



NPOA

magazine

FEBRUARY 2020

5 Employee Wellness Trends to Watch in 2020

Page 11

THE PRINT OWNER'S MAGAZINE OF
INDUSTRY NEWS & UPDATES



Go beyond CMYK.

Imagine the possibilities.

The RICOH Pro C7200X Series Graphic Arts Edition

Designed for the commercial print and graphic arts market, these systems can set your business apart with oversized media options up to 13" x 49.6", outstanding image quality, and support for specialty stocks and substrates up to 360 gsm. With a 5th color station for clear, white, neon yellow, neon pink and invisible red toner you can deliver an impressive range of high-end capabilities that traditional 4-color digital systems simply cannot match.

Visit TakeaLookatRicohProduction.com/Imagine

Watch videos on 5th color files, be inspired by real-world applications and learn about the technology and capabilities that set these award-winning digital presses apart.



Outstanding Mid-Volume Color Device
Buyers Lab (BLI) 2019 PRO Awards

Digital Press
2018 RED HOT Technology Awards

Inside

Chairman's Letter.....	4
Why Printing Companies Without Difference will Lose Work – and 3 Great Examples of Difference	6
Printing Industry Business Conditions	7
Best. Article. Ever... ..	10
5 Employee Wellness Trends to Watch in 2020	11
The Role of Direct Mail During Election Season	13
Make it Happen in 2020	15
If the Shirt Fits, Wear It.....	17
Want to Increase Your Sales in 2020?	18
Printing Industry Trends for Marketers and Designers	19
SECURE Act and What 401(k) Plan Sponsors Need to Know	21
2020 Spring Conference Agenda	22
Building a Goal	27
Shopping with AmeriCal	28
31 Thought-Provoking Questions	30
Digital Printing: BEYOND THE PRESS	31
Member's Purchases	32
Personal Time	32
Can I Follow My Own Advice?	34



National Print Owners Association

301 Brush Creek Road, Warrendale, PA 15086-7529

1.888.316.2040 • www.printowners.org



Board of Directors

Mr. Randy Herron, Chairman

Herron Printing & Graphics

7621 Rickenbacker Drive, #300

Gaithersburg, MD 20879

Phone: (301) 990-3100

Email: randy@herronprinting.com

Mr. Nathaniel Grant, Vice Chairman

Marketing Committee Chair

GAM Graphics and Marketing

45969 Nokes Boulevard, Sterling, VA 20166

Phone: (703) 450-4121

Email: Nathaniel@gamweregood.com

Mr. Daniel Flatt, Secretary Treasurer

List Serve Committee Chair

Multi-Media Services

11136 River Road, Corning, NY 14830

Phone: (607) 936 3186

Email: danf@mmsny.com

Mr. Kevin Hebert

Programs and Events Director

Education and Events Committee Co-Chair

St. Charles Printing / FASTSIGNS

13413 Highway 90, Boutte, LA 70039

Phone: (985) 785-0727

Email: kevin@stcharlesprinting.com

Ms. Charlene Sims, Conference Director

Education and Events Committee Chair

The Master's Press

14550 Midway Road, Dallas, TX 75244

Phone: (972) 387-0046

Email: Char@themasterspress.com

Mr. Dennis Trump, Director

Vendor Relations Committee Chair

Trump Direct

1591 North Water Street, Decatur, IL 62526

Phone: (217) 429-9001

Email: trump@trumpdirect.com

Mr. K. Scott Schoppert, Director

Membership Committee Chair

Printing Impressions

68 Reliance Road, Martinsburg, WV 25403

Phone: (304) 267-7327

Email: scott@printing-impressions.com

Mr. Barry Martin

Immediate Past Chairman

Copyquik Printing & Graphics LLC

710 Oak Hill Avenue, Hagerstown, MD 21740

Phone: (301) 791-7400

Email: barry@copyquik.com

View the rest of this magazine by becoming
an NPSOA member.

JOIN HERE!

