

THE OFFICIAL PUBLICATION OF THE INTERNATIONAL REPROGRAPHIC ASSOCIATION

# Repro

Volume 28, Issue 1 | January/February 2009

R E P O R T



## The Green Issue

Green Reprographics:  
Much More Than a Fad

Selling Green in a World  
Where Print Rules

LEED: What Does It Mean for  
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# features

Volume 28, Issue 1 | January/February 2009



## 6 Green Reprographics: Much More Than a Fad

By Ed Avis

Investing in green isn't like investing in hula hoops – your green investment will pay dividends for generations.



## 10 Selling Green in a World Where Print Rules

By Scott Cullen

If you think that it is unusual for an industry where cranking out prints in all shapes and sizes is anything but green, think again.



## 14 LEED: What Does it Mean for Reprographics?

By Ed Avis

When architect Julie Hendricks works on a project for an environmentally savvy client, she often turns to an unusual source for help — reprographics staff.



## 16 LEED Accreditation Could Strengthen the Gap between Reprographics, AEC Industries

By Dennis Coyle

Sean Skarshaug, president, Traverse Reproduction & Supply, sees an opportunity with the U.S. Green Building Council (USGBC) and its Leadership in Energy and Environmental Design (LEED) program.

## 18 Achieving the New Gold Standard in Customer Service

By Steve Bova, CAE

Bottom line: Poor Service = Dissatisfied Customers.

## columns | departments

- |                           |                        |
|---------------------------|------------------------|
| 2 President's Perspective | 23 HR Insider          |
| 4 Association Highlights  | 24 Product Innovations |
| 20 Print IT               | 26 Marketplace         |
| 21 Sustainable Imaging    | 27 Advertiser Index    |
| 22 Image Area             | 28 End of the Roll     |



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# The Recession is Here. Are You Ready?

By Dan Stephens, IRgA President 2008-2009

Darn that recession.

In June, Mark Axford, president, Imaging Technologies Services, and I submitted to ARC Corporate our proposal to consolidate his operations with Georgia Blue/QRS, Atlanta, Ga., and A-Plus Digital, Nashville, Tenn.

At first, it seemed to be a no brainer. With six of our Atlanta locations within five miles of each

other, it made sense to consolidate to three locations. Soon after taking action, business started to slow. It seemed the more expenses we cut the more we needed to take faster action on reductions. This was partially caused by sagging sales.

The following are some actions to consider during these difficult times. Consider what you charge in relation to the costs of running your business. We chose to increase delivery charges to help offset increasing delivery expenses. We also reviewed our cost for outgoing delivery charges and decided to bid those services. We were able to reduce our monthly expense by 30 percent. These actions were not enough to offset the cost increases; our goal was to cover all delivery expenses and ultimately to turn this into a profit center.



If you do not respond to market pressures, your competition will be ready to take advantage.

## Is There a Better Way to Market our Products?

Remember the adage that only 50 percent of your marketing works; you just don't know which 50 percent. We must continue to promote our services. If you deliver what the customer wants and needs, you've solved half your problem.

Is there a more efficient way to advertise, promote and refer our products or services? Are we educating our customers? Do we include our customers in our marketing decisions? Is your marketing giving you a sustainable advantage over your competition? Can you save significant dollars in your marketing while gaining market share? Can you work as partners with your vendors to improve market share while supporting your suppliers?

## Should you Evaluate Your Pricing in a Downturn?

Marketing 101 suggests that as demand falls, so does pricing. However, lower prices usually means lower margins. The aftereffect is that customers will expect pricing to remain in effect as the economy improves.

If you do not respond to market pressures, your competition will be ready to take advantage. Regardless of how you respond to the market forces, it is essential during this time to continue to provide excellent customer service and to reinforce your value to your customers.

Consider combining back-office functions wherever possible, which can amount to great savings. Make sure you focus on collections because cash will be king during these unusual and difficult times.

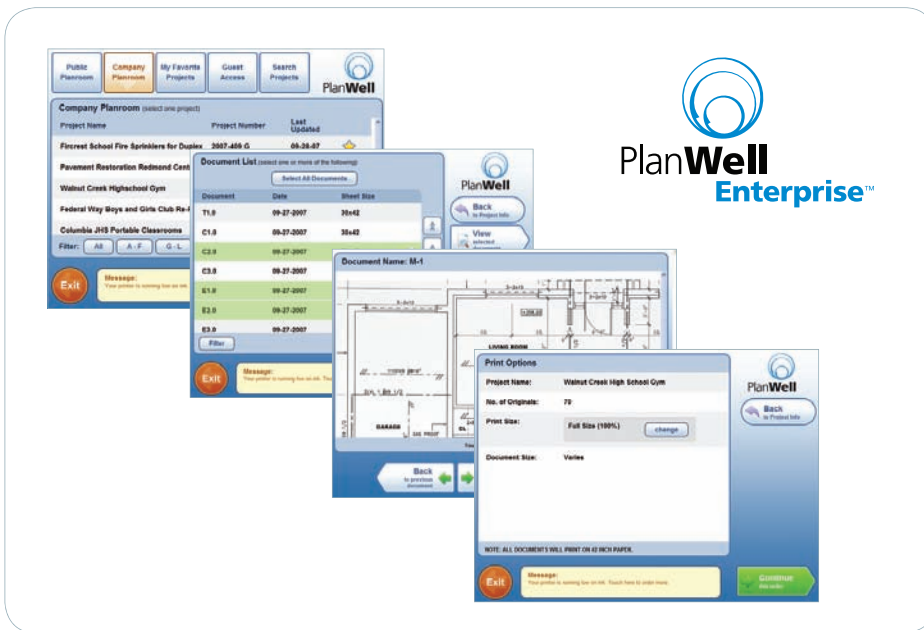
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## IRgA Remembers Board Member Chuck Hayes



It is with great sadness that the IRgA reports the passing of IRgA board member and OCB Reprographics CEO Chuck Hayes. He died in the company of his family and close friends on Friday, Dec. 12 after an extended illness.

Hayes was an industry giant who spent his life in the reprographics industry and led OCB to be one of the most recognized and well-run businesses in the country.

Hayes began his career at OCB at age 17 as a seasonal worker while attending Santa Ana High School. He attended the University of Nevada at Reno, Nev., then returned to OCB in 1975 to become production manager. He was promoted to sales manager in 1981 and to general manager six years later. In 1994, he was appointed president of OCB, and in 2002 was named CEO.

Hayes was also past president of the Western Reprographics Association and active on the executive committee of OCB's parent company, American Reprographics Company (ARC). In addition to serving on the IRgA board, Hayes was chair of the IRgA Membership Committee, where he was instrumental in driving ARC's support of the IRgA and its membership.

Hayes will undoubtedly be remembered for his passion, his beliefs and his commitment to his company, the IRgA and the reprographics industry.

The IRgA wishes the Hayes family its deepest condolences during this time.

## President's Note

As I wrote my president's message for this issue, I received the unfortunate news of the passing of a dear friend and colleague, Chuck Hayes. For those of you who knew Chuck, then my sadness is obvious. We have truly lost a great leader and advocate to our industry.

I remember one meeting in particular when Chuck invited several key employees from OCB to present color management opportunities. My attention was focused on Chuck, who watched in amazement and enjoyed the presentation. He was a special leader that was proud of his employees and what they accomplished. Chuck will be remembered for his support to the IRgA and commitment to the reprographics industry.

—Dan Stephens, IRgA President

## Are You Ready for the Future of Reprographics?

*Continued from page 2*

### A Different Perspective

Over the holidays, I saw my first digital movie at the theater. This new technology promises to revolutionize your movie watching experience. It's similar to watching IMAX movies by using higher quality digital projectors and boosting sound quality to a new dimension.

Typically, theaters receive films in large canisters. Theater workers have to splice the film by hand in order to show the movie. Studios incur a large cost to print multiple copies of the film and ship to theaters across the country.

With digital projectors, theaters receive a special hard drive pre-loaded with the movie along with a security encryption. The projectionist simply hooks the hard drive to the digital projector and the movie is ready to go. Other popular options are to receive the content via satellite or broadband components.

This digital distribution system has many benefits including the fastest, most cost effective means for delivery, as well as higher security to prevent piracy.

Well, what's the big deal? Just another industry converting to digital. The major players for the movie content have formed a company to help the industry transition from analog to digital.

Digital Cinema Implementation Partners (DCIP) is a joint venture of the three biggest theater chains, Regal, AMC and Cinemark. DCIP's charter includes procuring equipment, arranging financing and negotiating usage agreements with studios and other content providers. They are negotiating with the studios which pay a virtual print fee. That's how revenue for the digital cinema will come about.

It is very interesting how competitors in the movie industry determined it was best to form an alliance in order to protect

their profit model against an ever-changing business environment. Sound familiar?

### The Power of Unity

One of the fortunate opportunities of being your president is to attend all regional association conventions and affinity group meetings, representing the IRgA. It's a tremendously rewarding experience both personally and professionally.

I want to thank all those who made that possible from the CRA, SRA, ERRA, WRA, RSA, ReproMax and ARC. The regional meetings had fantastic education programs with a lot of useable information worthwhile to improve your business. The IRgA supports all these associations and affinity groups as an important part of our industry's future.

## 2009 IRgA Convention & Trade Show: Registration is Live

Registration and housing are now open for the 2009 Convention & Trade Show, April 29-May 1 in Pittsburgh, Pa. Get the greatest return on investment by securing your spot now. All IRgA members receive \$300 in savings on registration over non-members and an additional \$100 discount when registration is received by **March 20, 2009**. The IRgA has also negotiated discounted room rates at the Westin Convention Center Pittsburgh and the Omni William Penn when rooms are reserved by April 3, 2009.

