NPES industry leaders and their colleagues from Printing Industries of America converged on Capitol Hill in Washington, D.C. June 14-15 for their respective associations’ first-ever coordinated lobbying fly-in. This latest example of the powerful synergy of graphic communications industry associations working in tandem saw nearly 50 company and association executives meeting with over a dozen members of congress during a jointly-hosted *Print Powers America* themed reception on the evening of June 14, and a Chairman’s Luncheon, sponsored by NPES on June 15.

The *Print Powers America* reception focused on the integral role print plays in many other industries. Featured speakers at the reception included House Majority Leader Congressman Eric Cantor (R-VA), along with three leaders of the freshman class of the 112th Congress: U.S. Representatives Kristi Noem (R-At-Large-SD), Tim Scott (R-1-SC), and Hansen Clarke (D-13-MI).

Honored guests at the Chairman’s Luncheon included Congressmen Dr. Tom Price (R-6-GA) Republican Policy Committee Chairman; John Shimkus
The commanding officer shouted “a-ten-hut” and we were all at attention as the seven-member rifle party moved into position. “God’s Grace” was upon us as the American flag was so perfectly folded and presented to my mother-in-law. My eyes began to tear as she gently hugged the flag ever so tightly to her heart. The commanding officer then shouted the command for the ceremonial three-volley salute. The shots rang out...one...two...three...into the air over the gravesite. After the last shot and another shouted command the bugler played Taps.

It was an experience I will cherish forever. The death of a great man, recognized by a ceremony that has honored so many before him...for service, commitment, sacrifice, perseverance, and the willingness to wager risk against a cause greater than themselves. He embodied a commitment so strong that somehow adversity was defeated and his life moved forward—always with faith that a better future lie ahead. Although deeply sad, I was grateful and proud to be standing at the Ft. Snelling National Cemetery to honor, praise, and lay to rest my father-in-law, my mentor, and one of my closest friends.

Warren “Bud” Paul Gallagher was born in 1918, and nearly 93 years later on May 22, 2011, he peacefully left this world. Bud survived the Great Depression, was a husband to the mother-in-law. My eyes began to tear as she gently hugged the flag ever so tightly to her heart. The commanding officer then shouted the command for the ceremonial three-volley salute. The shots rang out...one...two...three...into the air over the gravesite. After the last shot and another shouted command the bugler played Taps.

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As his family grew with two children of their own, Bud worked three jobs from early morning to well into the night, seven days a week. His day started by reselling fresh produce from the farmer’s market to hospitals. Next, he delivered the daily newspaper to rural farms and towns, driving over 100 miles per day; then after a short break (weather permitting) he drove trucks for Railway Express. He humbly boasted about his perfect record and reputation for never missing a delivery through all sorts of weather.

At the peak of WWII, he enlisted to fly the P51 Mustang. The enlisting officer said, “With a wife and two young children at home, flying the P51 is much too dangerous!”, so he proudly served as the Top Turret Gunner on the B-17 Bomber.

After returning to civilian life, his family grew to four children, and over time he became a self-made successful commercial land and business broker specializing in the sale of restaurant/bars, hotels, and resorts (some he sold two or three times!) throughout Minnesota. He established a “solid-gold” reputation for honesty, trustworthiness, and for matching buyers to businesses, only if he felt the buyer was truly suited for the business. He retired at 62 and devoted time to the help and support of others.

Standing at attention with tears in my eyes, I remembered how humble Bud was, yet so proud of having achieved success in his life, despite starting out dirt poor with little education. With each Rifle Salute, I played out the three stages of his life which, at times, he felt were unfair, unforgiving, and just plain never-ending tough...yet he never quit working to make life better for his wife and kids, and the people who came into his life through business, family, and/or friendship.

As the Bugler played Taps, my thoughts flowed from his life to mine, remembering the wonderful hours spent listening to his real life stories, well-told and full of wisdom with a mixture of humility, pride, courage, and encouragement, and carefully presented with his love and hope that I would learn from them.

