

PRESSINIES

MAGAZINE | VOLUME 26 | ISSUE 1 | SUMMER 2025

FROM PLANTING SMALL SEEDS
TO CULTIVATING BIG IDEAS:
HOW WILL YOU ADAPT?

PrintForward
Printing & Imaging Association



PRESSLINES MAGAZINE VOL. 26 | ISSUE 1 | SUMMER 2025

PressLines Magazine is published twice annually by PrintForward Printing & Imaging Association, and is mailed to companies and organizations in the printing industry across Canada, and the United States of America.

Canada Post Publication Agreement Number: 40827203
Customer Number: 7118051
Ad Rates: Please visit printforward.org

With gratitude, special thanks goes to:

- Imperial Dade Canada – paper
- West Coast Reproduction Centres Ltd. – printing
- R&M Trade Laminating – lamination
- Gryphon Graphics – foiling & embossing
- Pacific Bindery – binding & finishing
- SupremeX – envelopes
- DataCore Mail Management Ltd. – mailing & fulfillment
- Adam Mash, Jennifer McConnell, Sarah Dakiniewicz, & Scott Gray, – content creation, & editing

MEMBERSHIP MEANS MORE...

More opportunities. More benefits. More value.

Improve your opportunities for success by joining PrintForward – the largest print industry association in Western Canada. Membership in our association gives you access to numerous industry specific training, education, and networking events.

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MAGAZINE | VOLUME 26 | ISSUE 1 | SUMMER 2025
SUSTAINABILITY ENCOMPASSES MORE THAN JUST GREEN PRACTICES. IT'S ALSO CREATING LONGEVITY.

IN THIS ISSUE WE'RE TOUCHING ON SUSTAINABILITY IN ITS VARIOUS FORMS. FROM ENVIRONMENTAL CONSIDERATIONS TO IMPLEMENTATION CHALLENGES: HOW DOES THIS EFFECT YOU?

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LETTER FROM THE EDITOR

SARAH DAKINIEWICZ PRINTFORWARD

Welcome to part two of a two part series where we explore sustainability in print. From adopting new technologies to help reduce waste, fostering the next generation of print leaders through targeted Co-op programs, and a conference focused on future-proofing our industry, we're leaning into learning.

Welcome to this special issue, where sustainability takes center stage. From reducing environmental impact to future-proofing businesses and investing in the next generation of talent, sustainability isn't just a trend, it's a strategy for thriving in an ever-evolving industry.

In these pages, you'll meet innovators who are redefining what it means to operate responsibly and efficiently. You'll see how companies are embracing eco-

conscious practices, smarter operations, and community-minded initiatives to create long-term resilience.

Whether you're a seasoned professional or just starting out, the stories here offer insights, inspiration, and practical ideas for building a stronger, more sustainable future. Our industry's next chapter depends on us making thoughtful choices today, and we're excited to showcase the people and companies that are leading the charge.

Here's to building a print industry that's not only profitable, but also responsible, resilient, and ready for the future.

We've carefully curated stories, tips, and features designed to inspire and inform, and we hope you enjoy every page.

It is my pleasure to welcome you to another fine edition of PressLines Magazine. So, what are you waiting for? Dive in!

THANK YOU FOR YOUR SUPPORT

WE COULD NOT DO IT WITHOUT YOU

Our strength comes from our faithful supporters. Without which we would not be able to continue to grow, adapt, and improve our offerings as an association. We would like to take a moment to acknowledge and thank the following people and organizations for their continued efforts & support:

PrintForward Board of Directors

Loris Pavan – Chair of the Board, + Communications Chair; DATA Communications Management (DCM) | **Doug Climie** – Vice Chair, + Scholarship Committee Chair; Hemlock Printers | **Rob Varnel** – Director; R&M Trade Laminating | **Neil Perry** – Director, + Operations Chair; Wayside | **Tracey Pitt** – Director, + PRINTING United Alliance Liaison; Imperial Dade Canada | **Scott Gray** – Director, + Government Affairs Committee Chair; Mitchell Press | **Mike Ripley** – Director; Spicers | **Mahna Naemi** – Director; Altro Labels | **Kevin Burden** – Director, + Golf Committee Chair; West World Paper | **Jennifer McConnell** – Director, + Membership & Programs Committee Chair, Lead of NEXT Generation Task Force; Royal Printers Ltd. | **Daniela Takova** – Director; TC Transcontinental Printing | **Blair Fraser** – Director; West Coast Reproduction Centres Ltd. | **Adam Mash** – Director; Mills Office Productivity

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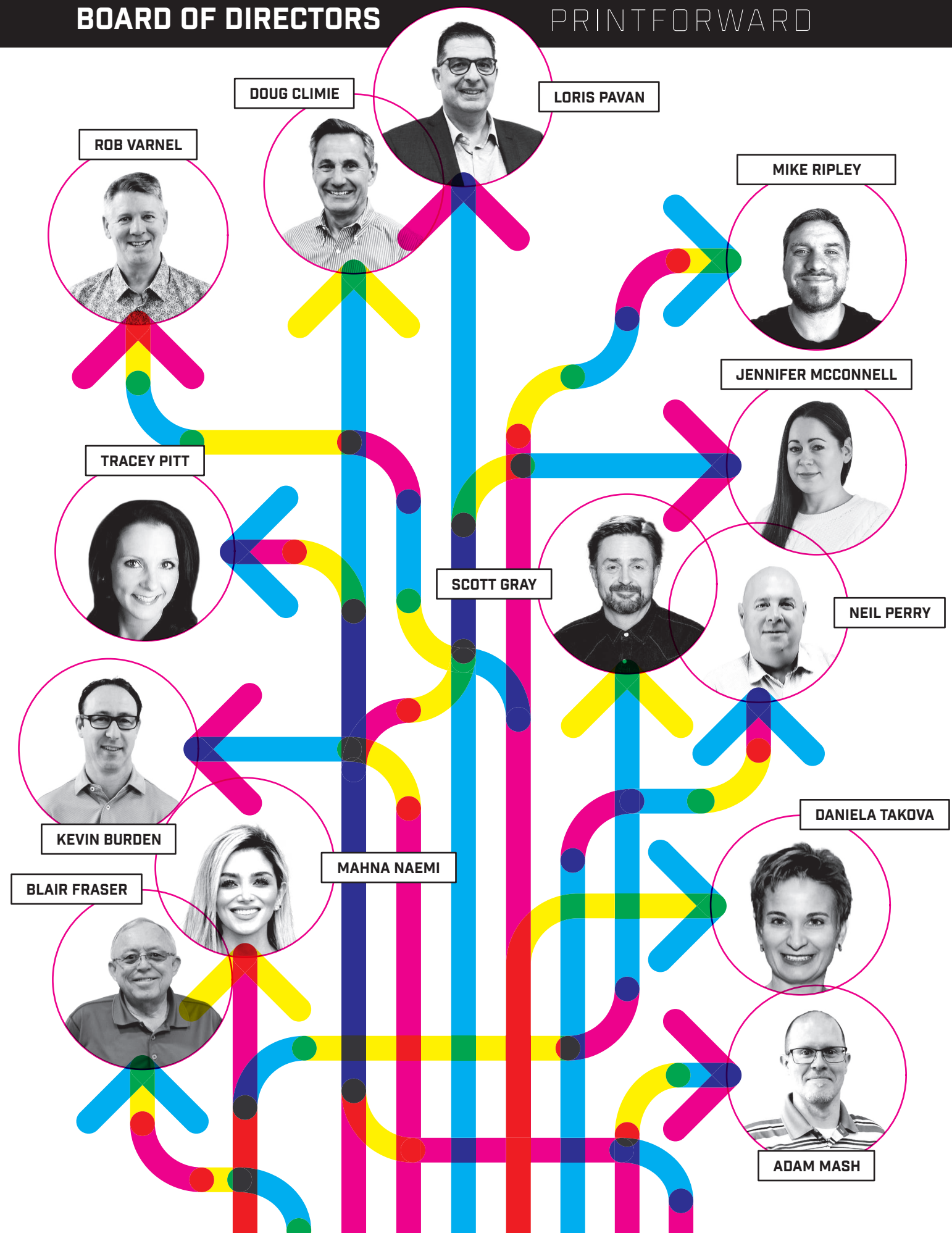
• Jonathan McDonald – Baseline Payments
• Daniel Rondeau – FlagShip
• Chris Leonard – Kaizen Learning Partners

Association Management

• Gunther Sturhahn – Executive Director
• Sarah Dakiniewicz – Member Experience Manager

BOARD OF DIRECTORS

PRINTFORWARD





LETTER FROM THE CHAIR



LORIS PAVAN DATA COMMUNICATIONS MANAGEMENT

Welcome to this edition of PressLines. In these pages, you will find meaningful insights and guidance on the topics shaping our industry.