Visit the convention Web page to access full event details as they become available. It is located [www.IRgA.com](http://www.IRgA.com) under the Convention navigation tab.

Download the Advance Program at [www.IRgA.com](http://www.IRgA.com) under the Convention navigation tab.



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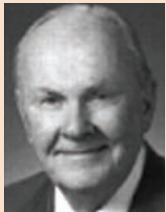
The IRgA would like to thank each exhibiting company as well as event sponsors for the 2009 IRgA Annual Convention & Trade Show.

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## IRgA Remembers Edgar Allen Christy, Jr.

**Edgar Allen Christy, Jr., 82, was born in Tulsa, Okla., on April 13, 1926, and died in Houston, Texas, on Jan. 5.**



Christy moved to Houston in 1958 and founded Triangle Reproductions. He remained active in the business until the time of his death. Christy served as president of the International Reprographic Association and the Mid-South Reprographic Association.

Christy is predeceased by his parents Edgar Allen Christy and Mabel Brooks Christy. He is survived by his beloved family: His loving wife of 62 years, Gloria Parker Christy, his son Robert C. Christy and wife Kathy, and grandchildren Rob and wife Emily, and great grandson Bo, Carolyn Anderson and husband David and great grandsons Will and Hank, and Sally Dillee and husband Jason; his son Edgar A. Christy III (Bud) and wife Kathy of San Antonio, and grandson Scott Christy of San Antonio, and Kay Harris and husband Mark of Fort Worth, and brother-in-law Robert L. Parker of Tulsa, Oklahoma and numerous nieces and nephews.

## Second Quarter Webinar to Focus on Color

IRgA's next Webinar is titled "Increasing Your Color Business" and is scheduled for the second quarter. Topics will include:

- Color selling strategies
- Emerging Color Technologies
- New applications for color
- Showcase of color projects
- Do more with the equipment you have
- Diversify your business outside of AEC

Check [www.IRgA.com](http://www.IRgA.com) for upcoming details. In the meantime, IRgA members can access the Webinar archive. IRgA login and password is required.

### Sponsors as of Jan. 27



# Green Reprographics: Much More Than a Fad

*By Ed Avis*





**F**ifteen years ago, Air Graphics opened a new shop on the first floor of an 18-story building in Boston, Mass. Because of that location, the reprographics firm couldn't ventilate its diazo machines. Diazo was king back then, so not being able to print diazo was a serious problem.

"So we offered toner-based bond as an alternative to diazo," says Mike Cully, Air Graphics CEO.

Switching to large-format xerographic printing – which certainly wasn't new in 1993, but lagged far behind diazo in quantity – offered Air Graphics another opportunity: They could promote the process as environmentally friendly. Unlike diazo paper, bond was recyclable.

"We even filed for a trademark – we called it Greenprint," Cully says. "We went to prospects and told them Greenprints are recyclable, and that we could pick up their unneeded prints and recycle them."

Thus was born one of the earliest reprographics green initiatives.

"In the last few years green has been a hot topic, but I think we were one of the first," Cully says.

Today Air Graphics is green in many other ways. All their prints are made on recycled bond, their color projects are mounted on biodegradable foamboard and they're changing their office lighting fixtures to more energy-efficient versions.

The lesson here? While going green has seemed trendy lately; in reality, it's a long-term commitment that won't fade away in the coming decades. Investing in green isn't like investing in hula hoops – your green investment will pay dividends for generations.

### The Green Commitment

Going green has many advantages. It can save you money, reduce waste, help the Earth and may help you secure new customers. These advantages all start with one thing: Commitment.

Firms that successfully go green understand that the key is going deeply green, not just spray painting a coat of green on top of a regular business.



Barker Blue Digital Imaging, San Mateo, Calif., has gone green in a major way by installing a solar array on its roof. The array provides a majority of the shop's electricity needs.

Reliable Graphics, a reprographics firm with locations in 10 California cities, earned the title Green Reprographer of the Year from Océ in 2008 and has a green commitment that runs throughout its organization. (Reliable is owned by American Reprographics Company, which launched a green initiative for all of its firms in 2006.)

"We wanted to start this positive change," says Angela Giraldo, the director of Green Services and Marketing for Reliable Graphics. "We realized the more vocal we were about our cares and concerns for our environment, the more clients and employees would also come to vocalize their concerns and we could all start to make positive changes in the way we complete daily tasks and run our businesses."

As it was at Reliable, the most successful green reprographics initiatives start with a commitment at the top. Here are some steps to consider for your own shop in that regard:

1. Make sure your management team and/or ownership are on board with

going green. You can persuade them with lots of reasons, from your shop's ability to help the world, to the money you'll save by being more energy efficient, to the fact that you may win new client loyalty because of your green qualities (see the accompanying article about LEED on page 14).

2. Once the top staff is on board, start a green committee. Make sure the committee includes individuals from each part of your business, top to bottom. This committee's first task will be to make sure the rest of the company is in on the plan to go green. Its subsequent task will be to find and implement green initiatives.
3. Write a green policy together with your committee. Your green policy should explain that you've adopted a green philosophy for your company, which means you'll consider every aspect of your business to see how it can be made more environmentally friendly.

These three steps will provide a solid foundation for your green initiative.

*Continued on page 8*

## How Green are You Now?

An important next step to becoming green is determining how green your business is now. By doing this, you can identify which areas you most need to improve and which areas you can already tout to your customers.

Here are some basics for performing a green analysis:

You should consider your company's impact on the environment at three levels: Upstream (which means your suppliers); your business itself; and downstream (which means your products after they leave your shop).

One main upstream issue to consider is how green your suppliers are, and how much you can affect that. In the reprographics industry, a growing number of media suppliers have begun offering large-format bond with recycled content. It's safe to assume that this is due at least in part to requests for recycled media from their customers. You can affect your upstream suppliers

beyond changing their product mix. You can also tell them that you prefer working with suppliers who have their own green policies and practices. Nothing gets a CEO interested in greening his company more than hearing that a client will consider going to another supplier if he doesn't green up.

Examining the current state of your own shop can be much more detailed than examining the upstream issues. You should evaluate issues such as how your staff gets to work, how much energy you consume and where that energy comes from, how clean the air is in your facility, what happens to your used toner and inkjet cartridges, how much paper you recycle and what happens to your waste. This is just the tip of iceberg.

"We're looking at any aspect of our operation we can to be greener," says Cully.

Finally, also look into the downstream issues. What happens to your products once they leave your shop? Are they recycled or archived? Or do they end

up in the landfill or burned in an incinerator? Obviously, you won't be able to track every item, but you should know whether you've laid the groundwork for your products to be wisely handled down the road.

## Becoming Green

Once you've made the commitment and evaluated your current greenness, it's time to move ahead. There are hundreds of ways to make your business green – here are just a few examples.

### Recycled Paper

Paper is your largest consumable and offering bond with recycled content is easier than ever. If you haven't tried recycled paper lately, forget whatever you thought about it. Years ago, recycled content paper was inferior. These days you cannot tell the difference. And the cost has also dropped. Recycled bond still costs more in many markets, but in some, it's at or near virgin bond prices.

"We found a vendor to sell us recycled bond at regular bond prices," reports John Roach, general manager of Barker Blue Digital Imaging in San Mateo, Calif. Barker uses 100 percent recycled-content bond for small-format projects and 30 percent for large-format.

### Recycling

Naturally, you don't just want to use recycled paper, you want to contribute to the cycle. So put convenient recycling bins wherever you need them in your shop. Don't skimp. The easier it is to recycle, the more you'll recycle. And consider recycling your clients' used paper as well. This will address a key "downstream" issue for you, and increase your volume (which matters if you're getting paid for your recyclables).

"We put recycling bins inside contractors' offices so we can recycle their unneeded rolled plans," Roach says.

Don't forget other recyclables, like electronics. Many communities these days have convenient recycling options for used computers and other electronics, so don't clutter your dumpster with your old gear. And of course your old copiers should never end up in landfills. Many businesses reclaim old copiers for their parts or to refurbish.



Barker Blue Digital Imaging's solar array doubles as a giant marketing tool, because it can easily be seen by drivers on the adjacent freeway.

## Paper Reduction

Using recycled paper and recycling your waste are important, but reducing your paper consumption to begin with is also valuable. Many projects, small- and large-format, can be printed on both sides of the paper. Another key way for a reprographics shop to reduce paper usage is to encourage clients to use online planrooms to transmit projects.

Not only can this reduce paper usage, but it reduces the time your delivery trucks are on the road picking up jobs.

“We’re heavily promoting our digital submittal so we don’t have to send the truck out to pick up the jobs,” Cully says. “We’re starting to see a huge number of clients take advantage of that.”

Of course, you need to make sure you’re charging properly for the online planroom, because you don’t want to reduce your revenue.

## Energy Efficiency

Watching your energy consumption should be a giant part of your green initiative. Here are just a few areas to think about: Equipment, including copiers, computers and laminators; heating and cooling; lighting; and delivery vehicles. Each of these areas, and many more, consume power and can be made more efficient. The power rating on your large-format copiers, for example, varies widely – when you’re buying new, make energy efficiency a top priority.

## Atmosphere

A green component that is sometimes overlooked is the air and lighting in your office. Making sure you have clean air and quality (preferably natural) lighting will go a long way towards having happy employees. When considering air, consider the ozone your copiers produce, the fumes from cleaners and other chemicals and “off-gassing” from paint, carpeting and new furniture. For lighting, remember that windows and skylights provide good light and use zero electricity, so maximize their potential.

