen. I find that I must take regular breaks to reduce stress and improve my energy level. Do you?

However, I recently realized something that surprised even me. In the daily chore of proofreading this magazine and other documents, I discovered that I hardly, if ever, proofread from a digital file. I invariably print it and mark corrections with a pen (an archaic instrument used in the 1970s and 1980s). I then asked myself: "why do I do this unconsciously every day?" Here's the answer: I'm tired – of stiff necks, blurred vision, sore backs and shoulders, and the headaches I get after only a couple of hours mentally cemented to my 20" computer screen.

Last month I posted an article on our website on the health risks of the paperless office by Ian Lifshitz, Vice President of Sustainability & Stakeholder Relations at APP Canada. He revealed that today's paperless offices actually result in lower productivity, fatigued workers and quite often, more

absenteeism. Ever heard of Computer Vision Syndrome or CVS? It affects about 90% of employees who spend three hours or more a day in front of a computer – and it's now quite widespread. Other problematic factors include room lighting, distance from the screen, screen glare, seating posture, etc. One or all of these can cause headaches, neck and shoulder pain and much more. I'll take a few paper cuts over this nonsense any day.

Lifshitz suggests striking a balance between a tech-enabled workforce and employees who are healthier, and therefore, much more productive. Does your workplace encourage that? If not, it might be time to talk to your supervisor. If you own a print shop, you might be especially interested in reading his article by visiting graphicartsmag.com and clicking on "Special Features" April 3rd.

Until next time, always remember that we're here to help.



Tony Curcio
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Best Color Press installs a Heidelberg Speedmaster XL 106-6+L Press

Best Color Press (Vancouver, BC) has invested in a Heidelberg Speedmaster XL 106-6+L Press with groundbreaking Push-to-Stop autonomous print automation – along with many other features and options designed to meet the requirements of today’s complex packaging print market. The company’s goal is to completely change the face of packaging printing in Vancouver, now that it has the technology to do just that. Capable of producing 18,000 sph, the press features an elevation kit for taller stacks. It can also produce both conventional print with water-based coating, and UV-printed jobs with high-gloss UV coatings because of its IST UV System. Heidelberg Push-to-Stop technology features include: Prinect PressCenter 2 console with Wallscreen XL interface; AutoPlate Pro fully-automated plate-changing system; Inpress Control spectral colour measurement and automatic register system; automated wash-ups; and a new Quality Assist program for autonomous progression – from makeready to good sheet production.

“Best Color is now better equipped than any shop in the western region of Canada for any type of packaging products,” said CEO Sunny Chan. “It was a big leap for us, but now we’re ready.” The packaging market in western Canada is growing in a ‘boutique sense’ – meaning that a lot of smaller companies are looking for specialized packaging.

So the opportunity to better serve this market is now possible for Best Color. Operating and serving the printing market in Vancouver for over 30 years, Best Color has grown steadily and now employs 60 people. The new Speedmaster XL 106-6+L joins a Speedmaster XL 75-6+L Press, alongside a new Suprasetter CtP with automatic plate loading, punching and automatic slip-sheet removal.



From left are: Best Color’s David Lee, Press Operator, with Sunny Chan, CEO, in front of their new Heidelberg Speedmaster XL 106-6+L Press.

Canpak installs a Therm-O-Type NSF Excel Mk II Foil Press/Die Cutter Press from Insource

Canpak Trade Print & Services (Richmond Hill, Ontario), a leading Canadian trade printer serving print brokers and other clients with customized printing and finishing services for over 20 years, has invested in a Therm-O-Type NSF Excel Mk II Foil Press/Die Cutter Press with inline stripping capabilities from Insource Corporation (Markham, Ontario). Insource is a leading-edge technology and service provider and partner, specializing the industrial paper handling, card handling, packaging and fulfillment, and mailing segments. The press can foil stamp, foil emboss, deboss and die-cut digital or offset output. The NSF Excel press will enable Canpak to offer short-run, medium-run and long-run die-cutting services with sheet sizes up to 18.5” x 20.5”. This will complement its current larger-format die cutting services. The installation will also enable Canpak’s facility to handle both straight-line and Heinz-bottom boxes, door hangers, round-corner business cards and much more. This isn’t the first time that Canpak has invested in cutting-edge equipment from Insource. In January of 2018, the trade-only printer purchased a Chameleon Folder Gluer that has opened up new business opportunities for Canpak by providing additional solutions to its clients. “An intuitive shift is taking place in the industry, and with

innovative machinery like the Therm-O-Type NSF Excel, we’re equipped with solutions that can reduce production costs by eliminating outsourcing, coupled with invested support across Ontario,” Insource added.



From left are: Alan Ferguson, Insource Solutions Specialist; Canpak President Eric Fok; and Press Operator Redmund Wong.

Prime Data chosen as one of Canada's best workplaces

Marketing technology leader Prime Data (Aurora, ON) has been named one of just 75 Employee Recommended Workplaces in Canada. The recognition is part of the third-annual survey by *The Globe and Mail*. Selected organizations have achieved high standards for healthy workplaces, as reported by their employees – who completed a confidential personal assessment for evaluation. “We’ve made a deliberate effort over the past few years to put our team’s health and well-being at the forefront,” said Steve Falk, President. “The Employee Recommended Workplace seal is the result of our management team and our employees making extra efforts to be healthy inside and outside of work.”

As part of its goal to be a healthy, productive and engaging workplace, Falk asked his team to complete an anonymous third-party survey each week. The results provided regular feedback on what the company is doing right, and what they can do better for employees. This was combined with quarterly learning, fitness and productivity campaigns with prizes to mark employee milestones.



From left, Alix Morgan, Alison Sanzo and Steve Falk attended the March 19 event celebrating the Globe's Employee Recommended Workplace Awards.

Heidelberg to exhibit at Printing United tradeshow

Heidelberg will exhibit at the inaugural Printing United Expo in Dallas, Texas, October 23-25, 2019. Featuring a broader range of printing and finishing technologies and media, the tradeshow will cover multiple industry segments – from garment printing to graphics, from packaging to commercial and industrial – “conveying all components of an integrated print solution to satisfy any client need.” Heidelberg intends to echo the show’s theme of convergence by highlighting its solutions for the commercial, packaging and label markets, attracting new customers while also empowering current customers to transcend traditional segmentation and expand into new areas of business. “We’re proud to participate in the first ever Printing United Expo – bringing together the entirety of the print industry under one roof,” said Felix Mueller, President of Heidelberg Americas.



Felix Mueller

MET gets new Vancouver headquarters

East Vancouver has always been the home of Metropolitan Fine Printers (MET), an international, award-winning, carbon-neutral printer. Scheduled to open this fall, its new

headquarters near downtown Vancouver will house its executives, sales and production teams, as well as its core manufacturing plant. “A perfect fusion of old and new, modern design is contrasted with vintage, exposed wood beams and brick walls. Multiple office and meeting spaces will facilitate efficiency and collaboration,” MET added. “We’re excited to bring this new state-of-the-art printing facility to downtown Vancouver,” said President Nikos Kallas. “We look forward to collaborating with our clients and industry colleagues to continue to raise the bar for excellence and innovation. We see ourselves as a cross-media communications partner, combining our unparalleled printing expertise with MET’s cutting-edge technologies to elevate any brand.”



MET Fine Printers' new headquarters

Domino names speakers for its Digital Printing Spectrum

Some of the most highly-respected names in the label printing industry will be presenting, moderating and serving on Q&A panels at Domino's 2019 Digital Printing Spectrum May 21–22 at the Holiday Inn Gurnee Convention Center in Gurnee, Illinois. Event registration is now open and it's free to attend – but you must register first. The event is where “the widest range of industry experts” will gather to discuss: best practices for productivity, efficiency and making money with digital printing; workforce development; hybrid printing; providing brand owners with more value; digital printing today and into the future; and much, much more. Over 25 presenters, moderators and panel participants have been confirmed. There'll also be tabletop exhibits from leading industry suppliers. At press time, 37 companies have reserved spaces. A wide spectrum of capabilities within the label printing industry will be covered. For more information please contact Bill Myers at bill.myers@domino-na.com.



C.P. Bourg debuts its Bourg BPM at Dscope Edge

At the recent 2019 Dscope Edge conference in Orlando, Florida, global print-finishing leader C.P. Bourg unveiled its “groundbreaking” Bourg Sheet Preparation Module (BPM) – an industry-first in print finishing for commercial printers and in-plants. The new sheet-converting system automatically divides large, parent-sized printed sheets into intermediate, form-sized or final-sized sheets inline between their printer/press and C.P. Bourg finisher. The breakthrough solution dramatically reduces page-imaging costs by allowing users to print multiple pages of a document on less expensive large sheets, thus eliminating costly manual labour used to

hand-process those large sheets into smaller usable sizes on a guillotine cutter prior to finishing. “Productivity is the key requirement in production finishing today,” said James Tressler, VP of Sales for C.P. Bourg. “The BPM sets a new standard in finishing workflow automation. Our users are eliminating costly procedures and wasteful touch points, making them much more productive and profitable.”



