

# Visual Media Digest



» Printers Edition

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

**VISUAL MEDIA  
ALLIANCE**

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**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**



## 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**

## Pioneers In New Cloud Postal Integration »

Virtual Systems and TEC Mailing Solutions, two cloud pioneers for print and mail providers collaborate to provide the first integrated cloud MIS and postal solution. According to these companies, the resulting integration yields greater operational efficiency and access to data. Virtual Systems started the MIS cloud revolution with the first print-mail centric MIS called Midnight and users quickly realized the benefits of the cloud. Similar to Virtual Systems, TEC Mailing Solutions was the first provider of address hygiene and sortation services in the cloud. Like MIS systems, list processing software belongs in the cloud; mandatory directory updates and constant software patches from ever-changing postal regulations are now a thing of the past. **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**



## 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**

## Ricoh named as CES 2018 Innovation Awards Honoree »

**RICOH** imagine. change. Ricoh announced that it was named a CES 2018 Innovation Awards Honoree for the RICOH Ri 100 at the show in Las Vegas last month. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 28 product categories. The RICOH Ri 100 fits easily on desks and counters, combining with its ease-of-use to make it a perfect fit for environments not traditionally dedicated to print. **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](mailto: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](http://savewithups.com/vma) or contact Sue Benavente, [sue@vma.bz](mailto: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](http://vma.bz)**

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» Printers Edition | FEBRUARY 2018



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## Start your Financial New Year Right »

Get started by utilizing the experts at Printing Industries of America's Center for Print Economics and Management. A Financial Performance Assessment is a way to determine your business's strengths and weaknesses. Businesses typically see at least a 1% return on their bottom line after implementing the recommendations from a Financial Performance Assessment. After answering a confidential questionnaire, sit back and let the Center for Print Economics and Management analyze your answers. In a short amount of time, you will receive your own Financial Performance Assessment. The Financial Performance Assessment also comes with three months of support and consultation as you implement the action plan. **MORE** [↗](#)

## Kornit Digital Launches New HD Printing Technology »

Kornit Digital, (NASDAQ: KRNT), has introduced a new HD printing technology for its Avalanche platform of direct-to-garment printing systems. The Avalanche HD6, the successor of the Avalanche Hexa, is equipped with Kornit's HD print engine and NeoPigment™ Rapid ink, which leads to significant reductions in ink consumption. In addition, Kornit is launching an HD version of the Avalanche 1000 which will be called Avalanche HDK. Existing Kornit customers also have an upgrade path for their Avalanche Hexa and Avalanche 1000 systems. **MORE** [↗](#)



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