Industry Perspectives

As we evaluate our businesses, it's clear that fresh viewpoints are essential. Sustainability remains a growing priority, impacting the communities in which we live and work. Our sector is not only adapting, but also leading the charge on these critical issues. This issue provides a comprehensive look at these important themes.

Career Opportunities

The print industry plays a vital role in the economy and offers a wide range of career opportunities. From design and estimating to printing and finishing, we are constantly seeking new talent to help shape future industry leadership. In this issue, we highlight these career paths, inviting readers to consider print as a fulfilling profession.

Acknowledging Service

We would like to recognize Cathy Duley for her many years of volunteer service to the PrintForward Board, Golf Committee, and Membership & Programs Committee. Cathy has dedicated her time and energy to advancing both our industry and our association. While she is retiring from the Board, she will continue her involvement with the Golf Committee. On behalf of the Board, and our Members, we extend our heartfelt thanks to Cathy for her invaluable contributions. Though you have left the Board, we know you'll remain close, offering support. Thank you, Cathy!

Welcoming New Members

We are pleased to welcome several new Members to our association, including profiles of the newest additions to PrintForward. Of special note, Gunther Sturhahn has joined as our Executive Director. Gunther brings a wealth of experience and enthusiasm to our field—a truly valuable asset to our team.

In Memoriam

We remember Tom Chambers, who passed away earlier this year. Tom was a dedicated Board Member and steadfast supporter of our industry and its people. Though he is gone, his spirit and influence continue to inspire PrintForward.

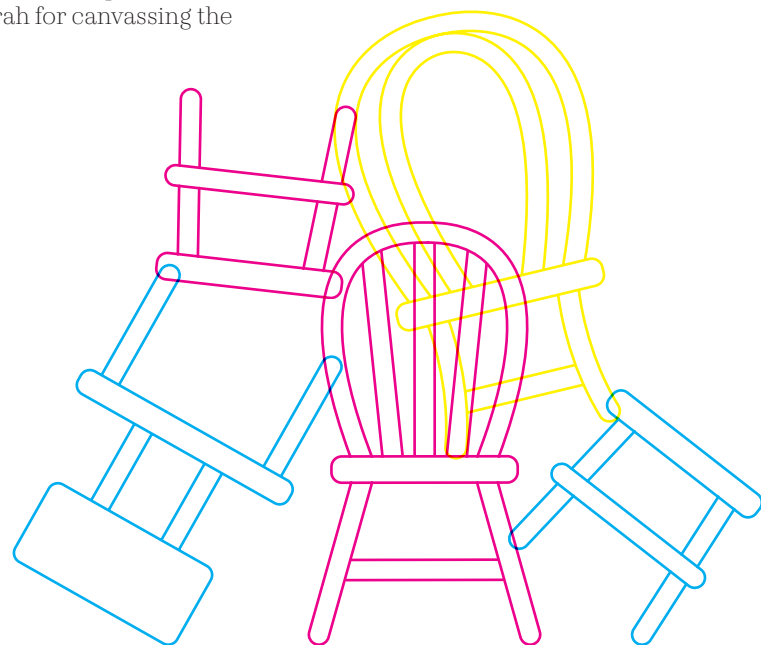
We have an exciting lineup of events beginning with Together We're Better towards the end of September. I want to thank Sarah for canvassing the

Membership, and as a response to the feedback shared, has come up with a great agenda and speaker panels that I trust you will find invaluable. I encourage you to visit printforward.org for more information including registration.

We hope you enjoy this edition of PressLines and welcome your feedback. Please reach out to either Sarah, Gunther, or any of our Board Members.

Looking forward to seeing you all at our events this Fall.

Loris Pavan | VP British Columbia at DATA Communications Management (DCM) | lpavan@datacm.com



MEMO FROM THE MEMBER EXPERIENCE MANAGER



SARAH DAKINIEWICZ PRINTFORWARD

Over the past year and a half, I've been fortunate to build meaningful relationships across our industry. I've learned so much, and it's deepened my appreciation for this vibrant community. I'm energized and eager to continue supporting PrintForward and our incredible Members, helping us grow stronger together, embrace change, and shape a future full of opportunity.

It's no secret that our industry has faced challenges over the past year; tariff threats, Canada Post uncertainties, and a shifting employment landscape with cutbacks and tighter budgets. Calling it "challenging" barely seems to scratch the surface.

But here's the truth: the print industry is more resilient and adaptable than we often give it credit for. While setbacks happen, our community continually proves that innovation and collaboration are the keys to navigating tough times... together.

On that note, I'm thrilled to share some exciting news: PrintForward is bringing back our industry conference: Together We're Better! This year's theme dives into future-proofing your business, from cultivating the right company culture to empowering young adults to pursue careers in print and bridging the employment gap. Expect plenty of actionable insights and tools to help your business thrive.

Speaking of thriving, we've got some exciting new updates within our association. PrintForward is thrilled to announce that Gunther Sturhahn has joined the association as our newly appointed Executive Director. Gunther brings a wealth of experience to the role and will play a key part in strengthening our management team while boosting awareness and value of the association.

Gunther retired after a distinguished 40-year career in the wholesale paper distribution industry. He will work closely

with the PrintForward Board of Directors to provide leadership, management, and strategic direction, turning the Board's vision into action and ensuring smooth day-to-day operations.

Beginning his career in 1976 with Barber-Ellis (later acquired by Unisource), Gunther moved on to Coast Paper, now Spicers Canada, holding roles in sales, national purchasing, business development, and regional management before retiring as VP for Western Canada. His career also included special projects abroad with PaperlinX in Europe.

A highlight for Gunther has always been driving change management; helping teams and organizations embrace new ideas and evolve alongside the rapidly changing graphic communications landscape.

I am looking forward to working closely with Gunther to continue to provide value for your Membership.

In an industry that is constantly evolving, it's the relationships we build that truly sustain us. I am deeply grateful for the colleagues, mentors, and Members who have welcomed me, shared their insights, and helped shape my understanding of the challenges and opportunities that define print today. These connections are more than professional, they are the heart of what makes our industry strong, resilient, and forward-looking.

Every conversation, every partnership, and every shared success reminds me that we do better together. The print

industry has a unique way of blending tradition with innovation, and it's the people behind the presses, the designs, and the ideas who make that possible.

As we move forward, I am committed to nurturing these relationships and helping create spaces where knowledge, creativity, and collaboration can flourish. The support I've experienced motivates me every day to contribute, give back, and strengthen the bonds that make this community so special.

Looking ahead, I am excited for what the future holds! I encourage you to get more involved with PrintForward and experience firsthand the incredible community we've been building together. Every conversation, every collaboration, and every shared success strengthens not only our association but the print industry as a whole. Together, we're shaping a future that is vibrant, resilient, and full of opportunity.

Sarah Dakiniewicz | Member Experience Manager at PrintForward | sarah@printforward.org



GUNTHER STURHAHN

DIRECTOR FOR THE BOARD



MAHNA NAEMI ALTRO LABELS

Mahna Naemi is the Co-Founder and Director of Sales at Altro Labels and plays an active leadership role across her family’s three manufacturing companies: Altro Labels, CanCorr (Canada Corrugated Industries), and Norlands Box Company.

Since launching Altro in 2018, she has helped drive growth through strong client relationships, team development, and by overseeing key purchasing operations.

Mahna holds a Bachelor’s degree in Business Administration from the American University in Dubai, along with diplomas in Interior Design from BCIT and Sales and Marketing from UBC’s Sauder School of Business. Her

well-rounded educational background, combined with hands-on experience, allows her to bring both strategic and creative insight to her work.

She is passionate about strengthening the Canadian manufacturing sector through collaboration and long-term relationship building. She also values mentorship, a positive workplace culture, and supporting others in their professional development.

Mahna Naemi | Managing Partner at Altro Labels | mahna@altrolabels.com

Outside of her professional responsibilities, Mahna is a dedicated mother of four and takes pride in balancing her family life with her leadership role. She is honoured to serve on the PrintForward Board of Directors and looks forward to supporting its mission to advance and strengthen the print and packaging industry.

GOVERNMENT AFFAIRS CHAIR



SCOTT GRAY MITCHELL PRESS

Scott Gray has recently taken over as the Government Affairs Chair. Previously, this position was held by Rob Varnel. With a strong understanding of current affairs and hot button issues, Scott will no doubt bring great value to this role along with his continued committment to the printing industry.