Bourg Sheet Preparation Module

Krischke is new President and CEO of Müller Martini NA

Bruno Müller, CEO of Müller Martini, has appointed Thomas Krischke as President and CEO of Müller Martini North America. He succeeds Werner Naegeli, who’s retiring after nearly 30 years. Krischke, a 20-year veteran, began his career as a strategic planner at Eastman Kodak in Germany in 1996. He then spent almost 15 years with Heidelberg Druckmaschinen, starting as head of finance for its postpress division before managing the entire division. He joined Müller Martini in 2017 where he played a key role in the acquisition of Kolbus bookbinding. In 2018, he became a Managing Director at the Rahden facility in Germany and helped transition the Kolbus portfolio as well as its personnel into the Müller Martini Group. He’ll work out of Müller Martini’s US headquarters in Hauppauge, NY.



Thomas Krischke

Varney returns as President of Xerox Canada

Al Varney has been appointed President of Xerox Canada. He is responsible for Canada’s go-to-market strategy, operations, marketing, sales and delivery of document technology, solutions and services for small, medium, large enterprise, graphic communications, and public sector clients across all business channels. Previously, Varney was President of North, South and Central Europe for Xerox. Appointed to this position in January of 2017, he was responsible for the growth of both profits and revenues in 14 European countries. Prior to this leadership role in Xerox’s international operations, he was President of Xerox Canada. Before that, he held the roles of President of Xerox’s North American Agent Operations and Senior Vice President of United States Large Enterprise Operations. Varney joined Xerox in 1986 as a Sales Representative in Canada, and has held sales, general management, marketing and strategy positions in Canada, the United States and Europe. His experience includes serving as Vice President of Marketing, Vice President of Strategy and Sales Operations, Senior Vice President, and as General Manager for Client Operations. Varney holds a Bachelor of Science Degree from McMaster University in Hamilton.



Al Varney

Bobst chooses Apex as a preferred partner in Canada

Apex North America is now the preferred anilox manufacturer for Bobst North America’s Web-Fed Division – including its flexible packaging, preprint and narrow-web presses. Apex and Bobst will work together to promote Bobst Revo narrow-web presses and the key added value of Bobst’s narrow-web presses combined with Apex’s GTT patent Anilox engraving. “We have a long working history together and we’re bringing innovative development technology to solutions like Revo in the narrow-web label and packaging industry,” said Todd Blumsack, VP of the Web-Fed Business Unit at Bobst North America. “The agreement will also promote each other’s technology, as the seamless integration of our solutions will add more value for our clients in the Canadian and American printing and converting markets.”



Todd Blumsack

Garfinkle becomes majority owner of Pazazz

Warren Werbitt, former CEO and founder of Montreal-based Pazazz Printing, has left the company. The commercial printer specializes in offset, digital, wide-format and packaging. The company was recently bought out of creditor protection and is now incorporated under a new company. Pazazz had sales of about \$15 million before going into creditor protection. Jimmy Garfinkle, President and CEO of family-owned Mitchel-Lincoln Packaging, has now assumed responsibilities as its majority owner. Mitchel-Lincoln is Quebec’s most productive manufacturer of corrugated packaging. Located in Montreal, Drummondville and Vaudreuil, it has a combined 950,000 square feet of production and warehousing space.



Jimmy Garfinkle

Awards and golf are coming your way

The Ontario Printing and Imaging Association (OPIA) has three fabulous events coming your way in the months to come. The organization’s annual Excellence in Print Awards Night will be held Thursday, May 30th at St. George’s Golf and Country Club in Etobicoke, Ontario. Its annual SWOB (Southwestern Ontario Branch) Golf Tournament will be held on Wednesday, June 5th at the Rockway Golf Club in Kitchener, Ontario. Finally, its annual Toronto Golf Classic Tournament will take place on Thursday, August 22nd at The Club at Bond Head, in Bond Head, Ontario. Details of these events are currently being finalized. Please visit www.ontarioprinting.net/ to keep up to date.



A faster DTG printer with higher print resolution

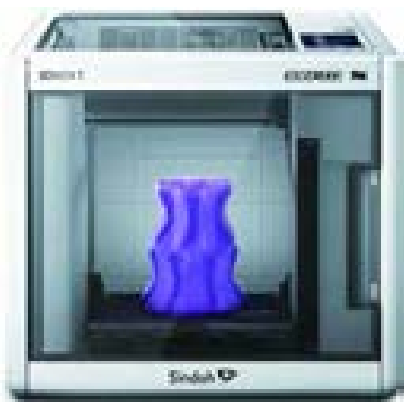
Ricoh's new Ri 1000 Direct-To-Garment (DTG) printer was developed "in response to the growing demand for easy-to-use, efficient and affordable garment decoration." The Ri 1000 joins the Ri 100 and Ri 6000 in Ricoh's rapidly expanding DTG portfolio of solutions. Faster than the Ri 3000 it replaces, the Ri 1000 delivers greater print quality with enhanced resolution of 1,200 x 1,200 dpi and supports CMYK plus white ink to ensure "dazzling results on fabric of any colour," said the OEM. The new printer is ideal for 100% light polyester and polycotton-blend fabrics. This opens up greater opportunities for garments and textile products in a number of sectors, including sportswear. The Ri 1000 can switch seamlessly between multiple styles of platens up to 406.4 mm x 508 mm. Its magnetic mechanism enables the platens to easily snap on and off without the need for additional tools. This flexibility supports continuous production and a wide range of print capabilities – from children's sizes to super-wide designs.



Ricoh Ri 1000 DTG Printer

A new desktop 3D printer for signage and displays

The Mimaki 3DFF-222 3D Printer, co-branded with Sindoh, is a fused filament fabrication (FFF) solution developed as an in-house design and production tool, ideal for parts such as jigs used in direct-to-shape printing and tools for producing 3D signage. The system prints in PLA material (polylactic acid) using filament cartridges, and offers remote monitoring of each job through a Mimaki app. PLA filament is a plant-derived eco-plastic made from corn and potato starch. The system can inexpensively produce customized print jigs, which can be used to stabilize print quality when printing on flatbed, direct-to-shape UV LED printers from the OEM's UJF series. Sign and display printers will see time and cost savings through efficient in-house manufacturing of indoor signs and channel letters – which are first 3D printed, then decorated using Mimaki's UV printers in LD mode. A flexible metal bed with built-in thermostatic function enables stable formation and easy removal of models. Bed Leveling Assist automatically measures horizontal error of the table and corrects it.



Mimaki 3DFF-222 3D Printer

An industrial DTG printer for polyester fabrics

Kornit Digital has characterized its new Kornit NeoPoly Technology as "the industry's first digital industrial process for high-quality printing on polyester." Currently, polyester is printed using analogue solutions. But these create major technological, cost and sustainability challenges, said the OEM. Kornit NeoPoly Technology handles polyester applications without compromising on design, run size, substrate or labour. The technology utilizes an inkset and a physical and chemical process specifically developed for low-temperature curing, along with polyester-enhancing features that maintain fabric characteristics and colour fastness. The new process also prevents dye migration on polyester. The inks are Oeko-Tex and Eco-Passport certified and don't contain PVCs or other toxic ingredients. The first system equipped with Kornit NeoPoly Technology is the new Kornit Avalanche Poly Pro, a member of Kornit's industrial print series. "The single-step Poly Pro is the perfect system for the industry, enabling easy and cost-effective short-runs and on-demand printing on polyester," Kornit added.



Kornit Avalanche Poly Pro

A new category of 3D printer

MakerBot has characterized its Method 3D Printer as "the first performance 3D printer." The OEM added that performance 3D printing bridges the gap between desktop and industrial 3D printing by including features that were previously only available on industrial 3D printers, at a much lower cost. Industrial technologies on the Method include a Circulating Heated Chamber, Dual Performance Extruders, Precision PVA Water Soluble Supports, Dry-Sealed Material Bays, and an Ultra-Rigid Metal Frame. The Method was designed to carefully control every aspect of the 3D print environment, resulting in repeatable and consistent parts with ± 0.2 mm dimensional accuracy, as well as vertical layer uniformity. Until now, this level of precision has been limited to industrial-grade 3D printers, said the OEM. Its dual extrusion system and water-soluble PVA provides a superior surface finish and enables maximum design freedom and unrestricted geometries, such as complex overhangs, without scarring. The printer also allows users to turn their CAD files into parts much faster "with up to double the print speeds of conventional desktop 3D printers."