My mind raced through our “Great Recession” comparing it to his life and the “Great Depression.” I pondered the similarities from tough economic times to tremendous technological change, a world gone global, long hard working hours, and then also the commitment needed day in and day out to be successful in marriage, as a parent, friend, and businessman.

Suddenly, a great sense of peace came over me. The world seemed so still...you could hear the wind...as the Bugler played his final note. I could hear Bud’s ongoing advice... “Don’t worry! Stay the course! Put the pedal to the metal, and watch your bobber!” As the last command was shouted the Honor Guard and attending officers marched away...and we were no longer standing at attention.

I share this story because most people have had someone like Bud in their life and can relate to his human qualities: pure guts and never-ending commitment and sacrifice made to better the lives of others. In this world there will always be major hurdles and life-changing events that will create roadblocks to change our desired outcome and destiny. So knowing this, what fuels our inner energy and commitment?

I believe the key is what we create in our minds! When we allow challenges to engulf us, we lose control allowing worry and fear to choke-up our momentum and progress. But when we truly believe in ourselves and our ability to win, a natural confidence emerges that reassures and inspires those around us. Remember, when dirt poor and economic recovery was uncertain, Bud didn’t let the woman of his dreams get away!

Each of us, like Bud, has the God-given potential for success; all that’s required is faith, commitment and EFFORT, to harness our potential and become mentally INVINCIBLE! I believe most people fall short of fully achieving their dreams because they lack this INVINCIBLE mental toughness. “Thomas Edison once said, “Opportunity is missed by most people because it is dressed in overalls and looks like work.”

Our economic recovery is inching along with positive signs ahead! By now, most agree that it’s not the economy that will move our lives forward, but rather our determination to dream, create, and lead.

As Bud would say...“Fight the fight, never give up, and don’t take any wooden nickels!” And, oh yes, “Watch your Bobber!”
(R-19-IL) Chairman, Subcommittee on Environment and Economy, House Committee on Energy and Commerce; and, Mike Pompeo (R-4-KS). On the industry side, NPES and Printing Industries of America Government Affairs Chairmen Ulrik Nygaard, President, Baumfolder Corporation, and Brad Thompson, President & CEO, Inland Press, along with PIA PAC Chairman Bob Murphy, Founding Chairman, Japs Olson, were recognized for leadership of their respective association’s government affairs advocacy programs.

In addition to the jointly conducted events, each association had its own briefing sessions focused on topics of particular relevance to their memberships, along with constituent visits to a number of congressional offices. NPES’ members also had a special hour-long meeting with U.S. Postmaster General Patrick R. Donahoe and his senior staff at postal headquarters, as well as a meeting with Peter M. Perez, Deputy Assistant Secretary, Office of Manufacturing, U.S. Department of Commerce.

Efforts to establish a sustainable new business model for the U.S. Postal Service, along with a concerted push for ratification of three long-pending Free Trade Agreements with Colombia, South Korea, and Panama were given special emphasis by NPES’ members during their lobbying visits. The full range of NPES Government Affairs priorities can be found at: www.npes.org.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.

NPES Fly-in participants on Capitol Hill (l to r): Elinor Midlik, Prime UV Systems, Inc.; Ulrik Nygaard, Baumfolder Corporation; Ralph Nappi, NPES; and Gerald Nathe, Baldwin Technology Company.

NPES Government Affairs Director Mark Nuzzaco and Freshman Congressman Hansen Clarke (D-13-MI) at Print Powers America Capitol Hill reception.

NPES President Ralph Nappi (l) makes a point to Congressman Steve Scalise (R-1-LA) at Print Powers America Capitol Hill reception.

NPES Government Affairs Director Mark Nuzzaco, (l) and NPES President Ralph Nappi, (c) meet with Congressman Tim Scott (R-1-SC) at Print Powers America Capitol Hill reception.