## Office Issues

There are countless ways to green your office that have nothing to do with reprographics. For example, when you

Watching your energy consumption should be a giant part of your green initiative. Here are just a few areas to think about: Equipment, including copiers, computers and laminators; heating and cooling; lighting; and delivery vehicles.

need new furniture, consider buying refurbished and/or used furniture instead of new. You’ll save money, and you’ll help keep used furniture from the waste heap. In many cases, especially with items like cubicle dividers, you cannot tell the difference between new and refurbished.

## Facilities Management Sites

Don’t forget to green up your FM sites. Whatever you’re doing at the home office – recycled paper, energy-efficient equipment, duplex printing – do at your FM sites, too.

## The Big Stuff

It’s possible an opportunity will arise to allow you to really show your green. That opportunity arose at Barker Blue, San Mateo, Calif., in 2008: They installed 17,000 feet of solar panels, enough to supply 80 percent of their power needs. The \$1.5 million they invested in the array was partially offset by tax credits, but the marketing value of the array – which is visible to drivers on a nearby freeway – is incalculable.

## Marketing

Speaking of marketing, once you’ve made your shop green, don’t pat yourself on the back and sip a cup of herbal tea. Instead, let the world know.

Cully says Air Graphics salespeople stress the shop’s environmental sensibilities during sales calls.

“We talk about the fact that we print 4 million square feet on recycled paper every month, and explain how much energy and how many trees that saves,” Cully says.

In addition to sales calls, you can spread the word about your green initiative

through press releases, flyers, your Web site and your advertising. Remember to discuss your new green focus on all of the marketing you currently do.

“Being green is a big part of our marketing campaign,” says Giraldo. “I think it’s important for our clients to see that we don’t just talk the talk, we walk the walk.” ■

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Ed Avis is a writer and editor in Oak Park, Ill. He specializes in the reprographics industry. Visit [www.edavisassociates.com](http://www.edavisassociates.com).



# Selling Green in a World Where Print Rules

The Sustainability Movement is Beginning to Catch on in the Reprographics World

*By Scott Cullen*





The green movement and sustainability issues are everywhere, even in the reprographics world. If you think that's unusual for an industry where cranking out prints in all shapes and sizes is anything but green, think again. That's exactly where the industry is heading and while some shops are ahead of the sustainability curve, they don't yet possess an insurmountable lead over their competitors.

Boston, Mass.-based Air Graphics has been at the forefront of the green movement within the reprographics industry for nearly 15 years. Its first green initiatives were introduced in 1994, long before it was the fashionable thing to do.

It all started when Air Graphics opened a downtown Boston office in '94 in the middle of the financial district at a time when the reprographics industry was using ammonia for diazo printing. Going against the grain, it switched to a plain paper, copier-type devices to reproduce plans and specifications for its customers.

Sustainability has become a key selling point and differentiator for Air Graphics and they're not shy about promoting that aspect of their business. Lobbies in its various locations sport billboards describing how they started their green initiatives back in 1994.

Customers are catching on. "Without a doubt, customers are asking us more and more what we're doing in terms of a general green initiative," says Mike Cully, president, Air Graphics.

This past summer Air Graphics switched to 100-percent recycled paper. Yes, it costs more, but Cully says it's been worth it. The company also uses recyclable foam board.

Most customers understand the cost increases associated with buying green and Air Graphics has been proactive in communicating these initiatives to customers.

"We send letters out detailing what we're doing, why we're doing it and what the resources are that we're saving, and by the way, it's going to cost you this nominal fee," notes Cully.

Has Air Graphics adjusted its revenue model as the industry turns toward sustainability?

"No question, we are selling less paper units today and you can see a marked trend heading downward the past several years and we have to adjust accordingly," notes Cully, who acknowledges the growth of online plan rooms. "We introduced new revenue sources under the title of digital imaging services, scanning, indexing, storage of electronic files, etc. and charge a nominal fee to make up for that."

Kevin Cully, executive vice president, Air Graphics, identifies both internal and external challenges to selling green, particularly when it comes to recycled papers. Initially when Air Graphics began offering recycled papers, there was limited availability and what papers were available had a higher dust content.

"That tended to be a little problematic with the equipment," notes Kevin Cully.

Over time manufacturers started to address that issue from a manufacturing standpoint and Kevin Cully reports that the issue has diminished quite a bit.

When talking about the higher prices of recycled papers, Kevin Cully believes it's best handled on a one-on-one basis with sales people when talking with clients.

Recycled papers are also much more plentiful today compared to when the company first started dabbling in it. Unfortunately, that hasn't helped prices much.

"Prices have been going the wrong way for the past few years," laments Kevin Cully.

Air Graphics' sales force takes the time to address client's objections about higher paper costs and misconceptions that it was an inferior product. That hasn't been all that difficult as Kevin Cully reports it's virtually impossible for most customers to tell the difference between recycled and non-recycled when placed side by side.

When talking about the higher prices of recycled papers, Kevin Cully believes it's best handled on a one-on-one basis with sales people when talking with clients.

"We've put flyers touting the merits of using recycled paper in all the documents going back to clients and talk about how many trees they can save," explains Kevin Cully. "That's helped an awful lot. I think people are looking at the cost of recycling and it's not terribly a lot more, and in order to take care of the environment, it's necessary."

As far as training, Air Graphics hasn't had to do anything all that different to get its sales force up to speed on selling green prints.

"If they've worked at our company for any length of time, they know that's the kind of product and service we offer," says Kevin Cully. "That being said, our salespeople work to let customers know what 'green' really means to them."

Asked if he has any advice to help shops deal with objections from customers regarding higher prices, Kevin Cully emphasizes the need to practice what you preach and believe in what you're selling.

"If you believe in the green initiative, if you believe in utilizing recycled paper, it really does make sense because the cost is certainly justified," he says. "It can't be

*Continued on page 13*

## Manufacturers Help Strengthen Repro Shops' Efforts to Go Green



All corners of the printing industry seem to be taking the sustainability message to market, even hardware manufacturers. Companies such as Océ and Xerox are touting the green capabilities of their devices, recognizing that this has become an increasingly important purchasing criteria in some circles.

Mike Stupak, executive director, ReproMAX national sales for Océ, sees the green and sustainability movements trickling down into the reprographics world through sustainability practices in everyday life and in the workplace.

"This has all added to the heightened awareness of the sustainability movement," says Stupak. "Océ has fostered the sustainability movement in our company for the past 100 years. We are very aware of manufacturing in a sustainable way and manufacturing products that are sustainable."

Stupak believes customers are becoming more aware and more selective about the products and devices they acquire for their businesses. "They're measuring the ozone and want a statement from their vendor about the heat it generates," reports Stupak.

Stupak often preaches the gospel of sustainability when meeting with ReproMAX members. One of the slides in his presentation is titled "Who Cares?" That's his opening to talk about Océ's sustainability message.

"A lot of times nobody cares, other times you may find different people within an organization who care," says Stupak.

"We recognize the business we're in has an impact and we're doing everything we can to minimize the impact," adds Mike Boyack, manager, Product Safety and Environmental Delivery for Xerox.

Xerox is doing its part to carry that message down the chain to its customers across all business segments, including repro shops. Workshops for customers and non customers address the entire concept of sustainability.

Xerox has a comprehensive sustainability strategy that focuses on climate protection and energy, reducing its own energy consumption, helping customers do the same using Xerox products and services, and preservation of biodiversity in the world's forests. Repro shops looking for more information about Xerox's sustainability strategies should visit [www.xerox.com/environment](http://www.xerox.com/environment).

Asked how a reprographics firm can relay that message to their customers, Boyack believes that repro shops shouldn't be hesitant to tell customers that they use products that can help them reduce their energy usage. He also recommends they implement some sort of environmental management system such as ISO 14001.

"This really forces them to take a quantitative approach because in order to be part of it you actually have to be tracking specific metrics," says Boyack. "This can help an organization determine if they're heading in a sustainable direction by tracking the right things, so you set some environmental goals and then work to reduce the impact."

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"We recognize the business we're in has an impact and we're doing everything we can to minimize the impact," says Mike Stupak, Océ.

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Stupak has some suggestions for marketing green.

"A good company or a good salesperson has to search out within a business and use sustainability as part of an overall business model," he says. "First determine if customers have any sustainability buying criteria. And stick to a business model where sustainability is only part of the sales cycle."

Stupak uses Océ as an example.

"If a customer doesn't bring it up, we bring it up," he says. "Our sales force and dealers are armed with documents and facts and figures to prove that Océ operates in a sustainable fashion and we make products that act in a sustainable way."

He also recommends being prepared to meet the needs of those customers who are focused on sustainability, particularly when that can be a make or break situation for a vendor.

"If you can't tell a good sustainability story, you're out," states Stupak. ■

a slogan. It has to be what your company believes in. If it's just a slogan, it will only be hollow."

Cushing and Company, based in Chicago, is another reprographics firm that is gung-ho on green. Like Air Graphics, the company also sets a green example from within. "We reuse, repurpose and recycle," says Cathie Cushing Duff, president, Cushing and Company. "In addition, we've added biodegradable product wherever possible, especially in our mounting and fulfillment."

The good news is that more customers are requesting recycled and biodegradable products. While recycled papers typically carry a five percent premium, the price on biodegradable boards is pretty much the same as foam board. About 50 percent of Cushing and Company's customers request recycled papers and don't seem to be all that concerned about paying a premium. Duff isn't surprised by that.

"They're looking for places where they can get credit for making the extra expenditure," says Duff. "At this point, in the Chicago market, that revolves around LEED certification."

No training was necessary for getting her sales force up to speed on selling recycled papers.