MakerBot Method 3D Printer

Crisis communication: protecting your brand

A crisis can be described as an intense, immediate tension. It's a critical event, which if not handled in an appropriate and timely manner, or is ignored, can turn into a business catastrophe. Let's be clear – a crisis is different from an issue that needs to be managed. Issue management is about facilitating communication. It's anticipatory, focused and responds in a planned manner to ameliorate emerging trends or changes that can potentially threaten the foundation of a business.

Issue solutions are strategic, negotiated and reached behind the scenes, not on public stages or on social media platforms. Crises come unannounced with a bang, and require immediate action. They can have unforeseen impacts that seriously jeopardize the company's assets, profitability and brand loyalty. When a crisis occurs, quick and detailed communication is critical to minimize tarnishing a company's image. A crisis communication plan allows a company to bolt from the starting gate, fast and strong.

The problem is that no one wants to plan for a crisis. Business owners assume a 'Doubting Thomas' position – i.e. "It won't happen. Why invest time and money in creating a crisis communication plan that will only gather dust?" Well, a crisis communication plan is insurance. While no one wants to pay an insurance premium, when disaster strikes, insurance coverage is essential. Bottom line: preparing a crisis communication plan is a sound business investment. Below are some guidelines to assist in designing such a plan.

Leadership matters – put a leadership face to the crisis.

In 2008, when Canada was in the throes of a Listeriosis outbreak, Michael McCain quickly linked his face to the crisis and publicly acknowledged that his company failed. "Maple Leaf is accountable," he said. "Here's our action plan." Contrast that to the delayed action of St. Michael's College School when allegations of student sexual abuse arose. It remained silent and didn't offer its stakeholders any public face for the scandal of November 2018. The response was slow and accountability was lacking.

Be proactive, transparent and accountable.

Acknowledge the incident, accept responsibility and apologize. With 'citizen journalists' instantly uploading content to blogs and social media channels, reputations can be ruined in nanoseconds. The tenets of any crisis communication are to be proactive, transparent and accountable. So acknowledge the incident, accept responsibility, apologize, take action, communicate your message and move on.

Cooperate: The message and the media matter.

Putting one's head in the sand is not an appropriate strategy when facing a crisis. The Canadian Association of Journalists' ethics guidelines hold journalists accountable for their professional work. Journalists strive to provide truthful, fair

and balanced reporting that gets at the truth and protects the public interest.

McCain's message was truthful, clear and readily offered to media outlets. Maple Leaf recalled products well beyond those that had tested positive for the Listeria bacterium, contacted all of its direct customers and warehouses and some 87% of warehouses in the Canadian food chain. St. Michael's skirted media questions and blamed privacy concerns for its lack of communication.

Preparation matters.

When St. Michael's finally showed its face to the public, its reps came across as ill prepared and nervous. When McCain appeared before his accusers, he appeared polished, knew exactly what the message was and didn't mince his words while looking directly into the camera. Planning and preparation pay off.

Brand matters.

Stakeholders and customers own brands. Businesses don't. St. Michael's lack of transparency and its inertia created a festering wound that broke a trust relationship with its clients. Maple Leaf took swift action to recall products. The recall went well beyond those products that had tested positive for the Listeria bacterium. To admit to all its customers, warehouses and distributors that it had failed, provided its stakeholders with a sense of security that actually strengthened its brand image. The bottom line is that every business needs a crisis communication plan that fits its business needs.

So, once a crisis happens:

- Act immediately
- Tell it all
- Tell it fast
- Tell stakeholders what you've done and are doing
- Tell stakeholders when it's over
- Get back to work



Caterina Valentino, PhD, is an Instructor at the Ted Rogers School of Management at Ryerson University and the Faculty of Health Disciplines, Athabasca University. She can be reached at caterina.j.valentino@gmail.com.



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Artist chooses printer for his unique wallpaper designs

A new digital printing system from Durst is the impetus behind a £1million investment by an entrepreneur who's relocating his unique wall covering design and printing business from Hong Kong to Nottingham in the UK, to grow markets across Europe and the US. David Qian's exclusive wallpaper designs retail on average for about £150 per sq. m. and are customized for major brands that include numerous five-star hotels worldwide. His £3 million/year business includes made-to-order hand-paintings and embroidered wall coverings that combine ancient eastern artistic traditions with western and contemporary aesthetics. D'Arts, Qian's digital printing brand, is unique because traditional hand painting adds artistic touches to the high print quality he achieves from his Durst Rho P10 160 industrial flatbed printer. "We're the only company in the world that can combine hand-painting and digital printing to create bespoke customer designs for major brands in the interior design and furnishing sectors."



David Qian with one of his exclusive wallpaper designs

Dispa Recyclable Paperboard comes to Canada

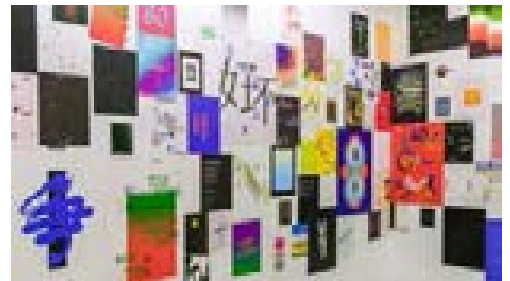
3A Composites' Dispa Graphic Display Board is a uniquely laminated paper that's 100% recyclable and is now available in the Americas. It consists of an embossed-formed paper core that's laminated on both sides with a bright white smooth surface. "This unique composition makes this paperboard lightweight yet extremely rigid, strong and dimensionally stable," said the manufacturer. Signs created with Dispa stay flat and are easy to handle and hang. Dispa is manufactured with 100% FSC-certified paper that's fully recyclable. Its flat, smooth surface offers excellent printability in both digital and screen-printing applications, and is available in 48" and 60" widths for large-format printing. It's easy to fabricate, even with hand tools, can be die-cut and CNC-routed, and is ideal for pre-printed, double-sided offset-litho sheet lamination. The new substrate is aimed at short-term promotional campaigns, POS and POP displays, hanging signs, window displays, tradeshow displays and exhibits, 3D displays, and high-end packaging.



Dispa Graphic Display Board sample

Designer break rules in new poster exhibition

Singapore-based designer Darius Ou (whose design project Autotypography sprang to life after he found himself bored at school) began illustrating a poster a day to create a visual autobiography of his daily life. The project went viral when he posted the images to his website. Ou's work breaks the rules of so-called good design by stretching, deconstructing and experimenting with typography. "Along the way I began to experiment with aesthetics," he said, "and the project became an inquiry into the current state of visual culture. Through this exercise, I learned a lot about myself and eventually formed my practice." His collection of 365 posters, created using a variety of Adobe software solutions, were printed and showcased as part of the Dissolving Margins exhibition at the Institute of Contemporary Arts in Singapore. Ou needed a durable paper material that would print high quality with bright colour saturation, yet adhere well to the walls of the gallery and still allow for possible repositioning during installation. The posters were printed on an HP Latex 360 using HP PVC-free, pre-pasted wallpaper.



From Darius Ou's Autotypography (Exhibition 4)

Markzware releases reseller resource for Adobe InDesign users

Markzware (Santa Ana, CA), a leader in desktop publishing and data-conversion tools, has published a 39-page resource for resellers of desktop publishing software. Its 2019 *Markzware Dealer Sales Guide* is a free publication to assist dealers, resellers and consultants to help their customers with workflow issues. "With this sales guide, we help resellers not only with how to purchase a Q2ID (Quark to InDesign plugin) or FlightCheck (standalone pre-flight and packaging), but also how to educate and market to the dealer's customer base of potential Markzware users," said David Dilling, Channel Manager at Markzware Europe. One popular plugin featured in the guide is PDF2DTP that can convert multiple PDF files to Adobe InDesign for easy text editing. A single menu selection within InDesign enables the PDF data conversion. Dilling added that many resellers were not aware of how easy it is to market and ultimately sell PDF2DTP. To request the *Markzware Dealer Sales Guide* e-mail sales@markzware.com.





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Sales Solve Most Problems

Paul Shearstone

Tactics to Strengthen Business in 2019

Johannes Gutenberg may have invented the printing press in the 1450s and Alois Senefelder invented lithography in 1796, but it's a sure bet they had no idea how the printing industry would change so dynamically into what is now, the most competitive 'global' marketplace the world has ever seen – wherein our customers minds, products, services and solutions, *are more the same than they are different*. There is also plenty of evidence that even printing experts as recently as the 1980s and 90s could not have predicted what psychologists call the 'Systems-of-Influence' that have come to bear on the industry.

Systems-of-Influence present in ways like the impact of electronic media and other technological changes (digital substitution). E-book formats from Barnes and Noble and Kindle from Amazon, have become increasingly popular replacements for printed books, especially for Millennials. Traditional revenue sources for the print industry

are also being challenged by digital E-zines and blogs for tablet-computers and smartphones.

