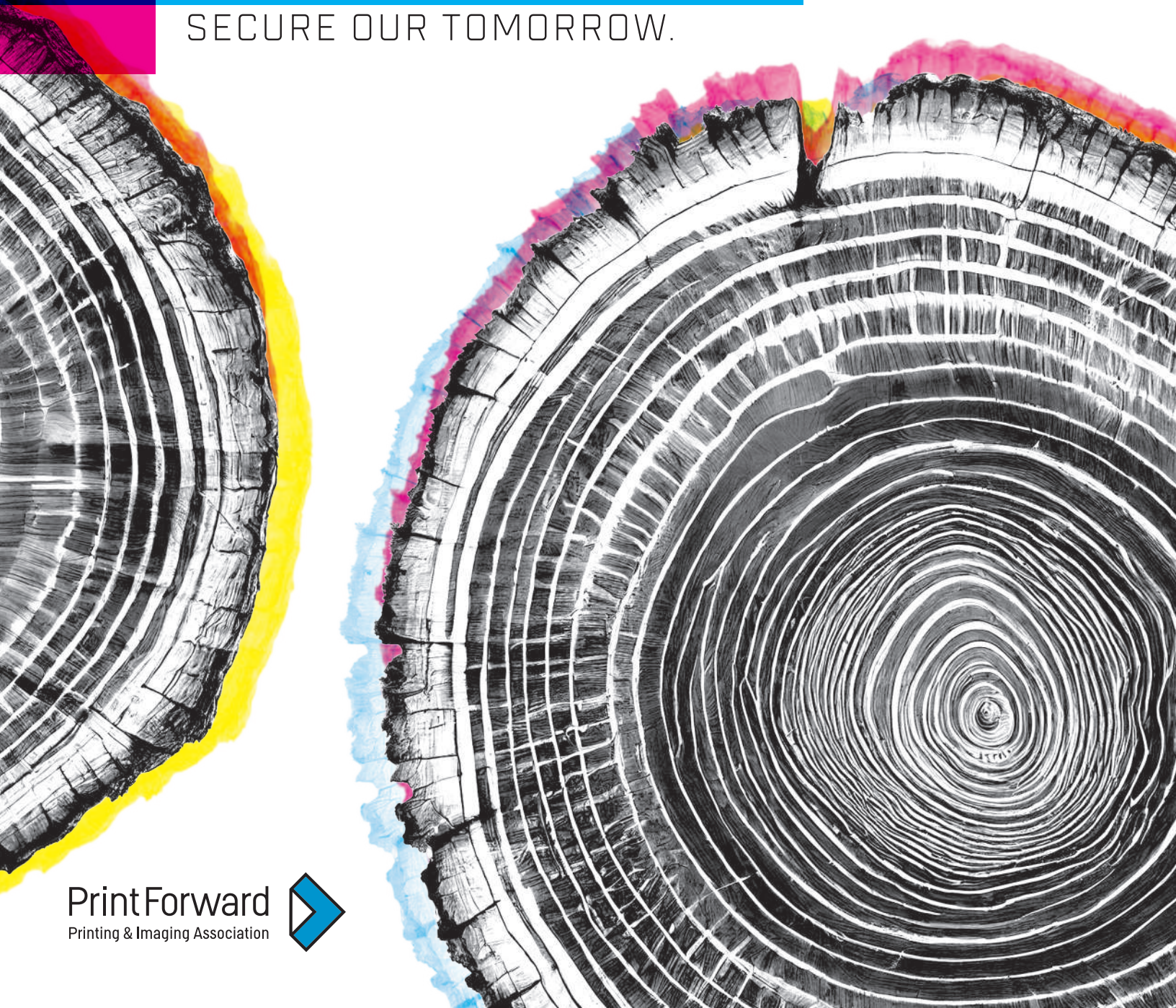


PRESSLINES

MAGAZINE | VOLUME 25 | ISSUE 2 | WINTER 2024

SUSTAINABILITY = LONGEVITY.
WHAT WE DO TODAY CAN HELP
SECURE OUR TOMORROW.



PrintForward
Printing & Imaging Association



PRESSLINES MAGAZINE VOL. 25 | ISSUE 2 | WINTER 2024

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*.