"The biggest issue with selling recycled paper is that there is a premium," laments Duff. "Everybody who buys prints wants them on recycled paper, but the question is, are you willing to pay a premium for them or not? In some cases they certainly are, and in others, they're not."

For those that ask for recycled paper, the cost is typically built into the equation for their contract. Cushing and Company has segregated its pricing to show regular print pricing and the premium upcharge if the material used is recycled paper.

"I would love to be able to sell recycled to everyone at fair market-price in my neighborhood at the same price, but at the moment the economic pricing structure just won't support that."

Duff laughs when asked if she's asked her recycled paper suppliers for a better deal.

"They would like to, too, and feel that the first person on the block that can make that work economically would get a giant block of orders," she says. "And they're right, but paper prices as a commodity are going up, not down."

Unlike Air Graphics, Duff isn't ready to offer customers nothing but recycled papers.

"I know in other parts of country, there are firms that use nothing but recycled paper," she says. "I don't know if Chicago is ready for that."

Duff feels that repro shops need to identify the break point that will justify the extra expense associated with recycled papers. It may come, she says, as the industry changes and customers find themselves doing less printing and instead using online planrooms or dedicated portal interfaces for projects. She says that's when they may find that it is affordable to use recyclable paper and complete that loop because they're doing less printing.

"We as reprographers need to learn how to make the whole package, the scanning, the retrieving, the archiving, the distribution, and the hard printing be attractive in an environmentally responsible way," concludes Duff.

Despite the best efforts at spreading the word about the benefits of sustainability and recycled papers, not all print customers are buying it.

"Green issues and sustainability topics are front and center, but it's not as front and center or as hot a topic within the buying community" contends Margie Dana, founder of Boston Print Buyers LLC, an organization whose mission is to build bridges between the customers of commercial printing and manufacturers.

Dana has her finger on the pulse of the buying community and often interacts with senior-level executives from organizations that purchase prints at Print Buyers International conferences and other events.

When she asks how important their print provider's sustainability position is, the responses don't always match the hype. What tends to get the most attention when it comes to buying green and thinking sustainable in Dana's world, it is with ink and print media and FSC certifications related to paper.

Still, the green movement represents a golden sales opportunity for the reprographics community even if most of the community is still smack dab in the middle of a learning curve.

"There's misinformation as well as not enough information," says Dana. "Printing aside, there's not an intelligent person that's going to say they don't care about sustainability or the environment."

And there should not be an intelligent person within the reprographics community either who doesn't see an opportunity for offering their customers a green option. ■

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# LEED:

## WHAT DOES IT MEAN FOR REPROGRAPHICS?

By Ed Avis

When architect Julie Hendricks works on a project for an environmentally savvy client, she often turns to an unusual source for help: The reprographics staffers in the facilities management site at her firm run by A&E-The Graphics Complex.

Hendricks, who works in the Eco Services department of Houston, Texas-based architectural firm Kirksey, says the A&E FM staff know how to maximize the environmental value of the reprographics services they offer.

"We've been dealing with them for years, so they know what we need," Hendricks says.

Like most green building architects, Hendricks works hard to earn LEED designation for her clients' projects. LEED, which stands for Leadership in Energy and Environmental Design, is a program run the U.S. Green Building Council (USGBC). Earning LEED designation means a building meets strict environmental standards.

While reprographics has largely been under the radar of the LEED folks, there are cases – such as Kirksey's – where reprographics shops can help their clients earn LEED points.

"There's no direct relationship with respect to recycled paper and getting a LEED point, but there are a lot of points tangentially related," Hendricks says.

### What is LEED?

LEED is a nationally accepted program for certifying buildings as being

environmentally sound. Buildings that earn the LEED certification meet a broad range of specifications, dealing with energy usage, the sustainability of the materials used in construction, the toxicity of the materials, the location of the building, and many other design aspects and construction procedures.

LEED comes in several varieties, including LEED for New Construction, LEED for Commercial Interiors, LEED for Existing Buildings and LEED for Schools. Each has a set of credits that can be earned by meeting targets in a number of different categories.

For example, under the "Sustainable Sites" category for new construction, if a building is designed with landscaping that doesn't require irrigation, the project earns a point. If the project is built on a brownfield redevelopment site, it earns another point. In the "Materials & Resources" category, a new building earns a point if it diverts 50 percent of its construction waste from disposal.

Some items are required. Collecting and storing recyclables on a new construction site must be done, for example, and no points are given for doing that.

Buildings collect points from the checklist with the aim of gathering enough for one of four LEED designations: Certified, Silver, Gold, or Platinum. For example, in LEED for New Construction, a project earning 26 points is Certified, 33 is Silver, 39 is Gold, and 52 is Platinum.

Earning the points is not easy. While some points may come naturally, others may be a real stretch.

And earning LEED certification can be expensive. The actual construction costs vary widely, but some experts suggest adding 2 to 5 percent to estimated costs to build green. And the fees for applying for LEED certification can be significant (\$22,500 for New Construction LEED for a building over 500,000 square feet, for example).

So why do developers seek LEED certification? Three reasons:

- They want to help the environment.
- In the long run, LEED buildings should cost less, because of increased energy efficiency.
- LEED buildings are desirable to buyers and tenants, because of the long-term cost savings and the pleasure of working in a building with green attributes such as better natural lighting, cleaner air, etc.

LEED is a big deal in the A/E/C community, so it makes sense that reprographics shops want to help their A/E/C clients succeed at LEED. But what can repro shops do? That's the big question.

### LEED and Reprographics

The potential of green reprographics has not been fully appreciated by the USGBC. The LEED requirements focus on construction materials, construction policies, site selection and preparation, etc., but the paperwork behind all of those things is largely ignored.



However, there is one area that reprographics shops can make a big difference: In the LEED for Existing Buildings category. This category is for buildings that want to seek LEED designation after they're built. They do this by managing their energy consumption carefully, maintaining high indoor air

building. Here a reprographics shop can help by advising the owner to purchase energy-efficient copiers (and providing those copiers if they are dealers), since copiers are large energy consumers in many buildings.

Two key issues pertaining to reprographics shop participation in LEED

However, there's no certainty there, and the USGBC makes it clear in its guidelines that if a particular project earns an innovation credit, the same effort won't necessarily earn a credit for another project. In other words, no official precedent is set when a project earns an innovation credit. This means it might be difficult for a reprographics shop, or group of shops, to develop a standardized program to ensure a project gets an innovation credit for using recycled paper.

The biggest potential for reprographics participation in LEED may not be in LEED for Existing Buildings or innovation credits. It may be in persuading the USGBC to adopt credits for using recycled paper in all phases of construction. LEED is developed by consensus, meaning if enough USGBC members wanted to adopt recycled paper as a credit, it could go through.

Here is the pertinent paragraph from USGBC policies:

"The Council employs consensus-based decision-making from across an extremely diverse membership. These principles are central to the development and ongoing refinement of the voluntary LEED standard and product line. The Council's policy for balloting LEED products helps assure that all membership comments are considered and that final decisions and rationales are conveyed to the membership prior to final votes. Our process also encourages members and any interested stakeholder to submit comments to committees. Moreover, whereas consensus typically means that a simple majority of those voting approves a given issue, Council policies require a two-thirds approval of those voting for a standard to be approved."

So perhaps the next step is for enough interested reprographics professionals to band together, get involved in USGBC, and work to raise reprographics' profile in LEED.

"If the reprographics industry came up with a good standard rating process for this, I think LEED would adopt it," Hendricks says. ■

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quality standards, reducing light pollution, etc. There are two categories that reprographics professionals can potentially help with: Materials & Resources and Energy & Atmosphere.

The Materials & Resources category has two subcategories that could pertain to reprographics, Sustainable Purchasing and Solid Waste Management. In the Sustainable Purchasing subcategory, a reprographics shop can help if it sells recycled bond and provides prints on recycled bond to the business in the building.

If the business doesn't use large-format prints, the shop can provide 8.5 x 11 recycled bond and use recycled bond for other printing the business may need, such as manuals.

"The number of points a client can earn in the Sustainable Purchasing category depends on the percentage, by cost, of the sustainable products they purchase," Hendricks explains.

If 40 percent of a business' on-going purchases – such as paper – contain at least 10 percent post-consumer waste, they earn one point, for example.

In Solid Waste Management, the repro shop can help if it develops a recycling program that includes the building. For example, the shop can pick up extra paper cores, box cartons and other recyclables and include them in its own recycling system.

The Energy & Atmosphere category addresses the energy consumption of the

certification of existing buildings are:

- The building owner must consult with an architect to complete the application (that usually is the case); and
- The reprographics shop must have the expertise to help the architect with those elements it can contribute to when the request comes in.

A&E in Houston has obviously met the latter requirement in its work through Kirksey. "A&E has been very helpful in getting the points we needed," Hendricks says.

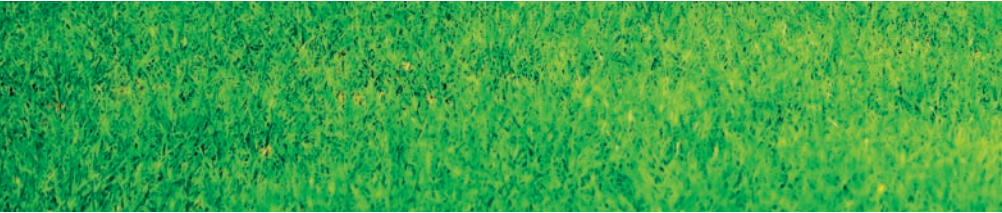
While LEED for New Construction gets all the glory (since beautiful new buildings get a lot of attention), LEED for Existing Buildings is a rapidly growing category.

