



September 14, 2007

Talk

The Printing Industry of the Carolinas, Inc.
3601 Rose Lake Drive, Charlotte, NC 28217
704-357-1150, 800-849-7422

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Upcoming Events Webinars

Sept. 18, 12-1 p.m.
CSR Webinar Series,
Part 1

**“Foundations for Managing
Information and Perceived
Customer Value for the CSR”**

Sept. 20, 1-2 p.m.
**Light & Its Effect on
Color**

Coming in October

PICA Fall Conference
October 26-28, 2007
Pawley's Island, SC

**PICA Awards
Entry Deadline
October 31**
(for industry members)



This e-mail/fax newsletter is provided as a service to PICA members. To unsubscribe to PICA Talk, send an email to pica@picanet.org with “unsubscribe” in the subject heading, or call us at 800-849-7422.

Member News

Keiger Printing, Winston-Salem, recently won the 2007 PIXI (Printing Innovation with Xerox Imaging Awards) Best of Show, beating out almost 500 other entries. Their winning piece was a sample book showing Keiger's digital printing capabilities. The concept, design and printing were all done in-house. Entries came from approximately 50 different countries. The winners represented 12 countries. For more information, contact Louis Crockett, 336-760-0099.

MAN Roland introduced three new presses at GraphExpo. The Roland 700 HiPrint brings many in-line features to the 41 inch press. The InterTech Award winning DirectDrive press shortens makeready times considerably, and the EUROMAN web press automates virtually all its makeready functions. For more information, contact Jarrod Congdon, 678-481-7851.

Max Daetwyler Corp., Huntersville, is producing a new fully automatic reduced-size series of galvanic machines. For more information concerning the The Galvostar P RS equipment, contact Sharon Graybill at 704-875-1200.

Unisource has announced a realignment of its business sourcing and marketing groups. Allen Tate has been named the Area Marketing Director for the Southeast. For more information, go to www.unisourcecelink.com

Direct Mail vs. E-mail

The USPS conducts an annual Household Diary Study. The results of this year's study show that the average family receives 18.5 pieces of advertising mail every week. The best news is that 85% of that mail is opened and read at least in part. On the other hand, current research shows that only 17% of even permission-based e-mail is ever opened.

Welcome New Members!

Specialty Mailer Envelope Company, Atlanta, GA, Carl Storch, 678-244-0441

Carolina Bindery, Indian Trail, Scott Buckelew, 704-684-1390

Rhino Performance Products, Wake Forest, James Reinhardt, 866-601-6241

Officina Briani, LLC, Raleigh, Brian Allen, 919-609-8992

In Remembrance

George Caldwell, a long-time industry member in the Charlotte printing market and loyal Craftsman's Club member, passed away on Sept. 13. A memorial service is being held on Sunday at Dilworth United Methodist Church at 3:00 p.m. in Charlotte.

Golf Anyone?

The Eighth Annual Golf Classic supporting the **C-GAIT** (graphics) program at ASU is being held October 18 at the Lake Hickory Country Club in Conover. To sign up call Joyce Mahaffey at 828-262-2523. It's a lot of fun and a great cause.

PIAG (Printing & Imaging Association of Georgia) is having a “Hook It. Sink It. Slam It.” event on Tuesday, October 9 at the PineIsle Golf Resort at Lake Lanier Islands. Proceeds from the fishing/golf/tennis events will go to benefit the PIAG Foundation. For more information call Sue Rodman, 800-288-1894.

PICA Awards Call For Entries will be going out shortly. The deadline for industry members to submit entries is October 31. The deadline for school entries is Tuesday, December 4.