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MAGAZINE | VOLUME 25 | ISSUE 2 | WINTER 2024
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 the *first of a two part series* where we explore *sustainability within our industry*. We tend to focus on our environmental impacts, but I challenge you to look deeper, and include an honest evaluation of your organization's culture & practices: *are you doing what you can to sustain & grow?*

In this issue, we are touching on the idea of sustainability within the print industry. What does sustainability mean to you? What challenges have come up in your personal or business life? What have your successes in the context of sustainability looked like?

I encourage you to reach out and become involved in the next issue of our magazine to contribute your own thoughts and experiences. Please reach out to our Member Experience Manager (Sarah

Dakiniewicz) directly to find out how we can include you in our Spring 2025 issue. sarah@printforward.org | 604-720-3760

It's with the support of our community, and the unfettered sharing of thoughts and ideas that we can contribute to each other's sustainability efforts as an industry. Our longevity depends on the continued collaboration of our peers; whether you've been in business for decades, or you're just starting out, *your thoughts & opinions matter*.

As PrintForward grows and evolves, we are undergoing our own set of sustainability measures. We're taking steps to ensure that we can continue to provide value and connection through our association initiatives. Read on to find out *what's next for our Golf Committee*, as well as a bit of musical chairs so to speak, as we announce *new positions* within our Board of Directors.

Without further ado, I welcome you to another fine edition of PressLines!

THANK YOU *very much* FOR ALL 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; Moore Canada Corporation Division of DCM • **Doug Climie** – Vice Chair, + Scholarship Committee Chair; Hemlock Printers • **Rob Varnel** – Director, + Government Affairs Committee Chair; R&M Trade Laminating • **Catherine Duley** – Director, + Golf Committee Co-Chair; Spicers • **Jennifer McConnell** – Director, + Membership & Programs Committee Chair, Lead of NEXT Generation Task Force; Royal Printers Ltd. • **Tracey Pitt** – Director, + PRINTING United Alliance Liason; Imperial Dade Canada • **Scott Gray** – Director; Mitchell Press • **Neil Perry** – Director, + Operations Chair; Wayside • **Kevin Burden** – Director, + Golf Committee Co-Chair; West World Paper • **Daniela Takova** – Director; TC Transcontinental Printing • **Blair Fraser** – Director; West Coast Reproduction Centres • **Adam Mash** – Director; Mills Office Productivity