"We see a very good forecast for LEED EB," Hendricks says, noting that the current economy is dampening new construction overall. "There are still a lot of building owners who want to go green, but they're not building new now."

### Other LEED Opportunities

LEED for Existing Buildings is the primary category reprographics shops can get involved in, but there are other options. For example, developers can earn "innovation" credits in any category if they can demonstrate that something they're doing that is not covered by the guidelines helps the environment.

In the case of reprographics, if the developer could convince the LEED certifiers that by using recycled paper for their documents they saved 500 trees, for example, this potentially could earn a point.





# LEED Accreditation Could Strengthen the Gap between Reprographics, AEC Industries

'It will Enhance the Bond Between our Company and Design Professionals,' Says Sean Skarshaug

By Dennis Coyle

**T**he relationship between the AEC community and the reprographics industry is more important than ever. More and more business opportunities are starting to develop between the two sides. To foster that relationship, reprographers need to better understand AEC professionals and their needs.

There are various ways to make that connection. Sean Skarshaug, president, Traverse Reproduction & Supply, sees an opportunity with the U.S. Green Building Council (USGBC) and its Leadership in Energy and Environmental Design (LEED) program.

He hopes becoming a LEED accredited professional will put him in a better position with his customers. He also thinks it will help create business for his Traverse City, Mich.-based company.

"It will enhance the bond between our company and the design professionals we work with on a daily basis," says Skarshaug. "I think it will put us on a different playing

field because it will show a commitment to keeping up with the design practices that are important to today's AEC professionals."


Skarshaug, a 23-year reprographics veteran and a member of the IRgA for 16 years, cannot imagine not working with the AEC community. The core of Traverse Reproduction & Supply has always been servicing the needs of the AEC community in its region with plans, specs and/or digital solutions.

Skarshaug, who is also a member of IRgA's Editorial Advisory Committee, took a moment to talk about his LEED-related ambitions with *Repro Report*.



"I don't care what business you're in, it's all about relationships and trust. And trust isn't earned with a random price quote; it's a bridge that takes years to build. The faith our customers place in us is not something we take lightly, and we make sure they know that," says Sean Skarshaug.





**RR:** The reprographics industry is changing at a very fast pace. What are some of the hot areas that industry members need to follow?

**SS:** The needs of the AEC community are at the forefront. It's all about providing our clients the best possible solution for document distribution and project management – from design phase throughout the entire project. Lately, we've been focusing a lot on how we can meet our customer's needs as BIM becomes integrated in our client's projects.

**RR:** The AEC community is an interesting market. Why do you think it's important to create and cultivate AEC relationships?

**SS:** I don't care what business you're in, it's all about relationships and trust. And trust isn't earned with a random price quote; it's a bridge that takes years to build. The faith our customers place in us is not something we take lightly, and we make sure they know that.

**RR:** What are you doing to improve the relationships you have with your AEC contacts?

**SS:** We're constantly trying to educate our customers on how our digital solutions can improve their project management. And we're constantly asking them to be our sounding board and help us understand how we can better serve them. We try to show the AEC professionals in our area a commitment to understanding their needs and their industry – how and why they do things. This is especially true in today's world where we need to be offering a total document management solution, instead of a cheap print. And to continue that commitment to understanding our clients, I decided to go through the process of trying to become LEED accredited.

**RR:** What exactly is required to become LEED accredited?

**SS:** There are three different types of LEED accreditation: New construction, existing buildings and commercial interiors. The first step is to figure out which of the three you want to go after. Technically, once the certification is complete there's no determination given for which track you chose. You're simply a LEED-AP (LEED accredited professional) at that point. So you should choose the track that best fits your situation.

I chose my focus because I know someone going through the same accreditation track. I have a built-in study partner, which is important because the accreditation test is a monster. Once you've decided that, then you need to order the study materials from the Green Building Certification Institute (a division of the USGBC), the study guide alone costs \$200. I'm finding that the study process is much more detailed than anticipated. It's critical to not just understand the concepts, but in many cases nail down the exact wording used in a credit description. I haven't scheduled my test yet, as I'm still trying to make sure I'm prepared. The test costs \$400 every time taken, so I want to make sure I'm not wasting resources in the process.

**RR:** How do you think attaining your LEED accreditation will improve your business?

**SS:** It will enhance the bond between our company and the design professionals we work with on a daily basis. I think it will put us on a different playing field because it will show a commitment to keeping up with the design practices that are important to today's AEC professionals. I also believe it will help us sell our green message a little better.

Looking ahead, someday I'm hopeful that LEED points can be gained for

utilizing our industry's services. When that day comes, I believe being LEED accredited will help us carry more clout when we speak to the AEC community about helping them to earn LEED points through document management.

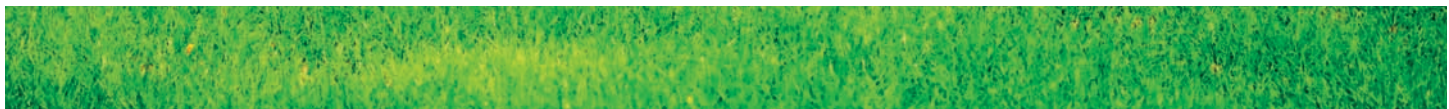
**RR:** On a much larger scale, what do you think would happen if more reprographics industry leaders were LEED accredited?

**SS:** Well, right now there is no place for us in the LEED certification for a new construction project. We can offer digital plan distribution and recycled printing, but it doesn't help an AEC professional get those extra two or four points needed to propel a new project to bronze, silver, gold or platinum LEED certification.

So as an industry, we need to fight for a place at the LEED table. I think to truly be able to lobby the USGBC that an energy-efficient solution for document distribution during the planning, bid and construction phase of a project should be counted when factoring in points for LEED certification, we need to show the USGBC that we're not just in this to sell a few more prints.

If a certain percentage of our membership had at least one employee that was LEED accredited, I think it would give our efforts a louder voice. That louder voice is important because we're already behind the eight-ball in this game. Our process and product doesn't factor into the structure itself.

The USGBC is looking at the sustainability of the building and site. There are no long-term energy savings to the building because the plans printed during the bid and construction phase were done using recycled bond. Because of that, it's a tough sell to the USGBC. The reprographic industry needs as much clout as we can get during this lobbying process. Having membership with LEED accreditation can only help that cause. ■





# Achieving the New Gold Standard in Customer Service

By Steve Bova, CAE

**B**ased on numerous studies, poor customer service costs organizations up to 30 percent of gross sales. You've also heard that unhappy customers don't complain to you, but they will tell at least 10 other people of their poor experience. I'm sure you can relate a handful of your own poor experiences.

Other data on customer service reveal that:

- Most phones are not answered within customary three rings, or the call goes into voice mail;
- Almost 10 percent put the caller on hold for more than two minutes; 11 percent can't provide the information the caller is requesting;
- One-third provide a minimum amount of information and then hang up; and
- Nearly 80 percent don't ask for the caller's name.

**Bottom line: Poor Service = Dissatisfied Customers.**

## Case Study: The Ritz-Carlton Experience

To help improve the customer service culture in your shop, I recommend the book, *The New Gold Standard, 5 Leadership Principles for Creating a Legendary Customer Service Experience*. The author, Joseph A. Michelli, describes why The Ritz-Carlton Hotel Company is the only two-time recipient of the Malcolm Baldrige National Quality Award for Service Excellence.

Ritz-Carlton built its reputation by making one very important decision: Don't cut corners. As an example, during a down economy, rather than cutting back on room amenities such as mouthwash, they kept the comforts customers had come to expect. By not cutting corners, the company boasts customer loyalty levels unmatched in their industry. How do they do it?

### No. 1: Define and Refine

Leaders must decide which aspects of their business can't change and which components must evolve to retain preeminence in their industry. They define the pillars of enduring excellence that are fundamental to their success and longevity. Then, they refine strategic changes that will fuel growth and evolution.

These pillars at Ritz-Carlton begin with its credo: "*The ultimate guest experience.*" They pledge to provide the finest service and facilities in a warm, relaxed and refined ambience. Their motto is "*Ladies and Gentlemen Serving Ladies and Gentlemen.*"

### Relating to Repro

Does your company have a credo and motto? Is it short, memorable and operational? If asked, could employees state your mission and purpose?

To extend upon its credo and motto, Ritz-Carlton instills "Three Steps of Service" within its culture:

1. A warm and sincere greeting;
2. Anticipation and fulfillment of each guest's needs; and
3. A fond farewell using the guest's name.

The company offers 20 service basics, which define specific ways to speak to a guest, as well as service values. They employ a daily 15-minute line-up for employees to touch base. Line-ups may address or reinforce company values, common language, tradition and stories of customer service. Company leaders must participate in this daily exercise.

### **Relating to Repro**

What basics do you teach to your employees? Do you have a document that explains your core customer service standards? Do you share it with your customers as a way to hold your people accountable?

## **No. 2: Empower through Trust**

At Ritz-Carlton, employees aren't hired, they're selected. Candidates go through multiple structured interviews designed to identify those with the right qualities and requirements for each position.

Only those who demonstrate pride in providing service are hired. Leadership invests heavily in this process and takes time to get to know each person.

Ultimately, those selected feel a responsibility to live up to the trust placed in them through their employment offer, and they become recruiters themselves. Senior leadership, starting with the general manager, personally greets each new employee.

Every employee goes through an extensive orientation that consists of two days of discussions about the credo, motto, history, service values and purpose of the business. Nobody can begin work before they go through this process. Every employee receives more than 250 hours of training in their first year, including the 15-minute daily line-ups.