Prime UV Systems, Inc. President Elinor Midlik greets House Majority Leader, Congressman Eric Cantor (R-7-VA) at Print Powers America Capitol Hill reception.

NPES President Ralph Nappi, (l), and Printing Industries of America President Michael Makin, (r) with Congressman Tom Latham (R-4-IA) at Print Powers America Capitol Hill reception.

Congressman Steve Scalise (R-1-LA) and NPES Government Affairs Committee Chairman Ulrik Nygaard, Baumfolder Corporation (r), at Print Powers America Capitol Hill reception.
Answering the growing need within the graphic communications industry to address sustainability and the protection of the environment the International Organization for Standardization Technical Committee 130, Working Group 11 (ISO TC130 WG11) is currently working on the development of ISO 16759. Graphic technology – Quantification and communication for calculating the carbon footprint of print media products.

ISO TC130 WG 11 was created to develop a set of international standards that address the environmental impact of printed products. ISO 16759, being written for prepress, printers, print service providers, content publishers and other media companies, is on track for publication in 2012.

NPES The Association for Suppliers of Printing, Publishing and Converting Technologies administers TC130 WG11 and coordinates the activities of the U.S.-based representatives. Actively involved in the development of this standard are experts from Australia, Belgium, Brazil, France, Germany, Italy, Japan, China, Portugal, Sweden, Switzerland, the Netherlands, United Kingdom and United States representing a broad range of the industry’s leading printers, manufacturers, and other industry stakeholders. The development of this International Standard represents a significant cooperative effort to provide an international framework to create sector-specific carbon calculators.

According to Laurel Brunner, Managing Director of Digital Dots and convenor of TC130 WG11, “When it comes to sustainability, printers and their customers want a formal framework against which print media products can be measured and the results certified. Printers want to be able to confirm to their customers that the carbon footprint for the print they produce complies with an international standard. And print buyers want the assurance that a printer’s calculations are transparent, clear and comparable across sectors and geographies.”

Unlike other areas of the graphic arts, there are no international standards that provide specific information regarding carbon impact reduction. Without a standard, the printing industry has no means of capturing, reporting and tracking its carbon footprint. ISO 16759 will provide a framework for carbon calculators, enabling the creation of tools specific to a given industry sector. Tools that are created following the methodology outlined within this standard will allow the printing industry to track progress internationally in the reduction of the carbon footprint of media products.

Using ISO 16759-compliant carbon calculators, print buyers worldwide will be able to compare the footprints of different production processes. The basis on which the carbon footprint of a given print media product is calculated can be defined by each individual user. Using an inventory of the various production processes used to provide a given piece of print, the carbon impact for each stage in the workflow may be determined. Substrates, inks and other consumables used are included as well as transport, laminating and ambient environmental factors such as lighting or heat with a goal toward calculating a carbon footprint for each stage in the inventory.

Ms. Brunner states that once published, “It is hoped that ISO 16759 will encourage media buyers and consumers to think more carefully about how they invest in and use media. ISO 16759 provides the means of quantifying, communicating and reporting the carbon footprint of print media, so it is a means of facilitating the continuous monitoring of print’s carbon footprint. This will lead to enhanced credibility of the printing industry’s efforts to manage and reduce its carbon footprint and that of the raw materials used; this data will also provide factual support for messages of print’s sustainability.”

Currently, this document is being balloted to ISO national body members as a new work item and committee draft. Anyone with an interest in this work, and able to contribute technical expertise, is invited and encouraged to actively participate. For more information contact Debbie Orf, NPES Assistant Director of Standards, at phone: 703/264-7229 or e-mail: dorf@npes.org.

Standards recently published by the International Organization for Standardization (ISO) and International Electrotechnical Commission (IEC)


ISO 12640-4:2011 Graphic technology – Prepress digital data exchange – Part 4: Wide gamut display-referred standard colour image data [Adobe RGB (1998)/SCID] Specifies a set of standard wide gamut display-referred colour images [encoded as 16-bit Adobe RGB (1998) digital data] that can be used for the evaluation of changes in image quality during coding, image processing (including colour re-rendering and colour space transformations, compression and decompression), displaying on a colour monitor and printing. These images can be used for research, testing and assessing of output systems such as printers, colour management systems and colour profiles. This standard is available on DVD.