Scott Gray | Executive Vice President at Mitchell Press | sgray@mitchellpress.com



MIKE RIPLEY SPICERS

Mike Ripley began his career at Spicers in 2007 in the Spicers warehouse and transitioned to sales in 2014. Since then, he’s worked across several divisions, from Cash & Carry to Merchandising; before moving into outside sales.

These positions allowed Mike to immerse himself in the print community and build many lasting relationships. For the past two years, he’s led the customer service team as manager where he continues to work with printers every day.

Spicers has been a significant and meaningful part of Mike’s life, and he’s

very proud to represent the organization PrintForward.

Backed by a fifth-generation, family-owned group committed to the North American print market, Spicers is a proud Member and sponsor of this vital British Columbia organization.

Mike Ripley | Customer Service Manager at Spicers | mike.ripley@spicers.ca

Mike is excited to help spark engagement with the association, both within Spicers and across the broader printing community.

HONORARY LIFETIME MEMBER



CATHERINE DULEY SPICERS – LIFETIME MEMBER

Catherine Duley is stepping down from the Board of Directors. We are incredibly grateful for Cathy’s many years of dedicated service. We are pleased to recognize her as an Honorary Lifetime Member, and we’re thrilled that she will continue to play an active role on our Membership & Programs Committee and Golf Committee, contributing her expertise and passion to our community.

Catherine Duley | Account Manager – Graphics at Spicers | catherine.duley@spicers.ca

NOTE FROM THE PROGRAMS + MEMBERSHIP COMMITTEES

JENNIFER MCCONNELL ROYAL PRINTERS

Happy Summer 2025! Well... what a year it's been. Change, loss, uncertainty, more questions than answers—but if there's one thing you can count on, it's that PrintForward has your back.

Welcome to our New Members! Since our last issue, we've welcomed five new members: Landa Digital Printing, Unigraph International, Altro Labels, Jukebox Print, KYOCERA Document Solutions Canada, Ltd., and Summit Labels.

That brings us to 50 members, plus our BCIT and PELT Students! We're excited to have you with us and can't wait to grow together.

The Future is Now

I continue to be seriously impressed by how much engagement we're seeing between Members and Students—year over year, it just gets better. Watching these future print professionals grow into their own is a real highlight, and it's up to all of us to support them.

Not part of the BCIT or PELT recruitment program yet? Reach out to Sarah at sarah@printforward.org and she'll get you set up. It's easy, it matters, and it makes a difference.

Events Recap and What's Ahead Safety Talks – On Pause

Earlier this year, the Board decided to discontinue monthly Safety Talks due to low attendance. Honestly? You were missing out. The sessions were packed with knowledge, passion, and a real understanding of why safety matters—across all industries. Huge thanks to Leslee and Tanya for making safety anything but boring. We hope to bring these back in some form.

In the meantime:
Your JH&SC members are entitled to eight hours of additional training

per year, and we offer a WorkSafeBC-approved certification course at a flat \$100 for members. That's more than 30% off—just register through our site.

Pub Night – April 1

No, it wasn't a prank—it sold out! Packed house at Kelly O'Bryan's in New West, with awesome turnout from BCIT and PELT Students. Great energy, great venue—we'll be back there this fall.

AGM/Rooftop Social – June 25

Our recent AGM and Rooftop Social were both fantastic successes! The AGM welcomed 13 attendees — our largest turnout in years — and even included some friendly competition for a new Director position, adding extra excitement to the day. The Rooftop Social brought together engaged industry peers for great conversation and connection along with our host (and long-time Association partner) Baseline Payments. The atmosphere was warm, the networking was invaluable, and the feedback was overwhelmingly positive.

Golf Tournament – July 17

A big change this year as Cathy steps down after nearly 30 years of organizing the event. Thankfully, Kevin has stepped in as Chair and Sarah and I have stepped in as MC and Coordinator. Please see Kevin's update for more details!

Baseball – Saturday, September 6

What a spectacular evening! We hope you were able to make it to this sold out event. If not, please be sure to watch out for our 2026 date. BBQ Buffet and incredible fireworks make for a good show, and don't forget about the baseball!

Together We're Better – September 24

It's official: that's the name, and we're sticking with it. Theme: Future-Proofing Our Industry Keynote Speaker: Kelly Mallozzi Plus a full lineup of dynamic speakers and a bold Q&A panel tackling real challenges facing our industry today. This one's not just a "nice to attend" event—it's essential. Bring your managers, your up-and-comers, your decision-makers. It's time to grow.

Looking Ahead

We've got another Pub Night coming in the fall, and we'll close out the year with our Year-End Dinner at JOEY Burnaby.

Stay in the loop: sign up for our email blasts and follow us on LinkedIn to stay connected with all things PrintForward. We'll keep saying it because it's true: Together, we're better. Looking forward to 2025 and seeing all of your lovely faces!

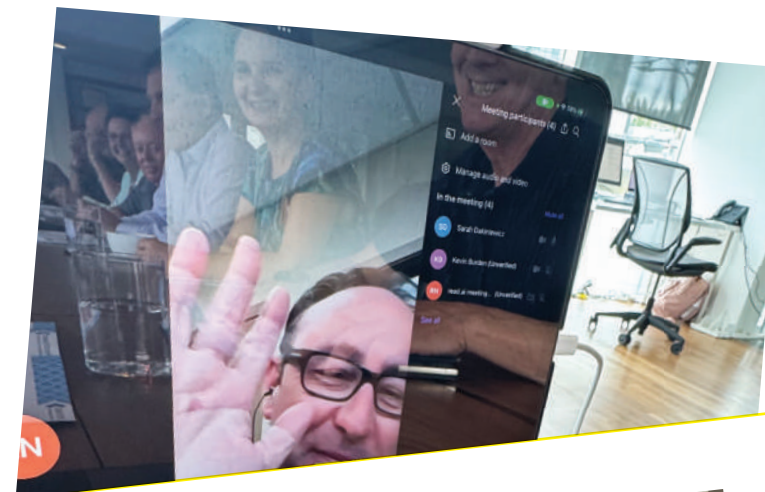
Big Thanks to the Membership and Programs Committee!

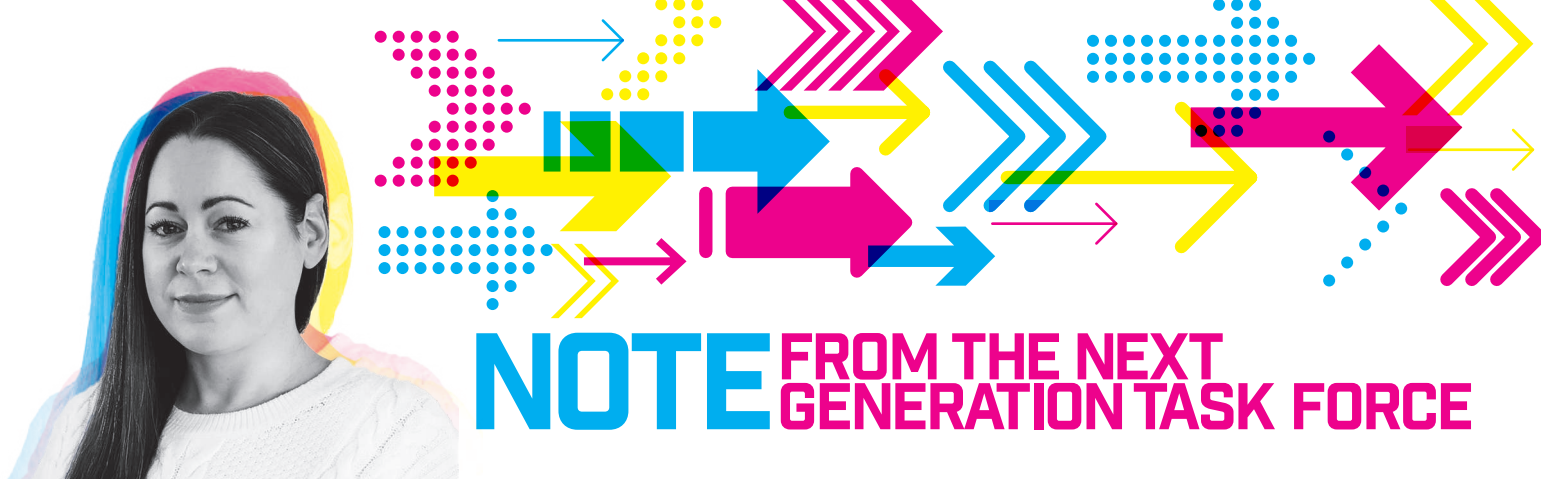
- Jennifer McConnell (Chair, Board Director) Royal Printers
- Loris Pavan (Chair of the Board) DATA Communications Management (DCM)
- Adam Mash (Mills Office Productivity, Board Director)
- Kevin Burden (West World Paper, Golf Chair, Board Director)
- Cathy Duley (Spicers Canada)
- Rainbow Yang (BCIT – GCOM Graduate)
- Rob Varnel (R&M Trade Laminating, Board Director)
- Tracey Pitt (Imperial Dade, Board Director, PrUA Liaison)
- Elodie Brewer (BCIT – GCOM Grad, GCOM Assistant Instructor)
- Sarah Dakiniewicz (PrintForward)