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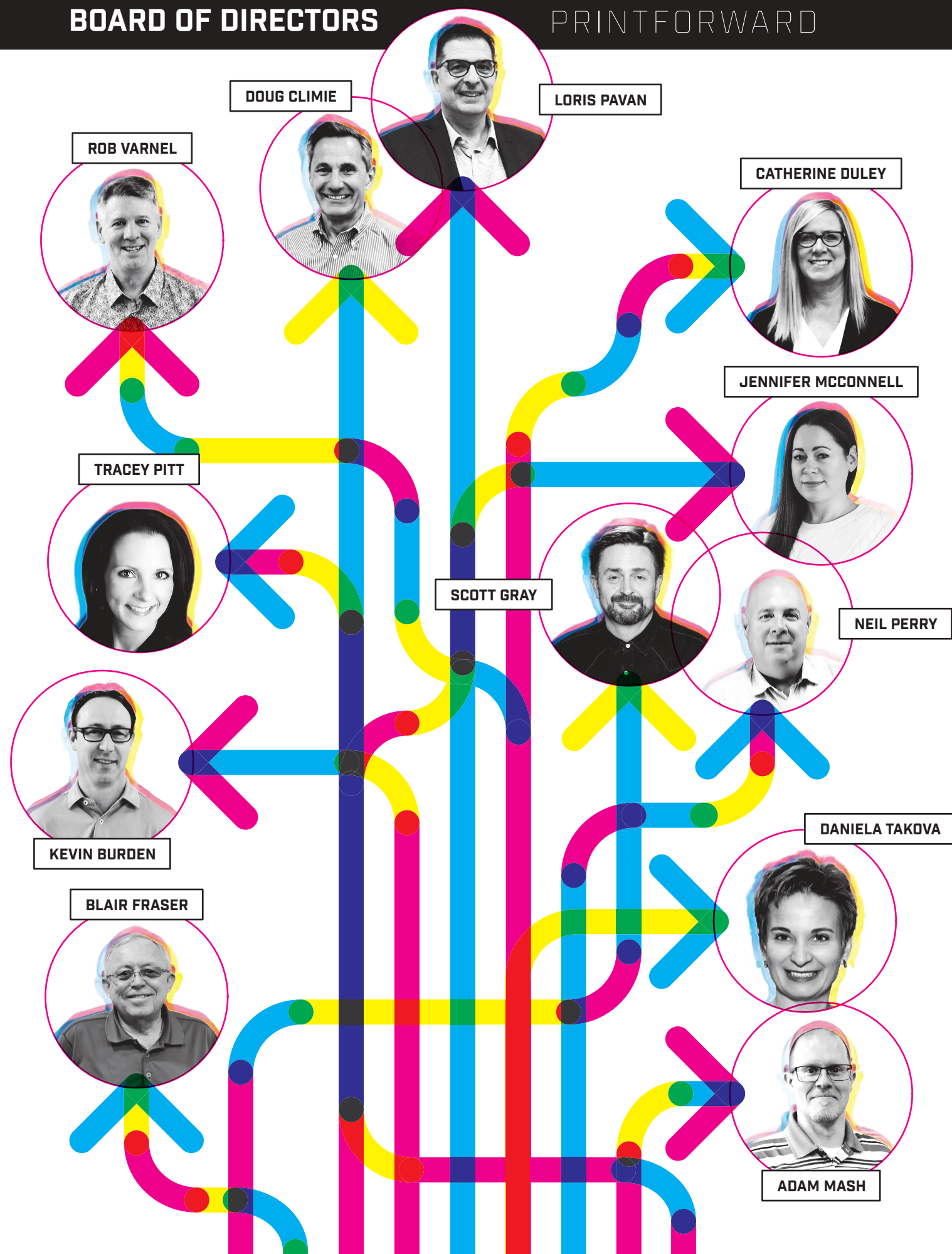
• **Jonathan McDonald** – Baseline Payments
• **Daniel Rondeau** – FlagShip
• **Chris Leonard** – Kaizen Learning Partners

Member Experience Manager

• **Sarah Dakiniewicz** – PrintForward

BOARD OF DIRECTORS

PRINTFORWARD





LETTER *from the* CHAIR



LORIS PAVAN MOORE CANADA CORPORATION

As we *close out the year and prepare to step into a new one*, I'm excited to share this latest edition of PressLines Magazine with you. This issue is dedicated to exploring one of the most pressing topics in our industry today: *sustainability*.

First, I'd like to extend a warm welcome to all our returning Members, as well as those joining us for the first time. Your passion and dedication continue to inspire us and drive the print industry forward. *Together, we are shaping the future of this incredible field, meeting challenges head-on while celebrating our shared successes.*

In this edition, we shine a spotlight on sustainability within printing – an area where innovation and environmental responsibility intersect. From adopting greener technologies to exploring ways to reduce waste, we delve into the strides being made across the industry. You'll find stories of resilience, creativity, and collaboration, each one a reminder of the impact we can make when we work toward a common goal.

I would also like to encourage all Members to connect directly with our Member Experience Manager, Sarah Dakiniewicz. Sarah is here to listen to your thoughts, ideas, and challenges as we strive to make PrintForward a valuable resource for you. Whether it's sharing feedback, exploring opportunities for growth, or discussing how we can better support your business, Sarah is just a call, text, or email away. I invite you to reach out to her at sarah@printforward.org and join the conversation!

As the year winds down, it's also a moment to reflect on what we've accomplished together. From engaging webinars and networking opportunities to our initiatives around skills training and education, 2024 has been a year of growth and connection. Looking ahead,

we remain committed to serving our Members through valuable programs, resources, and advocacy on both regional and national levels.

Speaking of connection, I encourage you to mark your calendars for next year's much-anticipated Golf Tournament ([details on page 8](#)). These gatherings are an opportunity to learn, share, and enjoy being part of a vibrant community.