If that wasn't enough, environmentalists are quick to point out that more than 40% of trees harvested by timber companies are used to make paper. Moreover, they continue to lobby

governments to reduce/eliminate most printing inks being used today because they have petroleum-based ingredients, containing high concentrations of VOCs [volatile organic compounds] - known carcinogens. They rail against the contemporary paper treatment process that uses bleaching agents expressly designed to give a whiter, brighter

colour to standard printer paper. Add to that, printers today must follow stringent government regulations that dictate the limited ways in which they can dispose of waste products.

On the surface, it looks like the printing industry can't catch a break!

Before anyone starts crying Argentina, as bad as it is for the printing industry, they are not alone. They are in good company with the office equipment industry who, over the last two decades, have been battling many of the same technological changes faced by the printing industry. I personally sold on the frontlines in the 1980s and 90s for two of the biggest office equipment manufacturers. I witnessed firsthand what unfortunately for me and others, became a fact of life ... *technology has leveled the playing field!* The delta between what a printer can do and what can now be done in-house or individually, has demonstrably narrowed!

It used to make me a little angry – and maybe a little scared – but today I smile when I look at the multifunctional, plain paper, colour printer [MFP] beside my desk and marvel at what it can do for a couple hundred dollars. I am still awed by the fact that a machine back in the mid-1990s, that can do what it does would have cost in excess of \$150,000. Suffice to say, I am no longer in that business, for good reason: that segment of the industry doesn't exist anymore. As international speaker and business guru Peter de Jager would say, *"That industry marketing model reached its vapour point!"* Just like the ice-man in the early 1950s when GE invented the first affordable home refrigerator, the marketing segment didn't go away. Its fundamental marketing model transformed.

So where did the low-end printing business go? You'll find it on shelves in any Staples store or online at Amazon. In less than 48 hours, I can have a state-of-the-art, multifunctional printer in my office... and with my computer, *I'm instantly in the printing business!* Sadly, that's one of the biggest

problems printing companies are faced with today. There's no mystery to the fact that 'sales solve most problems'. So, what can be done to drive new sales?

Q: Is the Way you're selling... the Reason you're not selling?

At the risk of sounding glib, if you're happy with your current sales, then keep doing what you're doing. Norman Vincent Peale once posited that to change your current situation/outcome you must change what you're currently doing. You can start by asking yourself a number of questions, like: What is your company's unique value-add compared to the competition? What areas of the business are you not good at? Why? What are customers saying is the reason they come back to you? What is the reason/s customers leave you? What is the one product or service you are best at? Why are you best at that? How, When, Where, etc. does this make a positive impact on your bottom line and for whom? I could go on, but it is important to any business plan to look introspectively and honestly to find the answers you seek. As motivational sales expert Zig Ziglar used to say, *"Questions... are the Answer!"*

What you don't ever want to do is to compete on price! I have long maintained: *"Discount selling is the first and final refuge of the unskilled seller and the company that's going out of business."* Unfortunately, too many small to mid-sized companies fall into this trap and pay the ultimate price – bankruptcy. Embolden yourself with the notion that people *will* pay more for something they value. Your job is to find out what each of your customers values most. Is it speed, quality, reliability, flexibility, creativity? Once you have established their express needs and expectations, you can build on that in your discussions with them, with your marketing material and your professional sales-pitch. It is understood in the selling business that customers often need us to remind them of what they want and desire and how it is our unique products and services that meet their needs.

Have you tried offering 'customer incentives'? Incentives can come in many forms: volume discounts, referrals, loyalty rewards, advanced creative / design services – the possibilities are endless. Incentives need not be the same across the board. In an article I wrote entitled, "The Incentive Dilemma" that appeared in a past issue of this magazine, I said, *"Any incentive campaign designed to fit everyone, in the end, fits no one."* Go back to the last paragraph where I advocate the importance of finding out what each customer's express needs and expectations are and build a marketing strategy that addresses it/them. Incentive programmes follow a similar stratagem. Simply, what motivates one customer may not be a motivating factor for another. Whatever your incentive is, it should be of value to 'that' customer or it's valueless.

The KISS Theory:

Most customers by nature are like electricity. They tend to take the path of least resistance, especially if there is a timeline to be met. That's not to say they are lazy or untoward. In fact, just the opposite. Good customers look to simplicity to make things happen.

Often, incentive programmes fail miserably because of innate complexities either in their accounting or in how rewards are won. If you put the customer in a position where they are forced to assess, *"To get this, I first must buy this, plus these, and not these, and they must include these,"* you are creating a recipe for confusion, frustration and failure. In the end, the incentive programme becomes a disincentive.

The remedy? Printers must keep the programme sweet, simple and attainable. There can be no ambiguity. Anything less will result in a lack of interest, as well as a waste of time and money that can sometimes spill over into your employees whose task it is to administer and account. They can lose interest too.

Education:

Edison may have invented the light bulb, but it never went anywhere until

someone understood and conveyed its benefits and made the first sale... and probably sold a lamp to go with it!

Incentive programmes don't just sell themselves. Too often, expensive motivational programmes are overlooked in practice because employees either don't understand their value and/or are unsure how to promote them. Many times, good campaigns are written off as having missed the target, when, they just weren't rolled out and managed properly or to the right customer.

Printers must take great care when designing motivational incentive programmes. Take a page out of the 'Sales 101' book that says, "*Find out what they want, then give it to them!*" But make sure to keep it simple, keep it clear, promote it properly, reward immediately and do not try to target everybody.

Networking:

Do you belong to a chamber of commerce, board of trade [BOT] or any networking group? Outside of the fact that there are always networking possibilities in attending membership meetings and making contacts, have you thought about taking your networking strategy to a new level? For example, I belong to a BOT that gives me the privilege of attending any BOT or chamber meeting taking place in York Region. Each month our chapter meets in a corporate location hosted by one of our members. We have met in small insurance companies, real estate branches, credit unions, and yes, printing shops. In fact, this month's meeting is hosted by a print shop member. It is free to get company owner / members to meet at your establishment. It creates an opportunity for you to showcase your products, services and your unique value-add. It gives you an opportunity

to enlighten them on changes to the printing industry and highlight the fact you are on the leading edge of said changes. And, it gives you an incredible opportunity to roll out your newest incentive programme for 'corporate members' in a captive business setting. Is that worth a case of soda, a couple bottles of wine and a few cookies?

Know Who You Are:

As already stated, the printing industry is more competitive today than at any time in the past. With aggressive systems-of-influence at every turn, too many printers are lured into the seductive need to be all things to all people. Sage advice from Confucius posits that, "*Man who chases two rabbits, catches none!*" Too often, printers feel the need to have all the newest in technology, which comes with a big price / investment. I'm not suggesting you shouldn't remain current in contemporary technology. I am, however, promoting the logic that any financial investment must meet the strategic needs of your corporate 'unique value-add' and, the established needs of your larger loyal clientele. I am also not suggesting your products and services be limited in any way. It's no secret that many smaller print shops are agents for higher-end or specialized enterprise printing solutions, already equipped with high-end systems. Logic again suggests part of the profit is always better than no profit – especially if someone else is doing the work. Knowing who you are and being equipped to do what you do best, sets you up for more profitable sales. Having an established relationship with specialized printers or design-houses allows you to offer a wider array of printing solutions, without financial investment and in which you remain in control of your customer's relationship.

Customer Relationship:

One of the most under-rated and cost-effective tools available to printers that drives sales, is the relationship you have with your customers. Put more simply, it's the 'human factor'. Ask yourself, *what business are you in?* What are you selling? Is it paper and ink or, *ease-of-mind* through superior products and solutions? It's not uncommon for business owners and employees to concentrate too much on what business expert Michael Gerber referred to in his best-selling book, "*The E-Myth Revisited*"- the 'mechanics' of the business operation. To only concentrate efforts on the operations of the business is to compromise the importance of good customer relationships – the lifeblood of your corporate success.

It's important to remember that the printing business is still a tactile industry. The products themselves are naturally tactile but what I'm talking about is the tactile nature of the buyer/seller relationship. Simply put, it's the act of 'glad-handing' (Definition: "... *greet or welcome warmly or with the appearance of warmth*"). To keep the customers you have and to get more, you must bring emotion to your marketing: the human factor. Understand that in this most competitive, changing industry, what hasn't changed, is the human medium. Galvanize yourself to the fact that the quality of the relationship you have with your customers is something that you can still control, and 'it' becomes the dominating factor in your unique value-add stratagem that sets you apart from your competition. It engenders deep loyalty and drives greater sales – and it's FREE!

Think about this: have you ever walked away from a company because you were unhappy with the way you were treated?



My bet is yes. In the last 30 years I have lived in different parts of greater Toronto, Etobicoke, downtown Toronto, and London, Ontario and I still go to the same doctor, hair stylist and dentist. Why? Because they know me and treat me with kind respect – the human factor, to which I have alluded. They have earned my loyalty ... and I freely give it ... in some cases, despite the added inconvenience or added travel for me.