### **Relating to Repro**

How many hours of internal and external training do you provide? Are you using the IRGA's resources to their fullest?

## **No. 3: It's Not about You**

Ritz-Carlton employees are empowered to spend up to \$2,000 per guest per day if needed to enhance their experience or resolve a problem. Because of their value to financial responsibility, this policy is used judiciously.

Of course, the least costly solution is the one that happens immediately. Anticipating the customer's needs is part of the Ritz-Carlton mystique. Distinguishing preferences is key.

For example, a customer that orders Perrier once does not indicate a preference. However, if they order a Perrier with two lemons without ice,

it's probably a preference. Watch your customers, read them and understand when they have a preference. Then deliver without being asked.

A customer left his car with a Ritz-Carlton valet. The valet immediately recognized an empty bottle of blue Gatorade on the floor of the passenger side. When the guest returned to retrieve his car, he noticed a cold, unopened blue Gatorade sitting in his cup holder; the empty was removed.

Some of the greatest opportunities for wow-ing customers occur during breakdowns. Taking responsibility for customer problems is a huge opportunity because most companies don't do a good job of it.

### **Relating to Repro**

What process do you have in place to track customer preferences?

## **No. 4. Deliver Wow!**

Customer satisfaction is not enough to ensure business success. Satisfied customers are not nearly as loyal as those who are extremely satisfied. Consumers today want to be thrilled. They want to receive much more value, attention or enjoyment than they expected.

Some of the greatest opportunities for wow-ing customers occur during breakdowns. Taking responsibility for customer problems is a huge opportunity because most companies don't do a good job of it. The steps in salvaging a bad experience are:

- Share a genuine and compassionate reaction to the person's distress;
- Offer appropriate apologies;
- Assure the person you will take care of the issue;
- Personally see that the problem is taken care of in a way that meets the satisfaction of the customer and that it doesn't recur; and
- Go one step further to demonstrate that you want to try to compensate for the person's loss or frustration.

### **Relating to Repro**

Do you have a similar process in place for salvaging the business of disgruntled customers?

## **No. 5: Leave a Lasting Footprint**

When Ritz-Carlton goes about its business, it does it methodically and thoroughly. They aren't satisfied with just being better. They feel an experience should have been perfect in the first place.

It is this impeccable attention to detail and buy-in from their "ladies and gentlemen" that set this company apart, as evidenced by the following note sent by an astonished customer.

"One of your employees got into an elevator. I pushed the sixth-floor button and he pushed none. Instead of getting off with me on the sixth floor, your employee simply said, 'Have a nice day.' Upon exiting the elevator, I asked, 'Where are you going?' Your employee replied, 'I'm going to the fifth floor.'"

### **Relating to Repro**

What sets your reprographics company apart from your competition? To what level of detail are your people trained to serve? What methods do you have to capture positive stories about service excellence? What forum do you have to share these stories?

Reprographers, by their very nature, are focused on service. It's what sets us apart as an industry from other competition. What is your company doing to set a new gold standard in service? Are there any Baldrige Awards in our industry's future? ■

Steve Bova, CAE, is the executive director of the IRGA. E-mail him at [sbova@IRGA.com](mailto:sbova@IRGA.com).

# IT Services can be a Source of Savings, Not Just Expenses

By John Marquardt, Columnist

So, the economy has collapsed and we're headed for a true depression. I sit here contemplating a topic; since you won't be reading this for a couple months or so and my macro-economic crystal ball has a bad power-supply, I'll spin economic disaster towards IT, through the pocket book.

You should have a paradigm-shift in your mind away from what you think your job description has been to what it really

should be. You're now the Overhead Terminator. Your sole purpose should be reducing cost for your organization and the reasons are pretty simple:

1. IT staffers have an ability to lower cost that the average employee doesn't have; and
2. You, yourself are seen as an expense.

Get the picture now?

We're approaching self-preservation mode for corporations and individuals. This is a time to save money and think about the bigger IT picture, regardless of where you see yourself in your organization's totem pole.

It's critical to really pinch and plan. If you work IT and your boss hasn't asked you for a budget, just go ahead and make one. If you have financials or keep good records...cool. If you don't have any of that, still try and make a budget.

Think about how many things you buy or where you spend your time, whether your world is an entire IT enterprise or just the cubicle you inhabit in a help desk function. Try and project what costs will be this year based on previous years.

Now, try and reduce those numbers. Even if you think you're running lean, there are creative ways to save money. Try to think of cost-savings that compliment each other. A good example is being able to use old desktops and especially laptops rather than buying newer hardware. Then make them viable with a light-weight Linux install. The recent version of Ubuntu Linux (as of this writing is 8.10 called Intrepid Ibex) is very good and complete. There are many

light-weight versions made specifically for older hardware.

If you messed with Linux before and had troubles with basic stuff, the new version is very different and worth another look. Again, this is completely free. I've been using Ubuntu almost exclusively on my laptop for the last couple of years and it's been absolutely flawless.

I would even say that, in most areas, it's vastly superior to Windows (stability, ability to resist malware, virii, user-stupidity, wifi is great now — the list goes on).

There is a bit of a learning curve but now that so many apps are Web-based, it's almost a no-brainer. Another place to save money is with OpenOffice. I seriously can't come up with any reason to buy Microsoft Office again. OpenOffice works on any platform and is the functional equivalent in most cases. Heck, it was reading docx formats before other MS products.

There are a very few things that MS Office does better, but most users will never need them. Then there is PDF processing. Linux has excellent (and again free) PDF creation systems. There is usually even a default PDF printer driver. Obviously, if you get deeper into it, you can take advantage of Linux's excellent Internet services like FTP and Apache and so on.

If there was ever a time to explore free alternatives to traditionally expensive systems, it's now and you won't be just doing your company and your boss a favor, you'll be helping yourself! ■



Formerly the IT manager for Engineering Repro Systems in Minneapolis, Minn., John Marquardt is an industry speaker and educator. You can reach him at [John@offblue.com](mailto:John@offblue.com).

# Looking Beyond LEED

By Ed Avis

I was talking to a reprographer the other day and he mentioned that he was getting a little tired of all the “green stuff.” Uh oh, I thought, is the green wave slowing down?

He said he'd found that being green wasn't attracting as much attention as he had expected, especially with the lack of easily obtainable LEED (Leadership in Energy and Environmental Design) points for his clients.

I didn't try to derail this shop owner's train of thought, because he had a legitimate gripe: reprographics is not getting the attention it deserves from the U.S. Green Building Council (the organization that runs the LEED program).

I spent some time on the USGBC Web site to confirm this. Type in “reprographics” in the site's search engine and you get exactly zero hits. Type in “documents” and you get 140 hits, but none of them refers to the use of recycled paper or anything else green document related. Type in “recycled paper” and you get several hits about the council printing their tradeshow badges on recycled stock – big deal!

The last time I spoke to one of the LEED point people, he was flustered by the question of recycled paper usage. It was simply flying under the radar for them.

However, let me mention two things about reprographics and LEED.

First, there have been cases of LEED “innovation” points being awarded for the use of recycled paper. Those of you who attended the green seminar at the 2008 IRgA Convention & Trade Show heard architect Julie Hendricks of Houston, Texas-based architecture firm Kirksey say that she worked with A&E Graphics in Houston to earn LEED credits for a client that was renovating a building. It's not easy and may only work with certain projects, but it can be done.

Second, the LEED program is popular, but it's certainly not the only thing that motivates the AEC community to go green. In fact, a relatively small number of buildings actually get the LEED designation. There have been 13,741 buildings and projects registered for LEED, but only 1,705 have earned the designation, according to the USBGC Web site.

Many, many thousands more buildings and projects incorporate green aspects but never reach the level of LEED designation. Those architects, builders and developers all care about green issues, too, but for whatever reason they're not concerned about LEED points. But they might be interested in being as green as they can be, and that means having their documents printed on recycled paper and using other services from a green-oriented reprographer.

This is not to say the reprographics community shouldn't pursue more action on the LEED front, but lack of progress there shouldn't discourage reprographers from going green.

A key point that some green reprographers may be overlooking is that they can be as green as a frog and get zero new business from it if they don't promote their greenness. One great and inexpensive way to show the world that you're sustainable is to pump up the fact on your Web site.

Many forward-thinking reprographics shops are doing that. Check out the site for Scott Reprographics ([www.scottreprographics.com](http://www.scottreprographics.com)). Click on the link on the homepage that says “green,” and you'll be able to read the company's comprehensive green philosophy. A key phrase:

*“Scott Reprographics is known as a green company, not because we say it, any company can do that, but because green is part of our corporate strategy.”*

Also, check out the site of any of the American Reprographics Company (ARC)

firms that link to ARC's “GreenPlan” site (<http://green.e-arc.com/>).

The Green Plan site spells out ARC's commitment to sustainability, offers tips and info, and generally is a pleasant site to visit. One ARC firm, Reliable Graphics in California, was named Océ's 2008 Green Reprographer of the Year.

For a nice look at a site that puts its green foot forward, visit AIR Graphics: [www.airgraphics.com/2.0/](http://www.airgraphics.com/2.0/). This Massachusetts-based firm has a photo of a green leaf on the homepage, under the slogan, “When you choose AIR Graphics, you choose green.” But it's not just “green bling.” Click on the “green statement” link and you'll read about all the green things the company has done since 1994 – from encouraging online planroom use to using 30 percent post-consumer waste recycled bond.

The key to using your site to promote your greenness is to make sure there's enough information there that your customers realize that you're not just showing off.

If you're not really green yet – at a minimum you need to offer recycled bond, recycle your own waste, and take a serious stab at reducing your energy consumption – don't color your site green and hope you'll attract customers. They'll see right through it!