IEC 60947-4-2:2011, Ed. 3 Low-Voltage Switchgear and Controlgear – Part 4-2: Contactors and motor-starters – AC semiconductor motor controllers and starters Applies to a.c. semiconductor motor controllers and starters, which may include a series mechanical switching device, intended to be connected to circuits, the rated voltage of which does not exceed 1,000 V a.c.

Purchase these Standards from NPES at: orders@npes.org.
The chart compiled from UCC data provided herein by Equipment Data Associates (EDA), shows up-to-date UCC (see definition below chart) activity for all printing equipment. Although UCC filings are a combination of new equipment sales, used equipment sales and refinancings of existing placements, they are still a strong indicator of market activity. New equipment filings for the first five months of 2011 totaled 1,797 units which is up 19% from the first five months 2010. Used equipment filings also grew but at a much slower rate, up 3.3%, at 896 units for the same period. The only negative in this report is that unit volume dropped for the months of April and May from the March high. This information is extracted directly from EDA’s comprehensive database of nearly 30,000 records for purchasers of printing equipment.

For each of the data points in the table, subscribers to EDA’s market intelligence services can see exactly who purchased the piece of equipment—and the manufacturer and model. NPES member companies that participate in the free NPES Market Data program are eligible for significant discounts on EDA’s services. By combining the critical purchaser information from EDA with the comprehensive market statistics, analysis, and forecasts provided by NPES’ free Market Data program, participating NPES member companies can get a complete picture of the current and anticipated future activity in the marketplace.

For more information, or to join the free NPES Market Data program, contact NPES Assistant Director for Market Data, Rekha Ratnam at phone: 703/264–7200 or e-mail ratnam@npes.org. For specific information about the market intelligence services offered by EDA, contact Mauricio Jurin at phone: 704/845–1099 or e-mail: mjurin@edadata.com.

A Uniform Commercial Code Form 1 (UCC-1) filing is a financing statement required by law to be filed with the state to show that one party (usually a lender) has a security interest in another party’s (usually a borrower’s) personal property, and most frequently relates to the commercial financing of capital equipment through a lending institution. UCC data is filed everyday throughout the U.S. Each UCC data filing statement has three components: the borrower, the lender, and what the borrower purchased, including make, model and serial number. Once the data is filed, EDA’s more than 50 employees manually review each filing to identify and correctly classify the transactions of printing equipment. What results is a robust database that offers subscribers continually updated information on exactly who is buying or leasing what pieces of equipment.

Nominations Now Open for NPES 2011 Gegenheimer Awards

Nominations are now open for the Harold W. Gegenheimer Awards for Industry Service, which will be presented during the Awards Dinner at the NPES 2011 Annual Conference, October 17-19, 2011, in Palm Beach, FL. These prestigious awards, named in honor of the former Chairman of Baldwin Technology Company and former President of NPES, are presented annually to one NPES member company, and one individual employed by a member, in recognition of their leadership and commitment to building a strong future for the printing and publishing industry and its suppliers. Nominations for the Individual and Corporate Service Awards may be made by the delegate of any NPES member company. For complete award criteria, and to download a Nomination Form, visit: www.npes.org/Members/GegenheimerAwards.aspx.
NPES Data and U.S. Recessions

With the presumption that our industry would recover after the general economy, we wanted to understand that relationship better, so we asked NPES Consulting Economist, Alan Beaulieu, to chart the NPES equipment and consumable supplies data against the general U.S. economy showing the last three recessions. We wanted to see if the NPES data led, lagged or trended with the general economy.