- NEW VOLUNTEER: Rebecca Jans (Hemlock Printers)

It is through the continued efforts and hard work of the Membership & Programs Committee that we continue to maintain and grow our membership. As with any volunteer organization we are always looking for new opportunities to streamline our process and to provide value for your membership. If you have suggestions for our committee, please contact us:

Jennifer McConnell | Director of Operations at Royal Printers Ltd. | jennifer@royalprinters.com





JENNIFER MCCONNELL ROYAL PRINTERS

As we move into the second half of the year, I'm encouraged by the momentum building around workforce development in our industry. Since our last update, we've celebrated the completion of another successful PELT cohort—our fifth—and the impact is becoming more visible.

Whether it's the increasing number of candidates stepping into the field from both BCIT's Graphic Communications program and PELT, or the enthusiasm from employers seeking fresh talent, there's a real shift happening. Part of this shift is due to necessity. As experienced professionals retire, the knowledge gap grows wider. Employment in Canada's printing industry is already on the decline, with IBISWorld projecting a drop from approximately 34,600 jobs in 2024 to 33,400 in 2025¹. Broader manufacturing data shows that nearly 27 percent of workers are aged 55 or older, with about 40,000 retirements expected annually through 2031². The departure of this generation has long been anticipated—but now, it's happening.

PrintForward sees this not just as a challenge, but as an opportunity. We are incredibly proud of the students emerging from both BCIT and PELT, and we deeply appreciate the support from across our membership. The willingness of our industry experts to invest time, energy, and guidance into mentoring newcomers is powerful. That kind of support builds confidence, reinforces practical learning, and ensures we are not just filling positions—but nurturing careers.

While PELT remains a core piece of our workforce strategy, it's only one element. I'm also engaged in active conversations about launching a dedicated mentorship initiative—something I've envisioned for some time. While the details are still being shaped, I hope to see something take form within the next 8 to 10 months. This is another important step in building

structured support around new entrants to the industry and ensuring they have access to the insight and perspective of those who've helped shape it.

The NEXT Generation is more than a concept; it's a responsibility. Each effort we make—whether it's contributing to curriculum feedback, volunteering time, or helping to grow someone's confidence—contributes to a stronger, more resilient industry. Our Cohort #5 PELT students have shown great promise, supported by site tours, guest speakers, and hands-on instruction from our members. We're already taking feedback from participating employers and students to strengthen future cohorts, and we look forward to sharing more updates soon. Together, we are not only responding to change—we are shaping what comes next. Let's make 2025 the year of transformational growth for the print industry.

Our Mission Statement

We are passionate about the strength and stability of our industry and the workforce behind it. Our mission is to promote the acquisition and retention of people new to our industry, engage them and provide them with educational opportunities in the latest technology to support their growth and advancement within the industry.

The NEXT Generation Task Force

- Jennifer McConnell (Lead, Royal Printers)
- Sarah Dakiniewicz (PrintForward)
- Adam Mash (Mills Office Productivity)
- Geoffrey Grisso (Hemlock Printers)
- Samantha Kruchak (IDRS Print & Mailing)

- Vijay Chand (MET Fine Printers)
- Wing Wong (GTEC Graduate, Royal Printers)
- Mike Ripley (Spicers)
- Tracey Pitt (Government Affairs Liaison, Imperial Dade)
- Rachel Cheung (GTEC Graduate, Hemlock Printers)

We want to hear from you! As Members of PrintForward and Members of our Print Industry, how can NEXT Generation support you?

- Where are your biggest gaps in staffing within your organization?
- What are your minimum requirements to fill these positions?
- Are you willing to interview and/or hire PELT students upon completion of the program?
- Are you willing to participate in an apprenticeship program with PELT students?

Any information you can provide will not only help us to improve the program each time, but it will also provide the necessary information required for us to get approval on funding. If you are interested in providing information or a Support Letter, please reach out to Jennifer for instructions.

Jennifer McConnell | Director of Operations at Royal Printers Ltd. | jennifer@royalprinters.com

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IBISWorld Industry Report C1611CA - Printing in Canada (2024–2025 employment projections).
Statistics Canada, Table 14-10-0023-01 - Labour force characteristics by industry and class of worker, and Government of Canada, Canadian Occupational Projection System (COPS), 2023 Outlook: Manufacturing Sector.





NOTE FROM THE GOLF COMMITTEE

KEVIN BURDEN WEST WORLD PAPER

The annual PrintForward Golf Tournament was held on July 17th, 2025 at Mayfair Lakes Golf & Country Club in Richmond. We had great weather (albeit a little warm) and the golf course was in fantastic condition.

From the feedback we received everyone had a great time. We cannot run this tournament without the support of our many sponsors. I would like to thank Komcan for once again being our Main Event Sponsor, Federated Insurance as our Affinity Sponsor, Three Trees Technical for sponsoring the Air Cannon, Baseline Payments for sponsoring the Putting Contest (Jonathan McDonald, you are a way better putter than you led on), our 13 Gold Hole Sponsors including SupremeX and their famous Shandy's, as well as our 3 Wine Sponsors at dinner.

Our Golf Committee donates hours and hours of their time to make sure this event runs smoothly. I would like to thank each and every one of them. We also had over a dozen volunteers made up of industry veterans plus current and former BCIT students, who came out to the tournament to help in various tasks during the event.

I would also like to thank our new MC's for the after-golf presentations, Sarah Dakiniewicz, PrintForward's Member Experience Manager and Jennifer McConnell, PrintForward's everything person for doing a great job. I also need to thank the staff at Mayfair Lakes, especially Dave Kuk for being an amazing host. The dinner was delicious, as always, and the staff all made us feel welcome.

After dinner, the Board of PrintForward was honoured to recognize three individuals for their service to our annual Golf Tournament for almost three decades. Loris Pavan, Chair of PrintForward, acknowledged Christian Beveridge and Troy Illes for their 27 years

on the committee and entertaining us as our MC's. Loris also called upon Cathy Duley to recognize her for being on the Golf Committee since 1998 and being the Chair of this committee since 2018. You cannot believe how many hours Cathy has put in to make this tournament the great event it is year after year. Cathy you are amazing and your efforts are appreciated by all of us! Please mark your calendars for our tournament date next year which will be Thursday, July 16th , 2026 at Mayfair lakes Golf & Country Club. We look forward to seeing you all there.

Kevin Burden | Director at West World Paper | kevin@westworldpaper.com



CAM ROUSE BCIT GRAPHIC COMMUNICATIONS PROGRAM

Addressing the Talent Gap in BC’s Commercial Print Industry – The commercial print industry continues to face a pressing challenge: a shortage of young, dedicated, and skilled workers ready to enter the workforce.

As experienced professionals retire, print businesses struggle to attract fresh talent, particularly those with expertise in modern print technologies, digital workflows, and sustainable practices. To address this, educational institutions like the British Columbia Institute of Technology (BCIT) play a crucial role in bridging the gap between industry needs and emerging professionals.

BCIT’s Graphic Communications Diploma Program

The BCIT Graphic Communications program has been preparing graduates for careers in the commercial print industry for nearly 20 years. Originally developed with support of the publication and reproduction sector, the program was built around offset lithography and bindery. As part of the institutes School of Business & Media, students not only worked on professional level equipment, but received extensive training in pre-press, colour management, production management, and estimating. Over time, additional focus was placed on digital printing and large format manufacturing.

As the industry has evolved, so to has the program. In 2023 a major program change was initiated to re-develop the curriculum and modernize the course offerings. New courses were added based on Structural Packaging Design, Sustainability, Automation, and advanced data management to ensure graduates are ready to meet the evolving demands of the print sector.

Courses are taught by instructors who work full-time in local industry. They bring their first-hand experience and knowledge to the classroom, sharing their infectious enthusiasm for print with students.