In a previous article I wrote for *Graphic Arts Magazine*, I pointed out that I drive past many printing providers, both large and small, to give my business to a print shop that has also earned my loyalty. They are not the cheapest, the largest or the fastest. They don't have all the latest and greatest equipment. But they do have something the others don't – an enjoyable, predictable, respectful, human relationship, with me. They smile when I walk in. They greet me with my name: *Hello, Mr. Shearstone!* They ask me about my life, family, my company. I can't emphasize enough, as a psychotherapist, I understand the importance and power 'relationship' has and its impact on customer loyalty and increased sales. Studies have empirically proven, the two sweetest words in any language are your first and last name. Remember the line from the sitcom *Cheers*: "[...] *it's nice to go where everybody knows your name*". My advice? Learn your customers' names and use them. It makes them feel important and valued. It's FREE and, it drives the *sales* that solve most problems!

There is another element to the quality of your printer/customer tactile relationship – education and authority. Appreciate that any customer that walks through your door looks to you for solutions to their needs. Seeing yourself as just a printing/service provider is to sell yourself short. You are an expert in your field, and you should look for opportunities to demonstrate that fact for the benefit of your customers. One thing you can do for them, something that everybody wants – is to save them money. How can you do that? By educating your customers on the facts and ways to save.

Looking at my own personal experience in the mid 1990s when affordable plain paper office printers were taking hold, I would hear many customers say, "*We don't need a bigger copier because we are getting new printers... so our monthly copier volume is going to go down.*" Did that ever happen? Nope! Why? Because printers – at 7 cents per copy at the time – only made more originals to be copied at the copier at an average rate of an additional 2.5 cents per copy.

But there was another factor upon which you can capitalize, that went unnoticed at the time and is still a factor in today's market. Average toner costs per copy were based on a 9-percent total coverage. To put that into perspective, the equivalent of 4 x 4-line paragraphs done on an IBM Selectric typewriter. That's it! With new computer software programmes and before the introduction of colour, new originals c/w thick banners, corporate logos and pictures suddenly averaged 20, 30, or even 50% toner coverage, which were then taken to the copier to be reproduced en masse.

My point here is that for nearly two decades, I rose to the top of my Fortune 500 company by sitting down and educating my customers on the facts and costs, about which they were unaware. My competitors were not doing that and to this day, little has changed. Using this human tactile strategy, I garnered the following:

- Better customer relations and loyalty
- More sales
- Larger and more profitable sales

By establishing myself as an industry expert, by educating and recommending better, more efficient and cost-saving solutions, price was rarely an issue because profit from each deal came from savings – with savings to spare for the customer. I'd be willing to bet that if you surveyed your customers' perception of why they often don't bring printing projects to you is because they are under the misunderstanding that they can do it in-house more inexpensively. I can bet that company owners in

particular, would be keenly interested in knowing the average cost-per-copy investment they are already paying and the average yearly savings you can provide if they bring/send the work to you. I can guarantee it!

The Bottom Line:

The printing industry has gone through many changes and will continue to evolve in ways that experts still haven't imagined. While it's no mystery that *sales solve most problems*, you must do everything it takes to get them! Don't try to be all things to all people. Specialize in market segments that drive more sales by showcasing you as unique. Don't talk about the service but rather the benefits. Create strategic incentive programmes designed to meet the express needs of each customer. Reintroduce the human tactility in every interaction with current and potential customers. Recognize the power you possess as an industry expert and demonstrate it in education, benefits and savings for your customers. Never forget the business you already have is yours to lose. Often, a simple smile, kind word or recognition, is all it takes to keep it... with new *sales that solve most problems*.

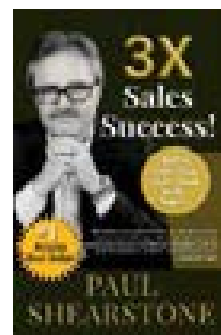
Paul Shearstone MACP, NLP/CCP, is a recognized expert in Sales and Persuasion. He is an International Speaker, twice Certified Life & Business Coaching Practitioner, Psychotherapeutic Counsellor, NLP Therapist and Author of several books including, "*Up Your Income! Solution Selling for Profitability*" and **Amazon #1 Best Seller: "3X Sales Success! How to move your sales team to the Top 1%"**.

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Another successful Graphics Canada

Another Graphics Canada is in the books! This year the biennial tradeshow drew over 7,000 visitors to Mississauga's International Centre April 11-13. More than 150 leading industry suppliers occupied over 100,000 sq. ft. of floor space. "This was our most successful event in recent years," said show Manager Dan Mustata. "Our tradeshow floor sold out quickly, and our footprint grew by 6% over 2017. In addition, we had one of the largest conference programs ever assembled in Canada, as well as several co-located events with leading industry associations." Here's a brief glimpse inside the show from our staff photographers.



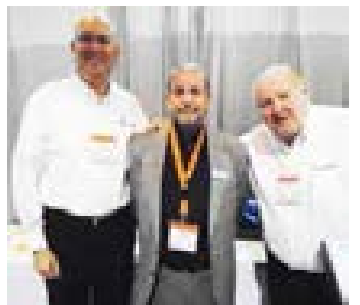
Suzan Doucet from leading trade printer 4over.



Insource President Tim Wakefield (4th from right) with the entire Insource team.



Clive Buckley from Ricoh Canada.



Jim Tressler (left) and Don Schroeder (right) of C.P. Bourg with dealer Steve Thistle.



Konica Minolta Canada's Norm Bussolaro and Print Panther's Christine Yardley.



Epson's Tim Check, Product Manager F-Series, with Jennie Douangmixay.



Bill Myers from Domino Digital Printing.



Mark Darling, of workflow specialist Docket Manager, talks with visitors.



Peter Dulis, Manager of Large-Format Printers at Canon Canada, with the Pro 6000S Printer.



Avanti Regional Sales Manager Richard Thompson (left) with CEO Patrick Bolan.



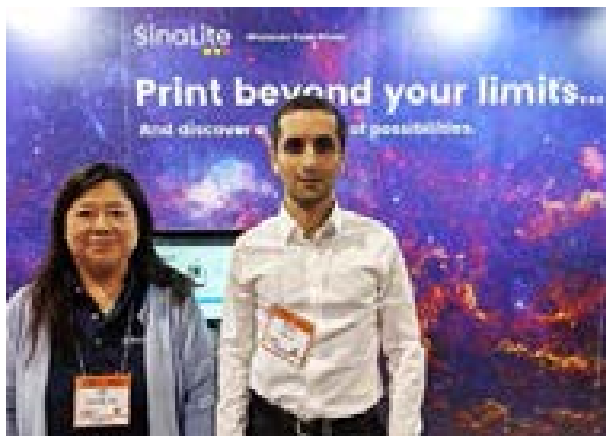
Anne Groleau of YUL Technologies, with YUL President Martin Charbonneau.



All Graphic Supplies' Charles D'Souza (L) with Amanda Ganas and Chris D'Souza.



Ryerson student Alvira Estepa with Ken Freek of the CPISF.



Liza Lam and Brian Meshkati from leading trade printer Sinalite.



Helen Jing (left) and Julia Liu from Hans Shinohara Canada.



Taniya Goyal and Brian Gibson from GBC Acco Brands Canada.



Becky McConnell and William Wrongey from Fujifilm North America.



RISO's Romuald Michael (L) and Andre D'Urbano.



Canamex President Rob Irwin.



Miller Yao, owner of trade printer XLprints.ca, talks to booth visitors.



Printer's Parts and Equipment displayed its print and finishing solutions and equipment.



Norm Beange of Specialties Graphic Finishers.



Jelly Labels' President Ken King.



Richard Lee, CEO of Delphax Solutions.



Lucas Crossley, Mimaki Regional Sales Manager for Canada.



Jackeline Perez of Wholesale Pocket Folders.



Buskro's Kyle Kropman.



Peter Boudreau, of wide-format specialist The Drafting Clinic Canada, chats with a booth visitor.



The Esko booth attracted a lot of interest.



Significans Automation VP Marc Raad (2nd from right) with his show team.



Simple Signman's Hugo Beuregard.



Teckmark showcased its array of label and packaging products and solutions.



Zund featured several cut samples that promoted its systems.



Matt Bartlett, Mutoh Regional Sales Manager for Canada.



Robert Brand of finishing specialist B & R Moll.



The Banner-Ups booth experienced steady traffic during the show.



Insource Director of Sales and Marketing Kareem Sesook (left) selects the winner of a two-night stay at Centennial House in GAM's free show draw, as ATS-Tanner's Martin Reist (centre) and GAM publisher Joe Mulcahy look on. The winner was Rita Vogel Post of Vogel Art in Milton, ON.