*Figure 1* is the NPES equipment data (offset presses, platesetters and bindery equipment) and U.S. Industrial Production. *Figure 2* is the NPES consumable supplies data (plates, film, proofing products and the related chemistry) and U.S. Industrial Production. The first observation is that each succeeding recession has deepened and lasted longer (see yellow areas where the Industrial Production data turned negative).

Secondly, the NPES U.S. Printing Equipment Shipments 12/12 rate-of-change is impacted by broad based economic contractions and recoveries. The relationship has been consistent over time as the NPES equipment data led all three recessions. The other clear finding is that the recovery for equipment shipments normally comes long after the recession ends. Looking at the most recent recession, the rising trend in the Shipments 12/12 (green line) off the latest recession-low is actually stronger than the historical relationship would have suggested in that the Shipments 12/12 is keeping pace with the broader economic rate of rise. Normally the Shipments 12/12 would trail below the U.S. Industrial Production 12/12.

The difference in amplitude in the 12/12 rates-of-change means that the U.S. economy is tracking above year-ago levels while Shipments are tracking below this time last year. The fact that the 12/12 is below zero means that NPES members selling Printing Equipment are probably also still tracking below year-ago levels.

Industry participants should also be aware that ITR is calling for the U.S. Industrial Production 12/12 to begin a declining trend in the near term that will extend into early 2012. This will signal a slower rate of rise in the U.S. economy through the rest of this year and into 2012. The historical relationship suggests that the current level of Printing Equipment Shipments activity will improve through the near term before essentially leveling off for the rest of the year.

The same relationship exists between U.S. Industrial Production and Graphic Arts Supplies as we found between the economy and Printing Equipment Shipments. The fact that Graphic Arts Supplies are below year-ago levels (12/12 below the zero line) is consistent with the relationship evident through the last decade.

A decline in the US Industrial Production 12/12, signaling slower growth in the U.S. economy, will most likely translate into a decline in Graphic Arts Supplies activity in the latter half of the year. 2012 looks to be a recovery year for NPES members selling Graphic Arts Supplies.
Since the early 1980s, Thompson Manufacturing Company has produced niche products for the printing industry’s high-speed offset presses. While our organization has been a member of NPES for many years, until recently we hadn’t utilized its International Services—and we’re sorry we waited so long!

Over the years we watched closely, albeit from ‘the sidelines,’ the development of the BRIC nations (Brazil, Russia, India and China), until nearly two years ago when, based on articles and industry marketplace data provided by NPES, we pinpointed India and China as potential growth markets for our products.

Our interest in exploring these new markets grew in October 2009 during GRAPH EXPO, when we attended an eye-opening NPES-sponsored breakfast meeting focused on India. During this session, we heard from a variety of speakers who, each in turn, described the vast potential, and extolled the virtues of India’s printing markets. It was there that we also heard from and met a key contact, V. Vinod, NPES’ Senior Executive Representative for India.

Several months later, in 2010, when we learned about an NPES-sponsored trip slated for January 2011 to the Print Pack show in New Delhi, we decided the time was right to travel to India to see for ourselves what this market had to offer.

Representing Thompson Mfg. Co. at Print Pack was our Marketing Director Scott Miser, and since his return from the show the outcome has been quite promising. During the weeklong event, Scott was able to meet with two prominent India-based printing equipment manufacturers and numerous graphic supplier dealer prospects. Shortly after, an initial exploratory agreement was signed with one of them, and prototype equipment has been shipped to them for their manufacturing assessments. Furthermore, we just received our first order from a Mumbai-based consumables dealer whom we anticipate will represent our products as a master distributor.

As we see it, while the U.S. economy and printing industry are somewhat stagnate, expanding into foreign markets is the only real option for U.S. printing manufacturers—and a critical strategy for those seeking to increase sales as we slowly rebound from the past recession.