Sustainability and the Future Workforce

One of the major focuses of modern print education is sustainability. Companies across the industry are seeking ways to reduce waste, use eco-friendly materials, and implement energy-efficient production methods. BCIT embeds sustainability into its curriculum, ensuring students understand the importance of responsible sourcing, recyclable substrates, and sustainable ink technologies. As businesses strive to meet environmental standards, graduates from the BCIT program enter the workforce with knowledge that can help drive sustainable innovation in print production. They’ve even written complete sustainability reports as part of their education!

Work Placements and Co-Op Opportunities

A key aspect of developing a skilled workforce is providing students with real-world experience before they graduate. BCIT’s Graphic Communications program includes two work-placements, allowing students to gain industry exposure while providing employers with access to emerging talent.

Second year students ready to enter the full-time work force must complete a 5-week practicum to complete their education. These work placements offer an opportunity for businesses to evaluate potential hires in an extended audition, allowing them to assess technical abilities, cultural fit, and adaptability before making long-term commitments. The 5-week placements may be unpaid or paid, with some employers using payment as an incentive to attract top talent.

New with the 2023 program update is an optional 12-week summer Co-Operative work experience between the first and second years of study. With the rising cost of living over the past decade, many students seek summer work to supplement their tuition fees. The Co-op program seeks to formalize this process, incentivize businesses to hire, and raise the bar for the programs educational outcomes.

While there is of course a cost of hiring and training co-op students, it has proven to be an excellent method of attracting top talent. Eligible businesses may take advantage of government wage subsidies to reduce the cost of hiring. The Co-op is competitive entry, meaning students must achieve an excellent grade point average in their first year of study and/or be among the top 12 students in their year. The result is a low-cost opportunity to establish a relationship with a top performing student early in

their educational journey. Many of the co-op students continue to work part-time during their second year of studies at the organization they completed the co-op with and transition to full-time employment post-graduation.

Businesses that participate in these placements benefit by ensuring a pipeline of well-prepared professionals who are familiar with the latest technologies and industry practices. Employers may gain fresh perspectives and innovative ideas from students who are trained in the latest design, operation, and production techniques. Furthermore, fostering relationships with students can enhance a company’s reputation as a desirable workplace, attracting more skilled talent in the long run.

Industry Engagement

Beyond work-placements, the BCIT Graphic Communications program strives to connect students meaningfully with local industry regularly and often. The GCOM program is truly grateful to leaders like Sarah Dakiniewicz and Jennifer McConnell from PrintForward for organizing student involvement in the community, including guest speakers in the classroom and invitations to PrintForward Networking events.

Last fall, with Sarah and Jennifer’s aid, the program hosted a unique interview workshop as part of the programs new Professional Self-Marketing and

Presentation course. 14 industry leaders generously shared their time for an afternoon of mock interviews, allowing students to practice their skills and get feedback on how they present themselves and articulate their industry knowledge.

On March 7th, the program hosted its annual Graphic Communications Networking Event. This was an opportunity for our graduating students to showcase their portfolios, and meet with over 50 industry representatives about potential career opportunities. The feedback from this years event (the first under the new curriculum) was fantastic, with the biggest complaint being that the event simply wasn’t long enough. Plans for a larger venue and an extended run-time are already underway for next year!

Industry Support

To continue providing high-quality training, institutions like BCIT rely on strong partnerships with industry stakeholders. Local businesses can support the development of the next generation of print professionals by donating funding and materials to the program. Contributions such as paper, corrugate, vinyl, and even equipment, not only enhance student learning experiences but also strengthen ties between the industry and the educational sector. Financial support can help update equipment, fund student projects, and

create scholarships that attract more young talent to the field.

For the commercial print industry in BC to thrive, a collaborative effort between businesses and educational institutions is essential. By actively participating in work placements, providing mentorship, and contributing resources, the print industry can ensure that they have a steady influx of skilled professionals ready to meet the demands of an evolving industry.

As sustainability, digital transformation, and workforce development continue to shape the future of print, BCIT’s Graphic Communications diploma program remains a critical resource in securing the next generation of talent. Industry leaders who invest in this initiative today will see long-term benefits in a well-trained, adaptable, and innovative workforce ready to drive the success of BC’s print sector.

If you’re interested in supporting the BCIT Graphic Communications program, hosting work-experience opportunities, or hiring graduate students, you can connect with the program via LinkedIn, or you can email the program head:

Masih Ferdosian | masih_ferdosian@bcit.ca



MEMBERSHIP MATTERS

We wouldn't be here without you, our valued Members! A heartfelt thank you goes out to the many individuals & organizations that are part of our PrintForward community. Did you know that if your place of work is a Member of our association, then you are, too? Our Membership extends to each and every employee of a Member organization, and includes Student Members from BCIT & PELT. Together, we form a rich tapestry of talent, interwoven across every facet of our industry.

Honorary Life Members: Catherine Duley – Kris Bovay – Marilyn Knoch **Members:** Altro Labels – BC Mail Plus – BCIT Digital Arts/Broadcast & Media Communication – BindTech Inc. – Buchanan Printing – Canon Canada – CETTEC Digital Imaging – DATA Communications Management (DCM) – DataCore Mail Management Ltd. – Domtar Inc. – Federated Insurance – Focus Pre-Press Systems – Frederickson Graphics Inc. – Globe West Printers – Great Little Box Company – Hall Printing Co. (1988) Ltd. – Heidelberg Canada Graphic Equipment Limited – Hemlock Connect – Hemlock Printers Ltd – IDRS Ltd. – Imperial Dade Canada – Jukebox Print – Kaizen Learning Partners – Komcan Komori – Konica Minolta Business Solutions Canada – KYOCERA Document Solutions Canada, Ltd – Landa Digital Printing – MET Fine Printers Inc. – Metro Printers – Mills Office Productivity – Mitchell Press – Mostad Printing & Media – Pacific Bindery – Porchlight Press – PrintPrint – R&M Trade Laminating Ltd. – Ricoh Canada Inc. – Royal Printers Ltd. – Samco Printers Ltd. – Spicers Canada ULC – Summit Labels – Sun Chemical Limited – SupremeX Inc. – TC Transcontinental Printing – Three Trees Technical – Unigraph International – Wayside – West Coast Reproduction Centres Ltd. – West World Paper – Westkey Graphics Ltd.

Student Members BCIT (First Year): Amaya Grewal – Annie Xie – Erin Teng – Esther Wong – Fanny Briemberg Muller – Gabriel Leung – Hudson Verigin – Jessica Carson – Jimmy Xiao Li – Kaylin Kim – Kevin Chang – Leah Behder – Lia Song – Nara Yoon – Saidy Osorio – Sean Seak **Student Members BCIT (Second Year):** Alyssa Huang – Amelia Dao – Bella Nguyen – Carissa Stephens – Chloe Jiang – Claire Mackie – Daniel Myshkin – Emma Ozsvath – Faye Zuvun – Fiona Lu – Jade Cabato – Janna Jamorabon – Jasper Yu – John Dang – Kat Manuel – Khanh Bui – Kiran Kaur – Laura Chow – Lindsay Mina – Rahul Krishna – Ricky Nguyen – Sam Jung – Sasha Hodunko – Tiffany Chang – Zel Arellano **Student Members BCIT (Grads):** Alex Ng – Banban Zhao – Christy Wu – Darius Hamed – Dixie Salvacion – Gabriela Sequeira Aikawa – Gladys Natasha Chua – Hailey Han – Janet Ha – Jocelyn Aguilar – Junhim Yannick Fong – Ki Yan Ko – Louise Abiog – Miranda Yan – Morgan Thi – Parsa Parsinejad – Rainbow Yang – Rito Do – Yasmin Jalilpour – Yuki Lau **Student Members PELT (Grads):** Andrew Stackhouse – Bailey Cooper – Catherine Lam – Celena Marie Barnes – Daniel Gomez – Faustina Guan – Lucia Tam – Mai Huynh – Peter Sidhu – Tara Fenton *Are you interested in becoming a Member? Please email sarah@printforward.org to connect with our Member Experience Manager. Let's build a beautiful community together!*



DOUG CLIMIE HEMLOCK PRINTERS

Investing in the Future: Sustained Commitment to Tomorrow's Print Leaders: As we each experience every day, the printing industry continues to undergo rapid transformation—driven by innovation, sustainability, and evolving technologies and business needs. At the heart of this evolution is the next generation of talent.

These scholarships do more than ease the financial burden of education—they signal our association's commitment to nurturing young professionals and keeping our sector vibrant, skilled, and forward-looking. By investing in students, we're fostering the creative and technical minds that will shape the future of print.

Recipients of these scholarships are not only academically strong; they

demonstrate passion, curiosity, and a drive to make their mark in an industry that blends craftsmanship with cutting-edge technology. For many, this recognition helps solidify their connection to the industry and opens doors to meaningful careers.