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Budget 2019: What's in it for the Graphics Industry



Election year budgets are always a chance for the government in power to shower both taxpayers and businesses with presents. Nevertheless, I confess, based on past budgets, this columnist was pleasantly surprised by the renewed commitment of the Liberal government to encourage innovation in the small to medium sized (SME) business community. Let's see what's in the budget for your business.

Innovation Funding

There are two primary innovation funding programs for business in Canada, IRAP (Industrial Research Assistance Program) and SR&ED (Scientific Research and Experimental Development). Together, they make up the majority of all grants, innovation tax credits and cash provided by the federal government for all incentivized programs. Both programs have wide support amongst both the Liberal and the Progressive Conservative parties. IRAP was introduced in the 1950's and has continued to be funded by all federal governments. SR&ED was introduced in the 1990's and it too has had the commitment of both federal parties who have been in power since that introduction.

Budget 2019 increased the funding available for SMEs within the SR&ED program. Previously, if an SME earned more than \$800,000, they were not eligible for the premium 35% refund rate for their innovation projects, but only 15%. In other words, if your business spent \$100,000 on innovation, regardless of earned income, Budget 2019 has just granted you an additional \$20,000 to support that innovation. Interestingly, Budget 2019 did not eliminate the capital threshold, which states that companies with capital valued at greater than \$50 million are not eligible for the premium rate. In other words, this SR&ED additional funding is specifically for SMEs, not large corporations.

Stock Options for Start-Ups

Budget 2019 limits the availability of stock option deductions for most companies, excluding "startups and rapidly growing Canadian business". There are not many details in the budget about this measure, but clearly, the federal government is encouraging start-ups and SMEs to invest in their human resources. As with most budgets, Budget 2019 states that stock options issued before the budget announcement would not be subject to the new regime.

Accelerated Capital Cost Allowance

Budget 2019 confirms the intention of the government to proceed with the capital cost allowance (CCA) acceleration measures originally announced in their Fall Economic Statement. These are:

- Full expensing for the cost of manufacturing and processing (M&P) machinery and equipment on a temporary basis
- Full expensing for the cost of specified clean energy equipment on a temporary basis
- A temporary accelerated investment incentive

This measure allows your business to immediately write-off the cost of M&P equipment, and specifically, clean energy equipment. It also includes an accelerated investment incentive of up to three times the normal first-year CCA deduction for other capital assets subject to CCA regime, with few exceptions. It's time to go back and re-calculate your return on investment for that new machinery you've been contemplating. It might just be cost justifiable under these new measures.

Canada Training Credit

Every budget always has something for workers. Budget 2019 is no exception. Every tax year beginning in 2019, workers with income that does not exceed the third tax bracket (currently \$147,667) can accumulate \$250 per year to go against eligible tuition and fees paid to learn new skills, or enhance existing skills.

Futurepreneur Canada

In the December 2018/ January 2019 column, we discussed Futurepreneur, a program targeting young entrepreneurs to access funds to start or buy a business. Budget 2019 has added \$38 million over the next five years to keep the program going.

Summary

Budget 2019 is clearly SME-friendly. Companies in the graphics, printing and associated support industries now have even more opportunities to improve their shop floor, develop new and innovative products and processes, train their workforce and take advantage of funding opportunities to boost their business.

While all of the above-mentioned opportunities exist for you, they also exist for your competitors. Make sure you get your fair share before the funds have already been allocated to others and you are too late. When it comes to government funding support, it's the professionally ready early bird gets the worm.



Elliot Schiller is a Director at Toronto's Teeger Schiller Inc., a firm specializing in government funding and systems selection / implementation. His clients receive over \$5 million annually to support ongoing business innovation.

E-mail eschiller@teegerschiller.com, visit www.FundingHelp.ca or phone 1-888-816-0222 Ext. 102

Two Sides releases new infographic explaining why companies are removing 'Go Green – Go Paperless' claims

Two Sides North America has released an engaging new infographic that illustrates why 118 North American companies and over 360 firms globally have removed 'Go Green – Go Paperless' and similar environmental claims. The new infographic counters "greenwashing" claims and provides fact-based information about misleading sustainability statements involving paper use and production. Greenwashing is defined as: "to make people believe that your company is doing more to protect the environment than it really is." Two Sides is a global initiative by companies in the graphic communications industry to provide verifiable information on why print and paper is an attractive, practical and sustainable communications medium.

Some of the key reasons why firms are making the change include: paperless 'green' claims must follow marketing rules in Canada and be accurate, truthful and supported by scientific evidence; the use of forest products from responsibly managed forests has resulted in a net increase in the area and volume of US forests between 2005 and 2015; and papermaking is not a cause of forest loss in North America.

The main causes are urbanization, agriculture, hydro and other developments. Also, electronic communications have a growing environmental footprint and use non-renewable raw materials for manufacturing. The fact is that paper is still preferred by many and studies reveal that paperless green claims don't convince consumers to switch to online services. The infographic and other helpful information and resources are available at twosidesna.org.



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Oh My GAAD: Digital Access for All

Diana Varma



If you're the owner of a printing company, you've got a lot on your plate. Your days are likely spent focused on the necessary details to ensure jobs get out the back door on time and are up to quality standards. Your days are also probably spent on the big picture, strategic next steps to stay ahead of your competition. You tackle the 'must do's' and you don't always have time to worry about the 'nice to do's' (you barely get a lunch break, after all!). So why on earth should you care about accessibility? More specifically, why should you care about digital accessibility (websites, software, apps, and portals, for example?) Who has time to worry about colour contrast or screen reader compatibility, when there's more pressing matters at hand?

Accessibility: More Than a Buzzword

There are a number of good business reasons to ensure your digital content is accessible. First and foremost, it's the right thing to do. Ensuring that as many people as possible, with varying levels of ability, have access to both bricks-and-mortar and digital spaces is a fundamental right.

Secondly, a 2017 Statistics Canada 'Canadian Survey on Disability' revealed that one in seven Canadians aged 15 and over reported having a disability. (This equates to nearly four million people!) Furthermore, the aging population in Canada, North America,

and globally, means that disabilities related to pain, flexibility, mobility, as well as vision and hearing loss will continue to rise. If you want your products and services to have as far a reach as possible, making your content accessible is a smart strategic decision.

Finally, accessibility is the law. The Americans with Disabilities Act (ADA) and the Accessibility for Ontarians with Disabilities Act (AODA) are both ground-breaking acts of legislation that remove barriers by making businesses comply with a variety of requirements that promote inclusion. Furthermore, according to SiteImprove, a software company specializing in web accessibility, 23% of web

accessibility-related litigation since the year 2000 has taken place in the last three years. Legislation will likely become more stringent over time, not less stringent, so why not ready your business now?

Oh my GAAD!

On May 16, 2019 you can wish your co-workers 'Happy Global Accessibility Awareness Day'! This annual day of awareness happens on the third Thursday in May and it's in its eighth year. But what exactly is it?

GAAD is an opportunity to think about, learn, and experience digital access and inclusion for individuals of all abilities. Whether on a computer, tablet, or



smartphone; whether on the web or in software; and whether you're a developer, user, funder, or influencer, there are important realities to be aware of when it comes to inclusive technologies. GAAD is an opportunity to assess these realities and shed light on how we can make the digital world more accessible to more of the population. GAAD is marked by organized public events all over the world, as well as individual activities to bring awareness to this ever-important issue.

Experience Digital Accessibility

The GAAD organization does a great job suggesting ways in which you can experience digital accessibility for yourself. Why not set aside some time on May 16th to let your team participate in experiential learning to increase awareness of potential challenges faced by co-workers and customers? Here are some activities to try:

1. **Go Mouseless for an Hour:** The GAAD team suggests that you unplug your mouse or disable your trackpad and try to navigate your company's website using only keys on your keyboard (namely tab, shift, arrows, enter, and space bar). See if you're able to navigate through your website and if you're able to interact with every element on the page, just like you'd be able to with a mouse. It's even more powerful if you're a developer and you're able to experience your own creations first-hand using only a keyboard.
2. **Enlarge Your Fonts:** Experience your company's website from the perspective of someone with a visual impairment by resizing text in your web browser to 200% of its original size. Take notice of whether anything has shifted dramatically or if any content is missing after you make the change.
3. **Check for Colour Contrast:** Sufficient colour contrast is an important part of both printed and digital inclusive design. The greatest colour contrast is black text on a white background, however if your company website isn't this stark, the GAAD team suggests using a colour contrast analyzer tool (such as one from The Paciello Group) to determine whether there is sufficient colour contrast between different elements on your website.
4. **Take the Screen Reader Challenge:** Screen reader technology is used by those with visual impairments to navigate visual

interfaces. The screen reader will read aloud and describe various elements on screen. For Windows users, there are a number of free screen reader options available for download, including the popular NonVisual Desktop Access (NVDA). For Mac users, there is a tool called VoiceOver built right into the OS. With your screen reader enabled, check out your company's website and other organization's sites (both big and small, inside and outside of your industry). You may be surprised to learn that even the big players (I'm looking at you, Amazon) don't always get it right. For example, when navigating Amazon's home page with a screen reader, several of the recommended products were not tagged correctly, meaning that instead of describing the product, the screen reader read aloud the name of the image ("img_64877.jpg"). This is a lost sales opportunity. Take this challenge one step further by disabling your mouse and trackpad, using only your keyboard to navigate. Take it even further by either turning off your monitor or closing your eyes to navigate using only the screen reader's voice prompts. Finally, take the whole challenge one step further by increasing the speed of the screen reader. Having had the opportunity to witness a blind individual use his computer solely through the assistance of a screen reader, I can tell you that the assistive voice was speaking so



quickly I had no idea what she was saying. It was truly impressive to see someone navigate a technology designed to be so visual through voice prompted technology.