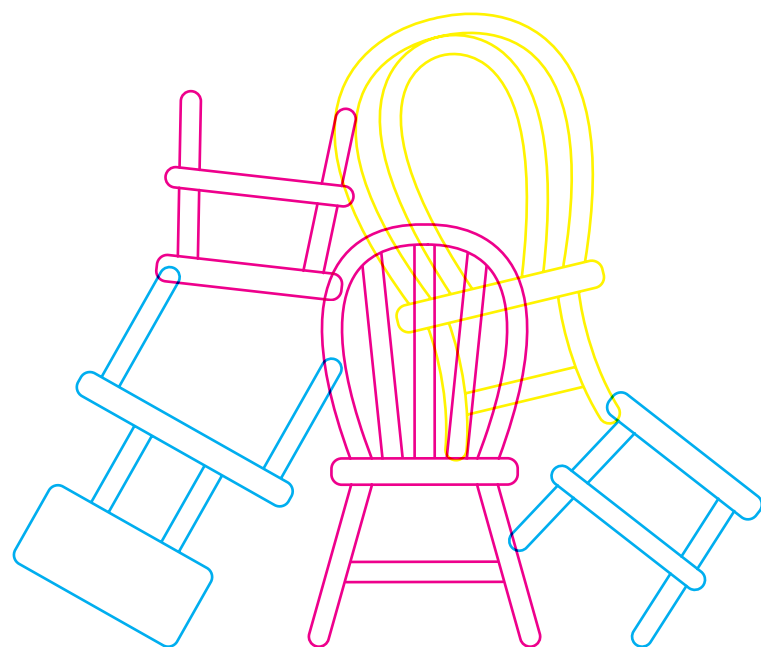
Finally, I invite you to share your thoughts on this issue and how we can better serve you in the future. Your feedback is invaluable as we continue to refine and improve PressLines Magazine.

Here's to closing out this year on a high note and stepping into 2025 with a renewed sense of purpose and excitement!

Loris Pavan | VP British Columbia at Moore Canada Corporation, A division of DATA Communications Management Corp | lpavan@datacm.com

Loris Pavan

- Chair of PrintForward Board of Directors
- Chair of PrintForward Communications Committee



MEMO *from the* MEMBER EXPERIENCE MANAGER

The end of the year is just on the horizon, and I can't help but look back on this time with *fondness and warmth*. It's been an amazing year of immersing myself into the PrintForward world, experiencing our events for the first time, and *establishing relationships that pleasantly surprised me* with how quickly and organically they developed.

I started my PrintForward journey as a relatively unknown individual. *It's always intimidating to be the new kid*. Thanks to the vote of confidence from Jennifer McConnell, I found myself being welcomed into the fold by our amazing Board of Directors. It wasn't long after that I was meeting our Members face to face, and building beautiful relationships that I am so grateful to have.

The outpouring of support that I have received over the course of this past year is staggering, to say the least. We are so fortunate to have some of the kindest, most caring individuals included among us in this industry. People who are as generous with their time as they are with their donations. Truly, this association is a reflection of our collective efforts. *The more you put in, the more you will receive in return. I am at your service, and eager to make a difference for you and your organization!*

I sincerely encourage our print community to engage with me in whatever capacity is currently possible for each individual. I know we are a busy bunch, but I promise you our time together will leave you feeling energized and optimistic. I am a big believer in the importance of one on one connections, and the paths they may lead us. Whether your schedule allows for an informal web meeting, or you've got time to speak with me in person, I'll never turn down an opportunity for a chin-wag with you.

As I nestle into this role, my priority is simple: to listen, learn, and collaborate with you. I come to this position

with a deep admiration for the print industry and the people who help make it extraordinary. Your dedication, innovation, and passion for your craft are what drive our industry forward, and it's my goal to ensure that your Membership with PrintForward delivers meaningful value at every step.

Whether it's through networking events, educational programs, or simply sharing ideas, I see a community that cares deeply about supporting one another and advancing our shared goals. *It's this sense of community that I hope to foster and grow as your PrintForward Member Experience Manager*.