In supporting these students, we're also reinforcing the value of education, community, and mentorship—values that

define our association and its members. It's a small investment with lasting impact, and a reminder that the strength of our industry lies in the people who carry it forward.

Doug Climie | VP Sales, Canada at Hemlock Printers | dclimie@hemlock.com

YUKI LAU & JOCELYN AGUILAR-ARISCON BCIT GCOM GRADS

To gain insight into the meaningful impact of our Lorne Patterson Scholarship Fund, we asked recipients to share their personal journeys and experiences in the print industry. The questionnaire was designed to explore their educational background, the significance of the scholarship in supporting their career goals, and the challenges they've overcome. Additionally, we invited them to reflect on their aspirations within the industry, memorable moments during their studies, and advice for future print professionals. Their stories highlight the vital role these scholarships play in nurturing the next generation of print talent.

Scholarship Winner – Yuki Lau Background and Education

Hello! My name is Yuki Lau, and I am currently a student in the Graphic Communications program at BCIT, specializing in wide-format printing and graphic design. My passion for design stems from my love for visual storytelling and problem-solving. I find great satisfaction in translating ideas into impactful designs that not only

meet client needs but also enhance communication.

What excites me most about the print industry is the tangible nature of the work—seeing a design come to life as a physical product is incredibly rewarding. The ability to bridge the gap between digital design and high-quality printed materials has deepened my appreciation for the production process.

Through my education, I have gained hands-on experience in various printing techniques, color management, and finishing processes. These experiences have given me a solid foundation in both creative design and technical execution, preparing me to take on complex projects with confidence. I thrive on challenges and enjoy pushing my skills to new levels, ensuring that every project I undertake is both innovative and well-crafted.

Scholarship and Its Impact

Receiving this scholarship is both an honor and a source of motivation for me. Personally, it reassures me that my hard work and dedication to the print industry are being recognized. Professionally, it provides me with the confidence to continue pushing my skills and creativity, knowing that there is support for aspiring designers and print professionals like myself.

This scholarship will help me achieve my goals by allowing me to fully immerse myself in my education and refine my expertise in printing and graphic design. It will also open doors for me to explore new technologies and industry trends, helping me stay ahead in this evolving field.

One of the challenges I have faced in my journey is the constant need to adapt to new techniques and technologies in print production. The learning curve can be steep, but I see it as an opportunity to grow.

This scholarship enables me to dedicate more time to hands-on learning, experimenting with different print methods, and gaining a deeper understanding of the industry. It supports my journey of continuous improvement, ensuring that I can confidently take on complex projects and contribute meaningfully to the field of print.

Future Goals and Aspirations

In the next five to ten years, I see myself growing as a professional in the print industry, specializing in wide-format printing and prepress. These areas excite me because they offer a broad range of creative and technical challenges, allowing me to work with various materials, formats, and applications. I enjoy the precision of prepress work, ensuring that designs are optimized for production, and the versatility of wide-format printing, which brings bold and impactful visuals to life.

I am particularly drawn to book publication and wide-format applications, as both allow for creativity and craftsmanship in print. Whether it's designing and preparing a book for print or working on large-scale environmental graphics, I want to create work that leaves a lasting impression.

A dream opportunity for me would be collaborating with innovative print studios, publishers, or companies that push the boundaries of print technology

and design. I am eager to contribute my skills to projects that combine strong visual storytelling with high-quality production, ensuring that every printed piece is both functional and visually compelling.

Personal Perspective

One of the most memorable projects from my studies was creating my process booklet, a Wire-O bound book that I fully designed and produced to showcase my portfolio. This project was particularly meaningful because it was the first time I had complete creative and production control—from design to planning to final execution. Managing the production timeline using Excel was a new challenge, as it required careful scheduling and problem-solving. Despite the complexities, seeing the finished product in my hands reaffirmed my passion for both design and the print process, highlighting the rewarding nature of turning ideas into tangible works.

A major influence in my print education journey has been Cam Rouse, my professor for multiple courses, including wide-format printing, structural packaging, and specialty finishing. His classes are challenging, but they have also been where I have learned the most. He provides clear direction, strong support, and encouragement, always pushing students to improve while maintaining a positive and engaging learning environment. His dedication to both the craft and his students has been incredibly inspiring, shaping my approach to both problem-solving and continuous learning in this field.

For young people considering a career in print, my biggest advice is to stay open to new challenges. When I first entered this field, my focus was entirely on graphic design, and I had no interest in printing. However, as I immersed myself in the process, I discovered how fascinating and rewarding it truly is. The more I explored, the more I appreciated the intricate relationship between design and production. You never know what might surprise you—so embrace opportunities to learn, experiment, and push beyond your initial expectations!

Scholarship Winner – Jocelyn Aguilar-Ariscon
Background and Education

My name is Jocelyn Aguilar-Ariscon, and I am a Filipino Graphic Communications graduate from BCIT with extensive

experience in advertising, event coordination, and print production. I am also a mother of two, balancing my passion for the print industry with my responsibilities as a wife and parent. With over 14 years of experience in operations, sales, customer service, and administrative support, I have developed a strong foundation in project management and visual communication.

I have always been passionate about visual communication and the impact of print in marketing and branding. My journey into the print industry was shaped by my background in graphic communications, project management, and advertising. The tangible nature of print, combined with its ability to convey powerful messages, drew me toward this field. Seeing a design come to life in physical form is incredibly rewarding and continually fuels my enthusiasm for print production.

The most exciting aspect of my print program was the hands-on experience with various printing techniques and technologies. Understanding the entire workflow—from pre-press to production—gave me a deep appreciation for the precision and craftsmanship involved. Additionally, collaborating with peers and industry professionals has been incredibly rewarding, as it has allowed me to expand my knowledge and refine my skills.

My education at BCIT has provided me with a solid technical foundation in print production, management, and design principles. It has also emphasized the importance of adaptability in an evolving industry. Learning about different printing processes, sustainability practices, and emerging trends has given me a well-rounded perspective on how to navigate and contribute effectively to the print sector.

Scholarship and Its Impact

Receiving this scholarship is both an honor and a validation of my dedication to the print industry. Personally, it has reinforced my confidence in my skills and potential. Professionally, it serves as a stepping stone, providing me with the resources and motivation to further my expertise and contribute meaningfully to the industry.

This scholarship allows me to continue investing in my education and professional development. It provides access to advanced learning opportunities, networking events, and

industry resources that will help me stay updated with the latest trends and technologies. Ultimately, it supports my goal of excelling in print production and project management.

As an international student and a mother of two, balancing work, studies, and family responsibilities has been both rewarding and challenging. I have had to carefully manage my time and resources to ensure that I meet my academic goals while also being fully present for my family. This scholarship has alleviated some of the financial pressure, allowing me to focus more on my education and professional growth without compromising my responsibilities as a mother and wife. Additionally, it has provided valuable industry connections and mentorship opportunities that have helped me navigate my career path with greater confidence.

Future Goals and Aspirations

In the next five to ten years, I see myself growing into a role where I can make a meaningful impact in the print industry—not just in management, but as someone who helps bridge creativity, technology, and strategy. While leadership is a natural progression, my real goal is to be part of innovative projects that push the boundaries of print, especially in branding and experiential marketing. I want to collaborate with creative minds to develop immersive print experiences that go beyond traditional formats, making branding more interactive and engaging.

Wide-format printing excites me the most, particularly because of its growing role in branding and experiential marketing. I love how print is evolving beyond static displays into something more interactive, whether through textured prints, augmented reality integrations, or large-scale environmental branding. There's something powerful about seeing a brand take over a space in a way that captures attention and tells a story. I'm also passionate about exploring sustainable print solutions, finding ways to create impactful designs while minimizing waste and environmental impact.

I would love to be part of a project that has the power to move people—one that goes beyond aesthetics and truly makes an impact. With everything happening in both this country and my home country, I want to contribute to meaningful communication that inspires kindness, awareness, and positive change. Whether

through print campaigns, branding, or interactive media, I believe print can touch lives and spark important conversations.

I also aspire to work with companies that are pushing the boundaries of print innovation, particularly those specializing in sustainable packaging, interactive print media, and large-scale event branding. Collaborating with industry leaders who prioritize creativity, sustainability, and storytelling would be a dream opportunity for me. I want to be part of projects that not only showcase the technical artistry of print but also leave a lasting, meaningful impression on people.

Personal Perspective

Every project I worked on during my studies was special to me because I poured my creativity, attention to detail, and passion into each one. I take great pride in ensuring that my work not only meets technical standards but also reflects who I am as a designer and communicator.

