

May 28, 2020

While we are still in the early days of the COVID Pandemic, it appears some industries and organizations are making decisions that are not fully informed regarding the viability of print and their response to COVID. There are early discussions among some hoteliers, restaurants and various associations that some locations may be limiting access to lobbies and rooms for printed brochures, magazines etc. due to a perception of cleanliness and reducing exposure, so we need to do our best to inform with accurate and timely information.

It is important to provide information that can be shared to instill confidence in the end users of our products, our ultimate clients.

Mitchell Press is openly sharing information with our clients and partners to inform them on the cleanliness and low-touch nature of print manufacturing, as most of our processes are highly automated.

For consideration

Magazine, periodical, brochure, catalog, and brochure production is highly automated with minimal human touch or chance of transfer.

/Artwork is provided electronically, in many cases, soft (PDF) proofing is used for approvals on accurately calibrated colour monitors.

/Large (+/- 2500lb) rolls of paper are fed into our heat set presses and exit the press as printed and folded signatures, automatically formed into 'press bundles' that are transported by robotic arms and mechanical carriers onto the finishing line.

/During finishing, an operator may place a thumb on the top sheet and fingers on the bottom sheet of a bundle of 50+ finished products to place in a box. The corrugated box is automatically closed and taped, and inkjet labelled inline, then placed on a pallet.

/The finished pallet is shrink wrapped, and moved through distribution systems by courier, post office, or other methods over the typical course of 1-3 days to land at its destination.

Some recent articles for consideration that we have found helpful:

[CBS NEWS](#)

The World Health Organization said coronavirus cannot survive on letters or packages traveling from overseas.

"I have not seen any evidence to support transmission of the new coronavirus through mail and experts universally feel that the risk of spread from mail or packaging that is shipped over a period of days or weeks at ambient temperatures is remote," Dr. Michael Merson, a dean's special adviser at the New York University School of Global Public Health, told CBS News on Thursday.

[USA TODAY](#)

Coronavirus can live on surfaces for days. But it can't travel through the mail, experts say "In general, because of poor survivability of these coronaviruses on surfaces, there is likely very low risk of spread from products or packaging that are shipped over a period of days or weeks at ambient temperatures," the CDC said on its website.

The World Health Organization offered similar guidance saying it is safe to receive packages from any area.

[CAPITAL JOURNAL](#)

Scientists and health experts have confirmed that newspapers are not transmitters of Covid-19, due to both the ink and the printing process that they go through. Virologist George Lomonosoff, recently told BBC Radio Scotland: "Newspapers are pretty sterile because of the way they are printed and the process they've been through (to be produced)."

[LANCET ARTICLE](#)

"No infectious virus could be recovered from printing and tissue papers after a 3-hour incubation, whereas no infectious virus could be detected from treated wood and cloth on day 2."

[TWO SIDES](#)

Aside from the manufacturing conditions of paper, plus the printing and distribution processes significantly decreasing the number of viable particles required to infect someone, the material itself is not a good location for the virus to exist. The researchers found that the coronavirus lasts longest on smooth, non-porous surfaces such as plastic. Since paper and cardboard are porous, they carry the lowest potency for the shortest period of time[2].

[INMA](#) (International News Media Association)

The WHO and CDC statements sound like a hedging of the unknown — fair enough in these times. Yet the fact remains there have been no incidents of transmission on print materials.

[BC Government](#) Restart Plan

Outlines official plan for businesses getting back to business in BC.

Use your judgement, these are not the only resources available, we encourage you to be diligent in your pursuit of facts. We also highly recommend everyone follow exceptional personal hygiene cleaning regimines as we do, wash your hands well and regularly, social distance and be mindful of others personal space.

Please, don't hesitate to reach out with any questions or concerns.

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