

Visual Media Digest



» Label & Packaging Edition

Communicating the most important industry information, programs, and events for our members.

**VISUAL MEDIA
ALLIANCE**

Program Manager: Jim Frey + Editor: Noel Jeffrey

FEBRUARY 2018

Lunar New Year Stamp Rings in 2018 »

The U.S. Postal Service has released the Year of the Dog Forever stamp, the 11th of 12 stamps in the Celebrating Lunar New Year series. Considered the most important holiday of the year for many Asian communities around the world, the Lunar New Year is celebrated primarily by people of Chinese, Korean, Vietnamese, Tibetan, and Mongolian heritage. In the United States and elsewhere, the occasion is marked in various ways, including parades featuring enormous and vibrantly painted papier-mâché dragons, parties, and other special events. **MORE**



Recycling Challenges Ahead in CA »



The Legislature and Governor Brown set a goal of 75 percent recycling, composting or source reduction of solid waste going to landfills by 2020. They called for the Department of Recycling and Recovery (Cal Recycle) to take a statewide approach to decrease reliance on landfills. (See website).

All forms of paper, especially corrugated paperboard, have been identified as the largest contributors to the recycling waste stream. Cal Recycle has already identified possible mandatory measures that would force manufacturers and suppliers to reduce paper/packaging waste. Gerry Bonetto is representing our industry in this matter. For more information contact him at gbonetto@roadrunner.com. **MORE**

Bennett Wins in Global Competition »

Bennett Graphics, Pleasanton, is a first place winner in the annual Scodix Design Awards competition. With submissions from users from just about every major printing community worldwide, a distinguished panel of judges rated projects for design quality, production complexity and overall appearance. The winning awards can be viewed online. Bennett took two first places: Self Promotion and General Commercial Printing. **MORE**



Ten Associations on Board to Support PRINT United »



PRINT United LLC reports that 10 independent regional and PIA state affiliates have agreed to promote the launch of the PRINT United Expo to their members. The new trade show, which is co-owned and co-produced by the Specialty Graphic Imaging Association (SGIA) and NAPCO Media,

will launch in Dallas in October 2019. PRINT United will be promoted by the Graphic Arts Association (GAA), Great Lakes Graphics Association (GLGA), Printing & Imaging Association of MidAmerica, Printing Industries Alliance, Printing Industries Association of San Diego (PIASD), Printing Industries Association, Inc. of Southern California (PIASC), Printing Industries of Ohio and N. Kentucky, Printing Industry Association of the South, Inc. (PIAS), Printing & Imaging Association of Georgia (PIAG) and Visual Media Alliance. In addition, vendor participation announcements are coming out daily. **MORE**

Label Printers World Wide Use New Gallus Labelmaster »

At the beginning of December last year, Heidelberg China and Gallus Shanghai jointly organized in the Print Media Center in Shanghai a launch event for the Gallus Labelmaster in China. First introduced in 2016, Heidelberg says the machine has set a new benchmark in 17 inch label printing. After only three months after the original market launch, there are more than 20 presses installed in foreign countries and customers' feedbacks are positive. **MORE**

MEMBER BENEFITS

ORDER NOW — 2018 LABOR POSTERS



All California businesses must display up-to-date labor and safety notices where all employees can see them to be in compliance with federal

and state laws. Cost for the 2018 complete set is \$44.50 (member rate), which includes all-in-one posters and IWC # 1 (Manufacturers) or IWC # 4 (Professional, Technical or Clerical). The cost includes free shipping. Non-member rate is \$49.50 +cost of Shipping. Our posters are laminated on both sides and printed in high quality full color. To order your 2018 labor laws posters, contact Jessica Clark at Jessica@vma.bz or 415.489.7601.

SAVINGS THAT MATTER

The VMA/UPS Savings Program provides savings to members that you can see with every shipment. Savings that matter to your business's bottom line. Savings that come with the know-how of UPS. If you aren't taking advantage of this preferred partner of VMA, call us today for a free cost analysis of your shipping needs. Members save up to 30% on packages with UPS and customized pricing on heavy freight. Let us help you get started. Go to savewithups.com/vma or contact Sue Benavente, sue@vma.bz, 415.489.7622.

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VMA Showcase Awards: Call for Entries »



ENTRIES NOW OPEN • DEADLINE MARCH 30

You are invited to enter your best work in the VMA Showcase Award competition. This is your opportunity to gain recognition for the work that you produce. The benefits of participation include showcasing your effort to your customers and the community, and receiving recognition for your dedication to design and the quality of print production and design. [MORE](#)

Upcoming Events & Activities »

- 02/01 Management Webinar: Is Inkjet for Me? | Online • 11am-12pm
- 02/06 AMASF: The Neuroscience of Being Memorable | SF • 6-8:30pm
- 02/07 Mentor Night: Winter 2018 (Ask a Designer) | SF • 5:45-8:45pm
- 02/20 Webinar: 8 Imperatives for Growing Your Printing Business | Online • 11am-12pm
- 02/21 AIGA: Lean Futurecasting: Building Products from the Future | SF • 6-8pm
- 02/25 The Earthscape Art Experience by Elemental Arts | SF • 11am-2pm
- 03/01 UX Design Summit | SF • 9am-6pm
- 03/08 Management Webinar: What Mama Never Told You About BHRs | Online • 11am-12pm

Upcoming VMA Education & Training »

- 02/05 Acrobat Fundamentals | SF • 9am-4pm • 2 Days
- 02/07 CSS Fundamentals | San Jose • 9am-4pm • 2 Days
- 02/12 Access VBA | Sacramento • 9am-4pm • 2 Days
- 02/14 Salesforce for Sales Reps | SF • 9am-4pm • 1 Day
- 02/20 Illustrator Fundamentals | San Jose • 9am-4pm • 2 Days
- 02/26 Crystal Reports Fundamentals | SF • 9am-4pm • 2 Days
- 02/27 Dreamweaver Beginning: Build Your First Website | Online • 9am-4pm • 3 Days

[For more information or to register, please visit vma.bz](#)

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The Case for Using a Paper Planner

The appeal is its tangible feel, to our industries delight
Kristin Wong, *The New York Times*



How to Work from Home

Sage advice from a veteran
Kenneth R. Rosen, *The New York Times*



As Labor Pool Shrinks, Prison Time Is Less of a Hiring Hurdle

Our industry will be lowering its bar too
Ben Casselman, *The New York Times*



Why the U.S. Spends So Much More Than Other Nations on Health Care

It's not quantity of service. It's all about higher prices.
Austin Frakt and Aaron E. Carroll, *The New York Times*

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Keikon Café Goes Annual »

The Keikon Exhibition and Conference scheduled to take place 20-23 March 2018 in Belgium, will feature a range of newly introduced components that will make the event even more relevant, informative, and interactive for participants. The 2018 edition will mark the introduction of an educational Academy with technology-driven presentations and practical workshop sessions, and an informal social gathering to increase networking opportunities. Danny Mertens of Keikon Café says, "This year's focus is an effort to provide ongoing education, information about industry trends, and inspiration to packaging converters, printers, brands and designers alike." [MORE](#)



Price Increase Coming From Sun Chemical »

Due to recent price increases of a variety of raw materials including carbon black, oil and pigments, Sun Chemical will increase prices on its offset inks, coatings and consumables across North America, effective February 15, 2018. Prices will vary depending on the product line, but in general most prices will go up by a percentage in the high single digits. [MORE](#)

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