One of the most memorable projects I created was a multi-layered portfolio package that showcased what graphic communication means to me. It included personalized elements like my business card, a presentation folder, and an envelope—each carefully designed to demonstrate both aesthetics and functionality. Another highlight was our interactive rotating POP display, which represented the countries of our group members. This project was particularly meaningful as it emphasized unity, collaboration, and resourcefulness. Designing the mechanism for the rotating display pushed me to think outside the box, reinforcing my love for problem-solving and hands-on creativity in print production. Seeing everything coming together seamlessly was incredibly fulfilling and deepened my passion for the industry.

My biggest inspiration was my husband, who is both a graphic and interior designer. He has been my partner in creativity and my constant source of motivation. His passion for design has influenced my own journey, and together, we push each other to grow. Our children are also a major driving force for me—I always strive to ensure that everything I do contributes to building a brighter future for them. Beyond my family, I have been fortunate to learn from incredible mentors, including my instructors

and industry professionals who have guided me throughout my studies. A special mention goes to Bruce Lee, my manager at Still Creek Press Wide Format Department, who has played a crucial role in shaping my understanding of the real-world applications of print. His insights, hands-on lessons, and real-life problem-solving scenarios have given me a deeper appreciation of the industry and the skills needed to excel. Their support and guidance have been invaluable in my journey, reinforcing my passion and commitment to print production.

My advice to young people considering a career in print: Believe in yourself—nothing is impossible. The print industry offers endless possibilities, and the key to success is embracing creativity while also understanding the technical foundations that make great designs come to life. Don't limit yourself by staying inside the box; innovation happens when you think beyond conventional boundaries.

At the same time, creativity isn't just about self-expression; it's about problem-solving within set rules and guidelines, much like in real life. Mastering the balance between artistic vision and industry standards will help you create impactful work. Stay adaptable, keep learning, and build strong connections within the industry. Passion and perseverance will take you far in this ever-evolving field.

YUKI LAU



JOCELYN AGUILAR-ARISCON



MEMBER SPOTLIGHT SERIES

CETTEC PRINTING TAMAS CSEZA

We are pleased to welcome CETTEC Printing as a new Member of PrintForward. We had the pleasure of sitting down with Tamas Cseza to discuss company growth, the importance of a great team, and how passion can motivate and drive the business forward.

Could you please tell us more about your organization?

CETTEC Digital Printing started in 2004 with three partners. That's actually where the name comes from; it's the first initials of all 3 partners: C, E, T, and reversed T, E, C. When you're creating a business, sometimes the most challenging part is finding the name. At the start, we primarily focused on document production for legal firms – things like photocopying, printing documents, and scanning. This remained our core business up until COVID. Even after the pandemic, it still represents a significant portion of our work. However, COVID prompted us to diversify and expand into more commercial applications, including business cards, postcards, signage, labels, and so forth.

Although we remain a core team of 6, we continue to focus on serving the small to medium-sized market segments in printing.

May I ask, what made you decide to become a PrintForward Member?

That's a good question! First of all, we wanted to find an association where we could express ourselves, access valuable information, and continue learning.

We were actually members of Printing United for a while, but we were looking for an organization that's locally based in BC and Western Canada. Printing United is an amazing resource for equipment, best practices, and business management, but it's mostly US-focused. Having a Canadian and locally based source of information is priceless for us.

What was your first introduction to the printing industry?

I've actually been involved in printing since high school. The reason I say that is because my mom worked for printing companies as an accountant, and I helped out as a bookkeeper. But my first real hands-on experience and memory was walking into an actual press room and smelling the ink; print is amazing.

What are you most proud of when it comes to your organization?

We've been in business for over 20 years. Running a small business is not an easy task—you have to manage regulations, taxes, HR, equipment, customer relations, and bringing in business. It's a lot to handle. I really appreciate people who start businesses with high hopes and expectations, only to realize it's not as simple as being your own boss and doing whatever you want. That moment of realization is tough, and I respect those who keep pushing through. That's a great accomplishment.

What sets you apart as a business?

It's hard to really set yourself apart because many printing companies do amazing work. You see the quality of their products. You can produce similar quality and quantity, maybe even at different costs. But I think what really makes the difference is customer service. From my experience, it comes down to how you communicate with customers, how you stay in touch, how you follow up, and how you address their concerns. That's what truly sets us apart; building a genuine connection with the customer, not just delivering great work.

From insights to actions

After our conversation with Tamas, it's clear his passion for print goes far beyond the production floor. In "Building a Better Business: How Sustainability Secures Our Future," he shows how eco-conscious practices, energy-smart operations, and nurturing emerging talent aren't just good for the planet; they're key to building a resilient, future-ready business.

Building a Better Business: How Sustainability Secures Our Future

In today's fast-changing print industry, sustainability is more than a set of eco-friendly practices—it's a strategy for future-proofing your business. At CETTEC Printing, we've learned that sustainability helps us reduce our environmental footprint and strengthens our ability to adapt, grow, and remain competitive for the long haul.

Our approach starts with responsible sourcing. We use paper certified by the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI), ensuring our materials come from sustainably managed forests. This not only preserves vital ecosystems but also positions us to meet the expectations of environmentally conscious clients who increasingly factor sustainability into their purchasing decisions.

We've also transitioned to print substrates, which release fewer volatile organic compounds (VOCs), improving air quality and workplace safety. These choices reinforce a healthier environment for our staff and align with

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regulatory trends we expect will only become more stringent. By acting early, we're building a more resilient operation.

Operationally, we've invested in energy-efficient equipment and adopted the ISO 14001 Environmental Management System to guide our ongoing improvement efforts. These steps help reduce waste and control costs while preparing us to thrive in a market that rewards transparency, innovation, and resource efficiency.

But sustainability isn't just about materials and equipment—it's also about

people. Through our student practicum program, we offer real-world experience to emerging talent. We hope that many of these students stay with us long-term, reducing hiring costs and infusing fresh energy into our team. This investment in the next generation keeps our business adaptable and forward-looking.

At its core, sustainability is about continuity. It ensures that we're not just in business today—but tomorrow, five years from now, and beyond. It prepares us for tightening regulations, shifting customer values, and the growing need to do more with less. Businesses that prioritize

sustainability now are the ones that will lead the industry into the future.

To our fellow PrintForward Members:

We encourage you to see sustainability not as a challenge, but as an opportunity. Whether it's through smarter sourcing, safer materials, energy savings, or workforce development, every step you take builds long-term strength. Let's shape a print industry that's cleaner, stronger, and built to last—for us and the generations to come.

MEMBER SPOTLIGHT SERIES

CANON CANADA A CYCLE OF SUSTAINABILITY

We are pleased to welcome Canon as a new Member of PrintForward. From energy-smart products & eco-friendly packaging to nationwide recycling programs, discover how their innovative approach is helping build a greener, future-ready print industry.

Canon strives to minimize the environmental footprint of its products throughout their entire life cycle. An ENERGY STAR® partner for over 20 years, Canon offers more than 200 ENERGY STAR certified products that incorporate advanced energy-saving technologies to reduce environmental impact. These technologies include energy-saver mode, automatic duplex settings and low sleep power consumption.

Canon's products feature lightweight, compact designs that improve transportation efficiency. Canon has adopted plastic-free packaging materials (excluding labels, coatings or adhesives). The company has replaced polystyrene foam with molded fibre pulp packaging.

It's working toward further reducing single-use plastics by extending the use of pulped mold for packaging its inkjet printer models.

In 1990, Canon launched its free toner cartridge recycling program. The collected toner cartridges achieve 100 percent recovery, completely avoiding disposal in landfill sites. More than 80 percent of the materials are reused in the manufacturing of new products; the remaining materials are used for energy recovery.

Canon Canada actively works to extend the life of products. The company maintains a dedicated repair facility at its headquarters in Brampton, Ont.,

where a team of skilled technicians services consumer products. For business products, Canon's national network of trained technicians offers localized support to meet the needs of businesses of all sizes across Canada.

To ensure proper end-of-life product management, Canon offers a nationwide take-back service for its business products once their full service life is complete. The equipment-return program covers customer lease returns, in-house recycling of Canon office equipment, consumer returns for obsolete devices and authorized recycling partners across Canada.