For smaller manufacturers, like us that don’t have large budgets for international expansion, this type of success would have been impossible without the assistance of NPES and its staff. Traveling to the trade show guided by NPES allowed us to achieve on-site in India, in just a few days, what would have taken us months—or even longer—to accomplish had we attempted this initiative on our own. NPES Assistant Director International Trade Permina Jonsson greatly supported us in making our travel plans, and Vinod provided Scott with invaluable assistance on-site at the show—from making introductions to India based vendors, suppliers, and manufacturers, to providing a vast amount of knowledge about the India market. Plus, Vinod’s post-show follow-up and assistance was essential in enabling us to conclude the final arrangements with our new business partners in India.

Now, having established a firm foothold in India, we are moving forward to make similar contacts in China. With the continued assistance of NPES we are confident that we will be able to expand our company’s reach into these lucrative international markets—and far more expeditiously than if attempted on our own.

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Greg Mosley

After 25+ years of working in financial environments, Greg Mosley changed careers in 1997 and purchased Thompson Mfg. Co. which had been in existence since 1982. Since 1997 the company has expanded its product lines and sales have grown four-fold. Continued growth is anticipated in the future as additional products are introduced and aggressive sales strategies are utilized in the global printing markets.
A federal appeals court has given the United States Postal Service (USPS or Postal Service) a second chance at a so-called exigent rate hike by remanding the Postal Regulatory Commission’s (PRC or Commission) decision that rejected the Postal Service’s request for a 5.6 percent rate increase.

The Postal Service had sought the exigent rate increase under a special provision of the Postal Accountability and Enhancement Act of 2006 (PAEA), which authorizes adjusting rates in excess of inflation (as measured by the Consumer Price Index) for “market dominant products” when there are “extraordinary or exceptional circumstances.” The Postal Service cited the unprecedented 20.1 percent drop in mail volume and corresponding $11.7 billion loss of revenue that has occurred since 2007 as the “extraordinary or exceptional circumstances” that would support an exigent rate increase at this time, asserting that a CPI-limited increase would prevent it from making discernable progress towards closing the estimated $7 billion shortfall in its FY2011 budget.

In rejecting the Postal Service’s application, the PRC agreed that the recent severe recession, and the concurrent decline in mail volume do qualify as “extraordinary or exceptional circumstances” under the 2006 PAEA, but disagreed that the need for the requested rate increases was “due to” these factors. According to PRC Chair Ruth Y. Goldway, “the primary cause of the [USPS] liquidity crisis was structural and related to an overly ambitious requirement for the Postal Service to prefund its future retiree health benefit premiums.”

In sending the case back to the PRC, the U.S. Court of Appeals for the District of Columbia (D.C. Circuit) held that the Commission correctly judged that under the PAEA there must be a causal relationship between the requested rate increase and the “exigent circumstances” giving rise to the requested rate hike, but also held that the Commission failed to analyze how closely the amount of the adjustment must match the amount of the revenue lost as a result of the exigent circumstances. Because of this omission the D.C. Circuit has directed the PRC to make findings and use its expert discretion to address this central issue of the rate case, which is especially critical when there are multiple causes of the Postal Service’s financial decline, some “extraordinary or exceptional” and others more long-term and structural in nature.

The Commission, Postal Service and Senator Susan Collins (R-ME), a chief author of the 2006 PAEA, all expressed satisfaction with some aspect of the decision. The Postal Service portrayed it as a second chance to make its case for a rate increase above the CPI cap, whereas the PRC and Senator Collins characterized the decision as a vindication of PAEA’s underlying goal of establishing and maintaining stable and affordable postal rates.

NPES’ reaction is in harmony with the PRC and Senator Collins, as the Association strongly opposed the proposed exigent rate increase, seeing it as a very counterproductive catalyst that would ultimately drive more volume from the system and perpetuate the Postal Service’s downward financial spiral.

Unless the Postal Service or another party requests a rehearing by the D.C. Circuit, which is rarely granted, the case will go back to the Commission for additional findings and reconsideration, though the court did not set a time limit for a new decision.

For more information contact NPES Government Affairs
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