



September 26, 2008

Talk

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

Platinum Sponsors

**Mac Papers
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Upcoming Events

October 2

2:00 - 3:30 p.m.

“Green & Sustainable
Printing: Your Roadmap to
SGP Recognition” webinar

October 2

ASU GAIT Golf
Tournament

October 7

Clemson Career Day

October 8

1:00 – 2:00 p.m.

“Opportunities in Wide
Format Display Graphics”
Webinar

October 8

1:00 – 2:00 p.m.

“Profit From Untapped
Markets For Print”
Webinar

October 14

2:00 – 3:00 p.m.

“Web to Print”
**Free Xerox Webinar with
Julie Shaffer**



Member News

Keiger Printing, Winston-Salem, is the site of the first North American installation of Xerox's iGen4. For more information contact Louis Crockett at 336-760-0099.

Printers' Service Prisco now has a digital affiliate, **PriscoDigital**, which is the North American distributor of Matan super-wide format digital printers.

PriscoDigital is also the newest Agfa dealer to sell their full line of Anapurna Wide Format Printing Systems. For more information go to www.prisco.com.

Keen Impressions, Arden, has just received their SFI certification, they also recently received certification from FSC. For more information, call Doug Keen at 828-681-5881.

Acquisition Opportunity

A small Charlotte-area printing company is looking to retire. They are interested in selling. If you have an interest, please give Jeff Stoudt a call, he will assist you in connecting with the interested party.

Some Type Tips from Kelly...

Adobe Expert Kelly McCathran led four seminars for us in June. Here she shares some advice regarding type: “Type is technically considered Line Art when it comes to output as a Raster image, so 600 ppi (dpi) is recommended. At 300 it really starts to look pixilated. Good news, there is an easy fix! If you save a Photoshop file as a PDF and place it into InDesign, the type stays Vector and you can use 300 ppi as your standard. The PSD & Tiff formats will rasterize the type, requiring the higher resolution. Pass this on to all your customers and it might be helpful to make a proof sheet with examples for the CSRs and Sales staff to

show your clients (so they can understand the difference).

Customer Service & Bindery Week

Here's an opportunity to recognize your customer service and your bindery staffs. The week of October 6-10 is “Customer Service Week.” Also, in celebration of the first patented folder by Cyrus Chambers, Jr., on October 7, 1856, this week has been designated “Bindery Week!”

Employee Call Costs Company \$5.2M

A woman was speeding on a busy Georgia Interstate, while talking on her company-issued cell phone, when she rear-ended the car in front of her, pushing it into a ditch. The driver of that car was badly injured and had to have her left arm amputated. The victim sued the woman who caused the accident — and her employer. She said the company was to blame for its employee's reckless driving. The company settled the case for \$5.2 million. Why did the company have to pay so much? The phone was provided by the company, and the woman was making a work-related call at the time of the accident. The lesson for employers: Companies can be liable for accidents employees cause while they're doing their jobs. The takeaway: Cell phone policies are a must-have for any company — especially one with road-warriors. But having a policy in place is only the first step. To protect a company from a devastating legal backlash, it's important to show employees why such policies are in place and how much they can cost if they're not followed. For a sample policy, log into www.gain.net > Human Relations > Employment > Policies > Personal Communications and Recording Devices.

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