Canon

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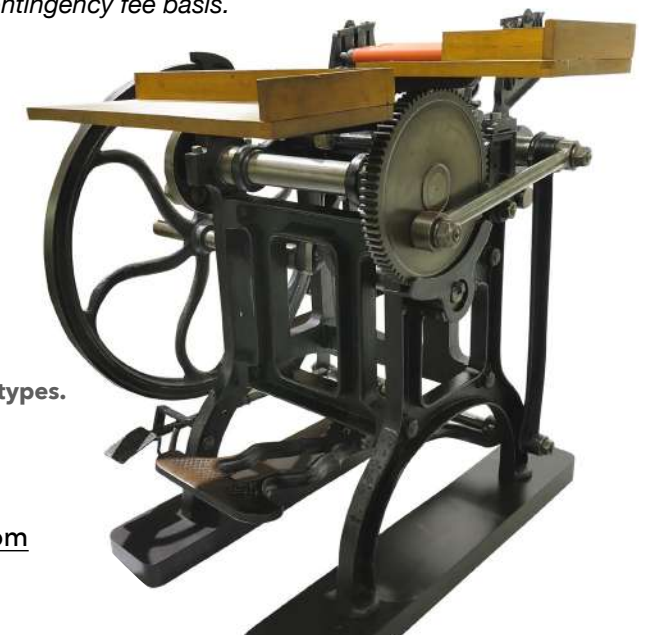
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TOGETHER WE'RE BETTER

TOGETHER WE'RE BETTER CONFERENCE SEPTEMBER 24, 2025

Future-Proofing the Printing Industry: Innovation, Collaboration, and Leadership – What can we do for the future of print? By embracing technological advancements, sustainable practices, and the power of collaboration, we can ensure resilience and growth. Through knowledge sharing across generations, fostering mentorship, and empowering the next wave of print leaders, this conference will inspire attendees to shape a future where tradition and innovation meet. Join us to exchange ideas, develop strategies, and pave the way for the industry's long-term success.

Fuelling the Future: Ideas That Drive Change

From bold leadership strategies and next-gen education to climate resilience and modern communication, this year's speaker series delivers insight-packed sessions designed to prepare you and your business for what's next. Hear from experts in print sales, sustainability, insurance, design education, and operational strategy as they share real-world experience and knowledge to help you thrive in a changing world. Whether you're navigating workforce shifts, rethinking how you connect with clients, or future-proofing your operations, these talks will inform, inspire, and energize.

Kelly Mallozzi – Girls Who Print

Kelly Mallozzi is a sales coach, marketing consultant, speaker, blogger, and podcaster with 30 years of print obsession to brag about. Her mission is to help print companies drive sales and customer loyalty through content strategy and sales process optimization, all with an eye on culture, workforce development, and personal skills optimization.

- **Future-Proof: Building a Culture of Resilience** (Opening Keynote)
- **Revving the Sales Engine** (Lunch & Learn)
- **5 Simple Truths** (Closing Keynote)

Dave Hopkins – Print Design Academy

Dave has spent over 20 years in print, working his way through every part of the process but really falling in love with helping designers bring their ideas to life in print. When he realized schools are teaching less and less print while designers are desperate to learn it, he created Print Design Academy to fill that gap.

• Stop Waiting, Start Teaching: Taking Control of Print Education

Joshua Ramsbottom MA, LSSGB – Senior Business Advisor with BDC

With over 20 years of executive and operations management, lean production and adult education experience, Josh works with clients across Canada to optimize systems, processes and people.

• How to Grow in an Ever Changing World

Minto Roy – Social Print Paper Ltd.

With the vision to create a world that never uses trees to make paper, Minto Roy is a Co-Founder of Social Print Paper Ltd. and the Co-Creator of the forest free "Sugar Sheet" paper brand. Minto and his team work to advance the use of agricultural fibre waste to manufacture paper and packaging.

• Reimagining Communication in The New Age of Print

Reza Kamrani – Federated Insurance

Reza recently celebrated his 10th year at Federated Insurance where he takes care of Association partners (such as PrintForward) and their Federated client members. His territory includes BC, Manitoba & Saskatchewan.

• How Climate Change is Impacting the Insurance Market in Canada

Multi-Generation Panel: Bridging Generations

This dynamic panel will bring together voices from multiple generations – Gen X, Millennial, Gen Z, and beyond – to discuss how the future of the printing industry is being shaped across age groups. Each speaker will share their unique perspective on industry challenges and opportunities, offering insights into how generational diversity can drive innovation and future-proof our businesses. Join us for a thought-provoking conversation on how we can bridge generational gaps to build a sustainable, thriving industry.

- **AJ Rai – Mitchell Press**
- **Dave Hopkins – Print Design Academy**
- **Kelly Mallozzi – Girls Who Print**
- **Rachel Cheung – Hemlock Printers**
- **Stephanie Murray – Hemlock Printers**

DATE
SEPTEMBER 24, 2025

CONFERENCE
9AM – 4PM

SOCIAL
4PM – 6PM

LOCATION
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TICKETS
\$125 – MEMBERS
\$150 – NON-MEMBERS
\$75 – STUDENTS

QR CODE
SCAN BELOW FOR MORE INFO

Multi-Perspective Panel: Fostering Collaboration

This panel will bring together a diverse range of voices from across the print production process – designers, printers, suppliers, and more. Each speaker will share their insights into the evolving landscape of the printing industry and discuss how different sectors are working to future-proof the business. This conversation will highlight the innovations, challenges, and collaborative efforts that are key to ensuring the continued success and growth of the industry in the years to come.

- **Carolina Becerra – DesCan**
- **Jason Schneider – Spicers**
- **Masih Ferdosian – BCIT**
- **Scott Gray – Mitchell Press**

Scan for more info & to buy tickets:



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Printing & Imaging Association



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CONSULTANTS INC.



DAVE HOPKINS

KELLY MALLOZZI



It is with deep sadness that we announce the sudden passing of Tom Chambers. In honour of the lasting impact he's made on our industry, we've invited two of his closest confidants to share a few words. Please join us in remembering Tom Chambers:

Tracey Pitt: Saying goodbye to one of the great ones. A few times in one's lifetime you get lucky enough and meet someone who you know will remain in your heart for a lifetime. Tom Chambers was one of these souls

Tom was helpful to everyone, particularly when new people came through the doors. Whichever company or position he held, over a span of 50 years in our industry, you could always go to Tom or TC, as he was fondly known, for help. As one of the great mentors, everyone could always go to him for sound advice or to share ideas.

Tom loved to learn, which was supported by his love of reading. He continued to share, guide, inform, and teach us through his monthly updates. We truly appreciated his efforts. Tom always shared his love of his family as this was important to him. Special events, his children, then grandchildren, the four-legged family members were always foremost in his heart.

Although Tom's career came to an end through COVID he left as "rep of the year" for the second year in a row, his work ethic never waived, no matter what confronted him. His impact on those of us that shared time with him, and our industry as a whole is noticeable everywhere we look. We will always be grateful to have had our time with him.

Tom's many contributions to PrintForward over the year earned him the esteemed status of Honorary Member for Life. We have always been so proud to have had his commitment to this cause.

For all of those who got to know Tom over the years, we feel heart felt gratitude to have shared time with him.

With much love always, your friends.

Jennifer McConnell: January 2005 was my official entry into the print world, at least as a career. I had grown up in the industry, with my dad having started in print at 19 and now owning his own print shop. One day, early on in my journey—before I knew what terms like "substrate," "M weight," "coated," and "uncoated" meant—a lovely gentleman walked into my dad's shop and introduced himself as one Mr. Tom Chambers from Unisource. Tom took an interest in me almost immediately. As soon as I told him I had no clue what I was doing, he said, "Well, let me tell you about paper." That was the first of many mini training sessions that Tom so graciously gave without asking for anything in return.

Tom was a giver, a teacher, a cheerleader, a mentor, and a friend. A friendship that spanned just over 20 years, Tom was always there when I called, always

willing to remind me about that paper math he taught me so many times—more importantly, always willing to tell me how he saw me. His words of wisdom couldn't quite cut through the deep layers of insecurity and self-doubt that plagued my psyche in my twenties, at least not for the first few years. But with time, persistence, patience, and unconditional love, the words managed to break through, and I began to blossom into a confident, knowledgeable project manager.

Now Director of Operations, any time I am doubting my abilities or feeling like I am not cutting it, I hear Tom's voice in my head: "You are very intelligent and resilient"—a strong reminder that I got this, that I am capable of anything I set out to do. Tom, very humbly and maybe even unknowingly, had such an impact on so many of us that he has helped to shape an incredible generation of print professionals. There are not enough words, articles, or dedications that we could ever do that would truly capture the ripple effect of Tom's love. You'll just have to keep watching as we all continue in our careers, holding him in our hearts and doing everything we can to be even a fraction of the mentor that he was to us.

Rest in peace, dear friend.



Tom Chambers
25 DECEMBER 1948 – 28 APRIL 2025

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