



PIAMS Weekly News

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January 15, 2010

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A Great Article From The Boulder County Business Report

On December 23rd, the Boulder County Business Report had an article "There's still a role for print in the digital world" by David Heitman, president of The Creative Alliance in Lafayette which is worth the read. We hear it is being picked up all over the country. <http://www.bcbcr.com/article.asp?id=103566>



PIA-SC's Approach A New Year's Resolution To Promote Print

The Printing Industry -- from paper mills to paper houses to printers and suppliers -- is committed to a simple but true message: Our industry is GREEN and PRINT is a sustainable product.

Remember...Print is personal. Print puts buyers in control. Print drives a higher ROI than other media. Print is still the #1 vehicle to market.

When all is said and done, the above facts still resonate with our customers. However, we continually have to remind them of these facts -- and to appreciate the value of print.

Marketing not just your company but PRINT is the key. PIASC has launched the "PRINT" campaign to help you spread the word that PRINT is the marketing media of choice.

Take advantage of the valuable information you can find [here](http://www.piasc.org/pages/printCampaign.html) (<http://www.piasc.org/pages/printCampaign.html>) to discover how other organizations are spreading the word about the strengths and value of print. And, the information can easily be adapted to your own print-promotion campaign. You have nothing to lose and much to gain.

Use the PRINT logo on your invoices, your newsletters, your vehicles, your proposals, and your stationery and help us promote the Value of PRINT. *You should check it out.*

And, The Survey Says.....

ExactTarget's commissioned the 2009 Channel Preference Study and found that for young and old, direct mail directly influenced the purchase of an item or a service more than any other channel. The second annual study on the topic of consumers' use of different channels found:

- 76% of Internet users surveyed say they were directly influenced to purchase an item or a service thanks to a

direct mail piece; TV came in second at 67% and email third at 58%.

- 75% of 25-34 year-olds have made a purchase resulting from direct mail. An almost identical number have been directly influenced by a TV commercial.
- Across every age group, email is third on the list of channels evaluated (in terms of percentage of consumers who have made a purchase as the direct result of a marketing message), behind direct mail and television commercials. Teens are least likely to have made online purchases through email (36%)

See this study and others at

<http://printinthemix.com/fastfacts/show/293>

CPSC Regulation Update

On December 16, 2009, the CPSC responded to Printing Industries' petition for an extension of the CPSIA's testing and certification requirements for children's books and other printed matter, and voted to extend the stay for certain products including books and other printed matter until February 10, 2011. The petition was granted because the CPSC realized it has not completed all of the necessary rulemaking to implement the requirements, there is insufficient lab testing capability, and more time is needed to educate the regulated community.

According to the newly revised stay, any third party testing is to be conducted on products manufactured after February 10, 2010. It does not apply retroactively, which is a dramatic change in the Commission's previous actions. Although the Commission will not enforce the independent testing and certification rules until February 10, 2011, the products still must contain lead levels under the current 300-parts-per-million limit set forth by the Act unless a component such as metal coil is painted and then the limit is 90 parts-per-million. In addition, the stay does not include painted parts, which means painted coil used in a children's book or other printed product must be tested and certified. The CPSC also voted to approve an updated interim testing policy that allows component part testing, something the industry has been hoping for, rather than testing of the final product. In other words, a printer would be allowed to purchase an already tested and certified spiral binding or toy component to be attached to the book, rather than having to put the entire finished book through a costly testing process. The updated interim enforcement policy can be found at www.cpsc.gov/businfo/frnotices/fr10/comppol.pdf.