But if you're truly green and not getting the attention you were hoping for, examine your site. If it's not telling the story, you can assume your customers don't know.

A good Web site won't do the whole job by any means, but it's a fast, inexpensive place to start. ■



Ed Avis is a freelance writer in Oak Park, Ill. He is the author of The Green Reprographics Handbook. Avis loves to hear your green stories. Email them to [edavis@marionstreetpress.com](mailto:edavis@marionstreetpress.com).

# 'Friending' Online Can Strengthen Your Network and Your Business' Network

By Bob Margolis, Columnist

**A**s my career matures, I recognize more and more the value of networking. I've recently written columns regarding conventional networking and how important it is, especially in challenging economic times. Now I'd like to explore social networking of the online variety.

The online world can add value to conventional networking. To explain more about social networking, I've asked Suzi Craig, our director of Marketing at Fathom, to share her thoughts. Below is what she had to say.

## Friending Online Social Networks

If you're not using LinkedIn, Facebook, Twitter or many of the other online social networking tools, I will assume that you are either not convinced of their value or just don't know where to start. Hopefully, I can remedy both situations.

I joined LinkedIn in 2006 to connect with old colleagues. When I started my own consulting business in 2007 and then another business in 2008, I joined the local networking circuit. If there was a meal or even a stale bagel and some mouths to chat with, I was there. Soon the question, "are you on Facebook?" became standard so I joined.

At first, Facebook seemed useless unless I wanted to know that my cousin was going to the grocery store. My in-person networking schedule seemed busy enough. I soon realized that online networking would improve my ability to get and stay connected. In traditional networking, your reach is geographical as far as you can drive or fly. The online world kills those barriers.

Here are some real examples of ways you can extend your reach through online social networking:

### Example 1: Getting more Business

At Fathom, a recent Facebook posting about a newly launched Web site led to insider

knowledge about a RFP. Another posting led us beyond the RFP right to a project.

### Example 2: Improving your Value to Clients

A few months ago, an executive search professional contacted me about a high-level position she needed to fill. She found me on LinkedIn and thought I might know of a good candidate. I did.

### Example 3: Finding Business Partners

A friend of mine with a successful online start-up business garnered nearly 30 percent of his funding through connections several layers deep on LinkedIn.

### Example 4: Promoting your Expertise

A fellow writer uses LinkedIn and Twitter to promote his Fast Company column and build an audience of industry movers and shakers.

### Example 5: Building a Tribe

A company that produces a specialty beverage uses Facebook to announce new products and garner instant feedback from fans.

These connections would not happen without the online space. The biggest question you need to ask yourself is, "How can I make these tools work for me?" To get you thinking about how to answer that question, here is a quick glance at "the big three."

## LinkedIn: Networking and Promotion

Start using LinkedIn by connecting with colleagues and polishing up your resume. LinkedIn is known as a business tool so getting introductions through people you know or reaching out directly (in the right way) is just a quick InMail away. You can also create groups, post information to the Answers section and

promote news to make more connections and improve visibility.

## Facebook: Building Tribes

You can use Facebook to build tribes within tribes through creating groups, building applications and creating viral buzz. Facebook is all about generating conversations and community.

People want to join cool stuff and then tell everyone about it. Self-promotion is now cool too, if done in the right way. Posting a status like, "Suzi is really excited about the article she just wrote for the IRGA. Check it out at..." is now acceptable networking etiquette.

## Twitter: Sharing Stuff in Under 140 Characters

Twitter is true online exhibitionism and everyone is okay with it. Large companies monitor conversations about their products, promoters announce stuff and people share resources.

Twitter is the "read all about it!" of online social networks. Use Twitter to share expertise, drive traffic back to your site for company news or put questions out there for quick feedback.

There are many more platforms out there for you to explore. Most of the popular tools are starting to talk to each other, helping to streamline efforts. There is, for instance, widgets that allow you to synchronize status updates on Twitter, LinkedIn, Facebook and more. Meetup now allows you to promote events on Facebook through dynamically posting the information to your Facebook page.

*Finding out which tools make the most sense for you will take some play time. But be sure that you do start to play because networking online, along with networking in person, is here to stay.*

— **Suzi Craig, director of Marketing, Fathom**

*Continued on page 26*



# Sustainability and Staffing

By Debra Thompson

Every two months, I get contacted by Dennis Coyle, the managing editor of *Repro Report*, reminding me that I need to get my act together and get a column ready for the next issue. This time he told me that the theme of the magazine would be sustainability and it would be great if I could tie my article into that theme.

That set me back a little because, of course, I think sustainability is all about being green and saving the universe. For reprographers, that usually means getting paper from the right sources, doing our share to recycle materials and not allowing our chemicals to mess up the environment. But I felt a real challenge in how to relate human resources and sustainability.

So to help me find an approach, I did what most people do today and went to Google. I did a search on sustainability. Wikipedia tells us that sustainability, in the broadest sense, is the ability to sustain a certain process or condition into the future. The term carries multiple definitions depending on the context in which it is applied, the most common contexts being: Ecological, social and economic. In recent years, the term has been applied on how these contexts interrelate.

Wikipedia also said that sustainability is many things to many people. It can simultaneously be an idea, a property of living systems, a manufacturing method or a way of life. For some people it is little more than a hollow buzz word. Difficulty in defining sustainability stems in part from the fact that it may be seen to encompass all human activity. It is also a call to action and therefore open to political interpretation concerning the nature of the current situation and the most appropriate way forward.

Suddenly, I began to feel an epiphany on how this relates to human resources. It is not the reprographics company taking actions that are sustainable; it is the

people in the company that are taking those actions. I have often said that to be competitive in the marketplace it is essential that you have a competent, stable, well-led workforce. I know that many of you have a great team and you are proud of how well they carry the flag for your store. Now I would like to add that to meet sustainability goals, you need that same competent, stable, well-led workforce.

Clearly, the most important view of sustainability for any business owner is to stay in business and continue to grow and be increasingly profitable. Inherent in that is the ability to attract and retain customers, to produce products that make the customer say, "I love it" and to accomplish that with processes that are seamless and error free. When that happens there is a beneficial byproduct and that is lower use of raw materials and energy as errors are eliminated.

Competent employees make good decisions of how to do things and they get it right more often. Stable employees understand their tools and their equipment and their proper use and they require less training because they have "been there." And of course, well-led employees understand the impact of their activities on the environment and each other.

Competent employees are smart enough to do their job and they have the requisite training to accomplish the processes correctly. You could spend time training on the ecological impact of trash and chemical spills. But the real payoff will be when you develop processes that result in error-free production using environmentally safe materials and you conduct in-depth training so that the processes are performed flawlessly.

Once that level of understanding is achieved, the last thing you want is to lose that employee. A couple of issues ago, I wrote about the ROI of retention.

I wrote about the painful cost of turnover. When we look at sustainability, there are other costs of turnover. The increased level of training to make sure that replacement employees fully achieve that needed level of competence so that they don't have an environmental impact.

Another key factor of course is the leadership provided by you and your managers. Create a culture that recognizes the value of your team and their competence. Develop and implement the strategies that ensure retention of top performers. Provide the training needed to complete processes in an environmentally friendly way. Create an atmosphere that keeps all employees engaged in their work

Why is this important? Those companies where the employees were actively engaged were:

- 50 percent more likely to have lower turnover;
- 56 percent more likely to have higher than average customer loyalty;
- 38 percent more likely to have above average productivity and;
- 27 percent more likely to report higher profitability.

I suppose if Marcus Buckingham were rewriting his book on employee engagement today, he would include that engaged employees also have a significant positive effect on the environment and sustainability. So if you have a desire to join others in helping achieve sustainability goals, build a competent, stable, well-led team and keep them engaged and productive. ■



Debra Thompson is president of TG & Associates, specializing in providing human resource services and products for the Graphics Industry. Thompson can be reached toll free at 877.842.7762 or [debra@tgassociates.com](mailto:debra@tgassociates.com). Visit [www.tgassociates.com](http://www.tgassociates.com) for additional help.

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### Drytac Adds Rigid Substrates to its Product Line

Drytac has added a new line of rollable rigid printing substrates specially formulated for optimum print results on large UV inkjet printers.

The new Drytac UV Printable product line contains a range of polypropylenes and vinyls suitable for point-of-purchase displays, tradeshow signage, wall graphics or any signage where a rigid substrate is required.

Some of the products included in the line are: PolystyGreen, a biodegradable polystyrene that is specially formulated for durability and high tear resistance; Gloss Rigid Vinyl, a 10 mil vinyl that is available in both clear and white, and Ultra-Removable Vinyl, a white vinyl coated with pressure sensitive, removable and repositionable adhesive. The products are available in 150-foot and widths range from 52 inches up to 60 inches.

### Estimator Corp's Wide-Format Estimating Software

Estimator Corp recently announced the release of its Wide-Format solution as part of its standard print-estimating software, specifically designed to meet the rapidly growing wide-format segment of the printing industry.

Estimator's Wide-Format addition was especially designed to calculate wide-format banners, posters and other specialty products with ease and simplicity. Wide-format functions in an industry standard using the square foot charge for printing but also includes the material used if wider than the item printed and also calculates the feed speed as related to the print head traversing the entire width.

QuickBooks connectivity is also now a standard feature with Estimator, and with a simple click you create an export file easily imported from QuickBooks with their Import function under File.

### Lexjet Introduces Light-Block Double-Sided Polyester Film

LexJet introduces a new 100-percent opaque polyester display film developed for solvent, low-solvent and UV-curable printers (SUV) that can be printed on both sides.