5. **Explore Accessibility Features on Your Smartphone:**

Whether you use an iPhone, Android, or Blackberry, all three have built-in accessibility features that make using them easier for individuals with disabilities. For example, on an iPhone, you can turn on screen reader technology (similar to the way you can experience it on a Mac), or you can turn on 'zoom' functionality to navigate different parts of your screen with a digital magnifying glass. The more you know about the available features on these devices, the more aware you become of the different ways your digital presence is experienced.

6. **Make Something More Accessible:**

Take the opportunity to not only experience accessible digital media, but also to make

something more accessible. Ideas include captioning a video or providing a transcript of a video, or using free tools such as the Web Accessibility Evaluation Tool (WAVE) to test the accessibility of your website.

7. **Shout it From the Rooftops:**

Why not use GAAD as an opportunity to communicate to your business' commitment to digital accessibility through creating a video, blog post, email blast, or event? You'll be increasing awareness of this important day and aligning your business with this important movement.

Accessibility is quickly becoming the law, it makes good business sense for your content to have as far a reach as possible, and it's simply the right thing to do. There are a number of ways your company can experience digital accessibility successes and failures, but why go to all the trouble? Allow me to leave you with two reasons.

First, encouraging your employees to experience accessibility tools first hand

will allow for greater empathy and understanding when working with a diverse range of clients. (If the world could use more of anything, I would argue that greater empathy and understanding would be near the top of the list.) Secondly, by making accessibility a priority, your business has a better chance of attracting greater diversity in your workforce, leading to a wider variety of perspectives and ideas to help you stay ahead of your competition. Therefore a seemingly simple, non-essential back-burner to-do list item such as accessibility may actually be a launching point into the next realm of business success.



Diana Varma is an Instructor at the School of Graphic Communications Management at Ryerson University and the Owner of ON-SITE First Aid & CPR Training Group, a health & safety company that provides training to the Graphic Arts Industry.

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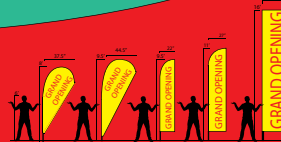
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Is Adobe the only choice?

Let's be honest; software is an expensive, yet essential, part of many production workflows. Chances are, if you're working on a design project, you are using an Adobe product. There's no doubt the software giant has become an indispensable asset in the design industry, dominating the digital graphic creation market with competitors like CorelDraw, Freehand, and Quark seemingly unable to compete with the interconnected 20-app Creative Cloud.

Still, I don't think I'm alone in thinking the software is overpriced. When I was a student, I paid \$500 for Adobe Creative Suite 6. Last November I took the plunge and purchased a Creative Cloud "all apps" subscription for over \$300 dollars per year, if you're an individual or business owner, you're looking at a cost of between \$500 and \$1000 per year per computer. Crunch those numbers and a freelancer, student, and small business owner is going to be paying a lot for software over their lifetime.

While it can be easy to accept this expense as a necessary sunk cost, if a designer is willing to get creative, there are other options. Most workflows use print-ready PDFs; the steps a designer takes to deliver this file don't have to break the bank. At the free end of the spectrum is one of Photoshop's most popular alternatives the opensource image editor GIMP. It can open and edit a layered Photoshop file, with similar editing tools. To support a desktop publishing workflow it pairs with its sister programs, Inkscape and Scribus, the complements to Illustrator and InDesign respectively. Inkscape is powerful, with robust tools including: a spirals tool, a tool to create patterns, advanced object manipulation options, multiple filters (including bevels, textures, overlays), and some nifty fill settings. Other alternatives for vectors and digital painting include Gravit, sketchbook, and Krita.



However, the newest kid on the block, who may actually give Adobe a run for their subscription fees, is Affinity. UK-based Serif Labs, a developer of low-cost, PC/Windows desktop publishing software for entry-level users, is taking on the graphics software market. The Affinity Suite (Designer, Photo, and Publisher), has been developed specifically as an Adobe desktop publishing alternative.

Both Affinity Designer and Affinity Photo each retail at a one-off fee of about \$70 Canadian, and Affinity Publisher is a free download because it is currently in beta testing. While the suite could be dismissed as a cheap graphics program aimed at amateurs, it actually offers a plethora of features that could make it an attractive choice for designers. Moreover, the software runs on iPads, something Photoshop only recently introduced in 2019.

Affinity is flexible. An Affinity document can open seamlessly across Affinity applications, and the software is able to open PSD, AI, and EPS files making the ability to update and transition client files easy. Although you won't be able to save back into the native Adobe formats Affinity can export files to many vector and raster formats. Be cautioned, because there is a broader range of editing in Adobe some features may not import.

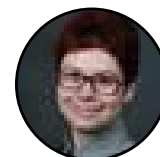
However, many of the core tools and functions found in Adobe exist in the Affinity software. Affinity Photo has the

clone tool, healing brush, liquify, dodge and burn, and patch tool as part of a complete non-destructive workflow. Affinity Designer boasts a stabilized drawing tool, advanced geometry tools, PANTONE swatches, and full optimization for UI, websites, and app design. Furthermore, Designer has the ability to switch to a pixel environment without leaving the application, allowing the user to paint with raster brushes, adjustment layers, and add masks. Affinity Publisher has many of the same tools found in InDesign, including master pages, page number, and tables, as well as character and paragraph styles. The software frequently updates, making it more accessible and versatile.

Will Affinity truly usurp in the market? It's hard to say. There is



a reason we call it "Photoshop" and not "photo editing." But with other software available and adaptive designers willing to test the scope of these options, while demanding more flexibility in terms of platform and integration with UI and web-based applications, the potential for competition for the Goliath of graphic software could become a reality. I know my wallet would appreciate it.



Olivia Parker, B.Tech, MPC completed her Masters of Professional Communication in 2014 to complement her Bachelor of Technology (2013) from Graphic Communications Management at Ryerson. She presently is the Innovation & Support Specialist at Taylor Printing Group Inc. in Fredericton.

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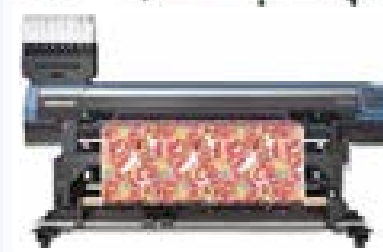
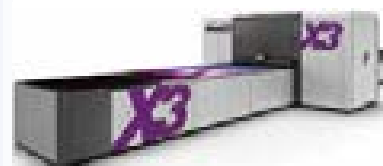
Publication information

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Distribution: Polybagged and delivered with September Issue to 10,500 across Canada via Canada Post.

Online Version: Will be available at publication time.



A case study: You have a way with words

We humans are such a narcissistic, self-absorbed bunch, aren't we? When there's something to say, we just can't help talking about ourselves – even when we try to focus on others. In the movie *Beaches*, Bette Midler's character, CC Bloom, reveals this characteristic when she says: "But enough about me, let's talk about you...what do you think of me?" If we don't make a conscious effort to focus on others, all our marketing messages will sound like they'd been written by her! The people on the receiving end deserve better. Many of us still have a desire to focus on others first. Consider this well-intentioned, real-world example inspired by one of our customers (a printer just like you!) This printer wanted to proactively encourage clients to use the tools he offers through his website to make it easier to buy printing from him. His request illustrates a case study of how to turn a "me" focused marketing message into a "you" focused message.



Recently a customer reached out to us and asked: "I'm beginning to market our software to more of our current clients. Below is a bullet list of benefits. I'm not the best with words, so please let me know if you would word anything differently." His email message served as his starting point to approach his customers. It appears below:

"Hi [name]. It was a pleasure to meet with you last week. I'm super excited to recommend our new web-to-print software to [customer's company name]. [Printer's company name] is providing this portal to only a select few preferred customers. Here are a few of its benefits: (1) Site can be customized with client's logo; (2) Security via individual login and password; (3) Real-time proofing on variable-data projects minimizing errors and improving production timelines; (4) Re-order Library to order re-occurring products with quantity options; (5) Locked templates guarantee branding consistency; (6) Multiple payment options such as purchase order, COD or

credit card. I was hoping to set up a webinar demo for your team. We look forward to continuing our partnership with [customer's company name] in 2019!" Reaching out to customers in this way makes for a good message. But with "you-focused" attention, it can become a great message.