It can be easily applied directly to windows wrinkle-free with Neschen Gudy Window adhesive from LexJet for double-sided window applications, or it can be attached with window display hardware. And, since LexJet Two-Way Light Block SUV doesn't curl, it's perfect for double-sided hanging graphics.

LexJet Two-Way Light Block SUV is a tear-resistant polyester film that lays flat for quick and easy production and installation. The film provides high color definition on a scratch-resistant surface. No lamination is necessary – print, trim, and ship for all kinds of double-sided graphic displays.

### Océ CS9000 Eco-solvent Inkjet Printers Certified for Avery Graphics ICS Performance Guarantee

Océ recently announced that its line of Océ CS9000 eco-solvent printers have met the criteria for the Avery Graphics Integrated Component System (ICS) Performance Guarantee from Avery Dennison Corporation, Graphics & Reflective Products Division. Graphics printed on the Océ CS9050, Océ CS9060 and Océ CS9160 printers using Océ IJC930 eco-solvent inks on selected Avery Graphics materials will be covered under the Avery Graphics ICS Performance Guarantee.

The Avery Graphics ICS Performance Guarantee offers protection for customers in the rare event of a graphics failure. In such an event, Avery Dennison or its agent will replace or repair the selected Avery Graphics materials without charge, subject to the terms and conditions of the Avery Graphics ICS Performance Guarantee. The selected Avery materials include the following product lines.

- Avery Graphics MPI (Multi Purpose Inkjet) Series is a range of cast and calendared vinyl for a variety of applications.
- Avery Graphics DOL (Digital Overlaminates) Series is a range of cast and calendared, clear and matte overlaminates for fleet marking and applications requiring added protection.
- Océ CS9000 eco-solvent printers

The Océ CS9000 eco-solvent printer line includes the Océ CS9050 and the Océ CS9160 (successor to the Océ CS9060). Both are high-quality, eco-solvent inkjet printers for creating indoor and outdoor display graphics prints.



### Nukote Announces New HP Indigo\* Product Line

Nukote International, Inc. announced a new line of HP Indigo\* receptive substrates.

Currently, white BOPP, clear BOPP, glossy paper and semi-gloss paper roll label stocks are available and in stock. Specialty Indigo products such as synthetic paper in roll form or in cut sheets are also available.

The release of the HP Indigo line adds to Nukote's expansive selection of imaging products. Nukote's Indigo product line has been certified for HP Indigo by the Rochester Institute of Technology Printing Applications Laboratory.

### AGL Releases Auto Trim 3

Advanced Greig Laminators, Inc. introduces the AGL Auto Trim 3, an inline automatic web trimmer and sheeter designed to eliminate costly manual trimming of laminated sheet production runs.

Capabilities include flush edge, sealed edge and bleed edge trimming. It also features a program to trim step and repeat sheets. The Auto Trim 3 detects the leading and trailing edges of individual laminated sheets with an advanced through beam fiber optic sensor. Once detected, the Auto Trim 3 positions the sheet to an operator determined point in space and triggers the cut. The Auto Trim 3 is also capable of trimming individual sheets out of continuous rolls of printed media by using the optional "Graphics Registration" package.



The Auto Trim 3 utilizes a self-sharpening rotary blade for superior cut quality compared to guillotine style cutters. The Auto Trim 3 is available in 27", 38" 50" and 63" cutting widths. Operating speeds are 25-50 feet per minute depending on the individual sheet sizes.

### Paradigm Imaging Announces Release of Scanning Master Pro Color Software

Paradigm Imaging Group recently announced the release of Scanning Master Pro Color Software from Graphtec.

Scanning Master Pro Color, compatible with the Graphtec line of large-format scanners, is an optional software upgrade to Scanning Master 21+. It allows for easy data management and sharing with tree and thumbnail views, supporting various formats, allowing the user to search based on file attributes and confirm file locations at a glance.

Do you have a new product ready to hit the market? Please send all new product information to Dennis Coyle, *Repro Report* managing editor, at [dcoyle@IRgA.com](mailto:dcoyle@IRgA.com).

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Continued from page 22

Does all of this add value to your business? In many ways it does.

Are you going to get new customers pouring in because you've friended them on Facebook, probably not but you never know. Ours is a relationship business and this is one way that relationships are built in the online culture.

As of this writing, there is no IRgA or reprographics group on LinkedIn or any other social networking sites that I looked at. All of the affiliated groups put out a weekly or a monthly newsletter.

When I was a member of ReproMAX, we had "network notes" and ARC has ARC Info. Those both came out weekly and contained highly valuable information.

Imagine getting that kind of information and far more up-to-the-minute. You can read it, ignore it or participate in it. It's beyond the information superhighway; it's information at hyper-speed! ■



Bob Margolis is the vice president of Business Development for Fathom in Hartford, Conn. Margolis is a past-president of the IRgA and was in the reprographics business for nearly three decades. Feel free to contact him at bobm@fathom.net.

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The mission of the CREST Foundation is to fund and award scholarships to children of reprographics industry employees who wish to pursue a better education, but who lack the financial means to do so.



## Advertising Information

The IRgA thanks the companies below for advertising in this issue of *Repro Report*. If you wish to advertise in *Repro Report* and/or in *News Digest*, IRgA's monthly e-newsletter, please contact Bill Spilman toll-free at 877.878.3260 or e-mail [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com). You will find the IRgA Media Kit at [www.IRgA.com](http://www.IRgA.com). It is located under the *Repro Report* section within the Knowledge Center navigation tab.

3	American Reprographics Company	<a href="http://www.e-arc.com">www.e-arc.com</a>
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## Our Vision

The IRgA will be recognized by companies in the reprographics and AEC industry as a unique, valuable resource to improve their growth and profitability. The association will unite the industry and communicate change within the evolving marketplace.

## Our Mission

To serve member firms by providing services, benefits and information that improves member profitability and the industry image; and to provide a forum for the exchange of information.

## Our Members

IRgA members are wide-format imaging service providers who serve a wide-variety of industries and markets with an even wider array of services and technologies. They are best known for their expertise in the following areas:

- Wide-format engineering output;
- Wide-format color graphics;
- Laminating and finishing;
- Scanning capabilities;
- Digital file management;
- Small-format digital printing; and
- Facilities management.

## Our Strategic Initiatives

1. Brand the reprographics industry to the AEC community;
2. Demonstrate value to the industry and especially to members; and
3. Serve as the knowledge repository for industry education.

## Our Brand Positioning Statement

**Professional expertise in project-critical large/wide format document distribution and management**

IRgA members provide document, information management and distribution services with speed, accuracy and professionalism throughout the project life cycle. IRgA members employ skilled and knowledgeable people. For more than 80 years, they have provided cutting-edge expertise, technology and cost-effective solutions so that AEC companies and owners/developers can meet critical deadlines, save time, money and resources.

# IRgA Task Force Thinks Green

By Steve Bova, CAE, Executive Director

**E**arly in 2008, the IRgA Board of Directors assigned a Green Reprographics Task Force to identify ways the association should educate the industry on how to become more socially responsible. The task force meets for a monthly conference call to address ways the IRgA can provide value in this area. The following are some of the new resources available to you as a result of the task force's efforts:

*The Green Reprographics Handbook* is available through the IRgA. *Repro Report* writer Ed Avis wrote the book through a grant underwritten by Océ and presented a session at the 2007 IRgA Convention. Call the IRgA's office at 800.833.4742 to order a copy of the book. An audio tape of Avis's presentation can be purchased for \$10 by going to the convention page at [www.IRgA.com](http://www.IRgA.com) and clicking on "Purchase 2008 Session Recordings" at the bottom of the page.

The IRgA.com Web site contains a page dedicated sustainability as it relates to reprographics. Go to the Knowledge Center to access the "Green Repro" page, which includes:

- Ideas to Green Your Office;
- Eco Calculators;
- Green Facts;
- Green Building and Solutions; and
- LEED Certification



The IRgA itself is doing its part to be a green association.

**Education Sessions.** The IRgA will continue to offer education opportunities on the subject at the 2009 Convention & Trade Show, which will be held in the LEED-certified David L. Lawrence Convention Center in Pittsburgh, Pa, April 29-May 1.

**IRgA turns Green.** Finally, the IRgA itself is doing its part to be a green association. You'll notice more information provided to you by e-mail in PDF format, *Repro Report* is printed on recycled paper, and the Annual Convention will employ best practices in Green Meeting Management starting in 2009.

If you have suggestions or know of resources that the IRgA should post in its Web site, please call the headquarters office or send an e-mail to [info@IRgA.com](mailto:info@IRgA.com). ■

Steve Bova can be reached toll-free at 800.833.4742 or [sbova@IRgA.com](mailto:sbova@IRgA.com).

## Green Reprographics Task Force

The IRgA would like to thank the following members for volunteering to serve on the Green Reprographics Task Force:

### Russ Bell

*Cylix, Inc.*

### Bob Honn

*Océ*

### Kim Long, Chair

*Reprodux Copy Centres*

### Chester Stacy

*MBC Precision Imaging*

### Matt Tilton

*Engineering Supply & Imaging*

## Book on Green Reprographics Available to Members

The IRgA is pleased to present members with a free copy of *The Green Reprographics Handbook*, written by Ed Avis, a contributing writer on green issues for *Repro Report*. The handbook provides insider information on what Green means to the reprographics industry, how to approach business with a Green mentality and what it takes to be profitable in an ever-increasing Green environment.

Call 800.833.4742 to order a copy, or download a PDF of the book at [www.IRgA.com/KnowledgeCenter](http://www.IRgA.com/KnowledgeCenter).

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