Changing focus from "Me" to "You"

Rachel Nies is the Marketing Director at Marketing Ideas For Printers, and she definitely has a way with words. She looked at our customer's message through her "you-focused" lens and re-worked it. Here's her version of the same message:

"Hi [name]. It was a pleasure to meet with you last week. I'm super excited to recommend our new web-to-print software to [customer's company name]. [Printer's company name] is providing this web-to-print portal to only a select few preferred customers, and you're one of them! Here are a few of the benefits your team at [customer's company name] would enjoy from getting started with it: (1) Your team can order printing from a customized web page with your logo, so it looks and feels like you have a printing department right within your business! (2) You'll enjoy peace of mind with the security that comes through individual logins and passwords. (3) You can minimize errors and speed up production timelines with real-time proofing of variable-data projects such as business cards. (4) A Reorder Library makes ordering as easy as saying

"I'll have my usual, please." Reorder re-occurring products with quantity options quickly and easily. (5) Your team will appreciate the ability to guarantee branding consistency and the look and feel of all of your print products with locked templates. (6) You'll enjoy painless payment options such as purchase order, COD, or credit card. [Name], having your own private printing portal means you can take care of your print ordering quickly, so that you can get back to doing what you do best at [customer's company name]. If you're interested, I'd be happy to walk you through a 10-minute webinar demo to show you more. Let me know if that would be of interest to you. We look forward to continuing our partnership with [customer's company name] in 2019. Happy Holidays."

With just a simple shift in focus, the message is now all about the customer instead of the printer. Rachel's words can be a starting point to help you sell more printing. Always double-check to make sure all your marketing messages are "you-focused."



A problem a lot of printers face today is finding the time to maintain a website that not only looks great but also allows them to do business online. It's not a comfortable feeling knowing that their customers are looking elsewhere to order printing online. Author David Hultin's company, Marketing Ideas For Printers, solves that problem by providing printers with easy-to-use websites that have the technology and sales-building content to help them sell more printing. Email Dave at dave.hultin@mi4p.com.

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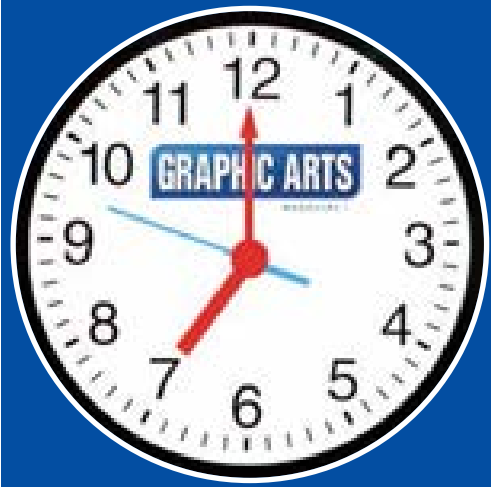
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The Best of Bindery

Part 4: Price flexibility a huge benefit in the binding books and booklets

Bookbinding technology today is a specialized trade that relies on the basic operations of measuring, cutting, assembling and gluing. The fact is that a finished book might require dozens of operations to complete, depending on the specific style and materials the customer requests, as well as its end use. Bookbinding also requires knowledge about numerous varieties of book structures as well as the internal and external intricacies of assembly. Also, a good working knowledge of the materials involved is a must. Bookbinding is actually an artistic craft within a highly mechanized industry. Yet the basics still rule. They are: first, how to hold the pages of a book together; second, how to cover and protect the held-together pages; and third (and likely the most creative), how to label and decorate the protective cover.

But for many consumers, the beauty of specialty and customized bookbinding lies in the fact that the final product can look as plain or as sophisticated as one desires. And that final basic step of how to label and decorate the protective cover can spawn some incredibly imaginative ideas. For example, at the recently concluded Graphics Canada tradeshow, I showed an array of samples to visitors of all ages at my booth. I can guarantee you that they were more than impressed – not just with the high quality, but with the pricing options as they asked about adding more and more binding embellishments to the printed pieces.

Bottom line: the final book or booklet may look expensive, but it doesn't have to be. Here are 11 basic binding techniques, beginning with the least expensive (1) and ending with options that are slightly more costly. I say "costly" with reservations, because the actual prices will likely be well within your budget.



Norm Beange, owner of Toronto-based Specialties Graphic Finishers, has over 40 years of experience and expertise as a leader in binding and finishing technology. He can be reached at norm@sgfteam.ca



1. Standard Binding



2. Back Cover Binding



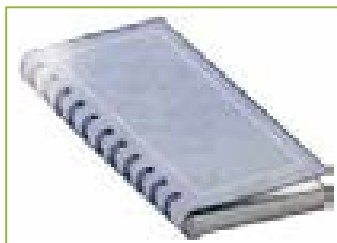
3. Square Back Binding



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Stretch your marketing team – and its budget

How lean marketing departments thrive

Today's B2B corporate marketing departments are lean – while expectations and requirements grow large. Digital strategies, content strategies and overall data management have become all-consuming, as marketers feed a voracious appetite for leads, awareness, authenticity and authority.

The hats corporate/in-house marketers wear change frequently. At any given point your company's marketing team is managing your events, creating buzz, generating leads, building your brand, talking to your community and managing your website. At times something as simple as a social media post can cripple even the most seasoned marketer.

To properly and efficiently deliver against the laundry list of expectations, lean marketing teams – often made up of one or two people – depend on guidance, resources and technology to help them thrive.

For a lean marketing department to thrive, it requires an experienced, seasoned marketer at the helm – either on the executive team, on the board, or as a resource on speed-dial.

This person will have at least 15 years of corporate B2B experience. They're creative communicators and have survived tradeshow nightmares, generated hundreds of leads, managed teams of marketers and are as comfortable with the executive team as they are with newly experienced marketing managers.

A senior marketer will help you develop a strategy, a budget and a tactical plan that maximizes resources – both internal and external. Some will even pinch hit when there's a void and ensure a professional and comprehensive hand-off once a new hire has been found.

They will help you guide and build your growing team of marketers, who will thrive in some areas and struggle in

others. They expect mistakes will be made, know that lessons will be learned and feelings will be hurt – yes that actually matters – but in the end, careers and business will blossom.

Automating repetitive, time-consuming tasks – from social media posting to content curation – helps marketers squeeze more juice out of every hour.

Today's B2B marketers need to know everything about who they're selling to and how they help. With this knowledge, they can create highly personalized digital, direct mail, email, mobile and social media campaigns and content – critical to engaging today's business buyer.

Assaulted by data coming at them from a variety of sources, smart marketers are constantly on the lookout for ways to automate tasks and measure results so they can quickly figure out what works, what doesn't, and why.

When you can take even a little bit of pressure off the marketing team it gives everyone a chance to just breathe. It helps them focus on what matters most to help their business thrive.

There's no shortage of marketing automation tools, including Hubspot, Hootsuite and Zapier (to name a few). MindFire is a marketing automation company that develops solutions to help our industry's print and marketing professionals. Da Vinci gives B2B marketers the insights they need to create "campaign blueprints" – proven recipes for obtaining more leads and driving sales. Marketers can spend more time

moving more leads through the pipeline – and less time executing drip-and-nurture sequences.



Lean marketing teams maximize their ROI by outsourcing tasks that cost them money and time.

According to Glassdoor.ca, the average salary for a marketing manager in Toronto is between \$57,000 and \$104,000 per year (\$27/hr - \$50/hr), requires 5+ years of experience, and includes a laundry list of requirements simply too long to post in this article.

That means you could be paying \$50 an hour to have your marketing manager ship FedEx packages. How often does this need to be done and how long does it take each time? Can you bring in a temp, intern, or co-op student?

No matter how large or small the marketing team, sometimes there are projects and opportunities that pop up that don't merit the hiring of additional, full-time resources. But taking them on could leave the team unable to execute successfully. Outsourcing make sense here.

Sometimes, a vacancy needs to be filled, leaving a potentially huge and lengthy void throughout the hiring and onboarding process. Options here include short-term contracts or retainers.

The frequency, duration and knowledge required to execute against a marketer's task list impacts the decision to outsource everything from keyword research to tradeshow management. Balancing resources, technology and experience will help your lean marketing team – and your business – thrive.



Joanne Gore is a B2B marketer who's passionate about print and has spent the last three decades helping companies maximize their marketing and communications efforts. Founder of Joanne

Gore Communications, she helps companies tell their story to a new generation of print and business buyers. Email: joanne@joannegorecommunications.com Follow her on Twitter: @joannegore121



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