One of my top priorities is to connect with you and *discover your insights, challenges, and aspirations*. What do you need to thrive? How can we, as an association, support you in reaching your goals? I encourage you to reach out to me at sarah@printforward.org or connect during our many events. Your input is invaluable, and together, we can shape a Member experience that truly reflects your needs.

In this newest edition of PressLines, we are introducing you to a two part series on sustainability. We're broaching the topic, and putting out a call to action, *encouraging others to contribute in the upcoming Spring 2025 issue*. What types of topics or information most interest you when it comes to green practices and ensuring the longevity of your organization? If you have an idea for an article or topic, please feel free to connect with me directly. We've already got a few

articles in the works through the various lenses and points of view of some of our Members. *Would you like to join in on the conversation?* This is just one of the many ways we are working to highlight the challenges and opportunities that matter most to you.

As we move into the new year, my commitment to you is to be a source of support, a creative communicator of ideas, and an advocate for your success. I look forward to deepening our connections and growing together in the wonderful world of print!

Thank you for welcoming me so warmly to your tables. Together, I know we can accomplish great things!

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

Sarah Dakiniewicz

- Member Experience Manager of PrintForward

PrintForward proudly provides resources, education programs, a voice to government, and networking opportunities that are specific and unique to the printing industry.

For more information, please visit printforward.org



NOTE from the PROGRAMS + MEMBERSHIP COMMITTEES

JENNIFER MCCONNELL ROYAL PRINTERS

This year has flown by so fast my head is spinning! *So many changes, so much growth*, it has certainly been an incredible year. *In 2024 we gained 6 new Members!* Here is a list of who has joined:

CETTEC / Royal Printers / Canon Canada / Kaizen Learning Partners / Bindtech / Three Trees Technical
Welcome, everyone! We are so happy to have you and we look forward to building our relationship.

We are proud to announce we currently have a **whopping 50 Members**, plus all our BCIT and PELT Students! Speaking of students, Sarah and I will be working with all of you more to ensure that our students are engaged with the industry. They are the future! If you are not currently a part of the **recruiting program for both BCIT or PELT**, please reach out to Sarah (sarah@printforward.org) and she will facilitate an introduction.

Golf Tournament: Another successful event with both exciting & sad news. Excitingly, we have gained some new volunteers, but sadly we are saying goodbye to both **Christian Beveridge** and **Troy Illes**. They have decided to retire their decades long roles as Golf Committee volunteers and MC's. We wish them well and thank them for years of dedicated service and of course, sense of humor. We'd also like to announce a transition: After years of dedicated service as Chair, **Cathy Duley is stepping down from her role**. Cathy has been the heart and soul behind our annual tournaments, bringing remarkable care, precision, and passion to every detail and ensuring each event ran seamlessly. Cathy will continue to support us as Co-Chair, sharing her expertise alongside our **new Chair, Kevin Burden** of West World Paper. We are excited to welcome Kevin to this position and are deeply grateful for his commitment to volunteering his time and talents. Together, Cathy and

Kevin, and the committee volunteers, will help lead us toward another outstanding tournament season. Thank you, Cathy, for setting such a high standard, and thank you, Kevin, for joining us on this journey!

Baseball: It was incredible; what a firework show that was! To anyone who missed it, please know that **we will be booking the Nutrl Zone for next year** and will advise the date as soon as we have it confirmed!

Pub Night: If you were able to attend, you would have gotten to experience our **new venue at Georgie's Local Kitchen + Bar** in New Westminster. We have heard excellent feedback from our Members so far, so please continue to let us know what you think so that we can elevate our events even more.

Year End Dinner at JOEY Burnaby: At the time of writing hasn't happened, but I'm looking forward to seeing everyone there and we will post some pictures and updates on LinkedIn in December.

Working Together We're Stronger: This is still in the works; expect it in March. We will have more details in December once we finalize the venue and specific date.

Vendor Showcase: to return!! Stay tuned for details...

Safety Talks: There were 10 this year with **Leslee Montgomery** and we're finally starting to see some more engagement at these webinars from our Members. We can't stress enough how important the Joint Health & Safety Committees are in maintaining and improving the overall health and safety of your organization. Please ensure your team

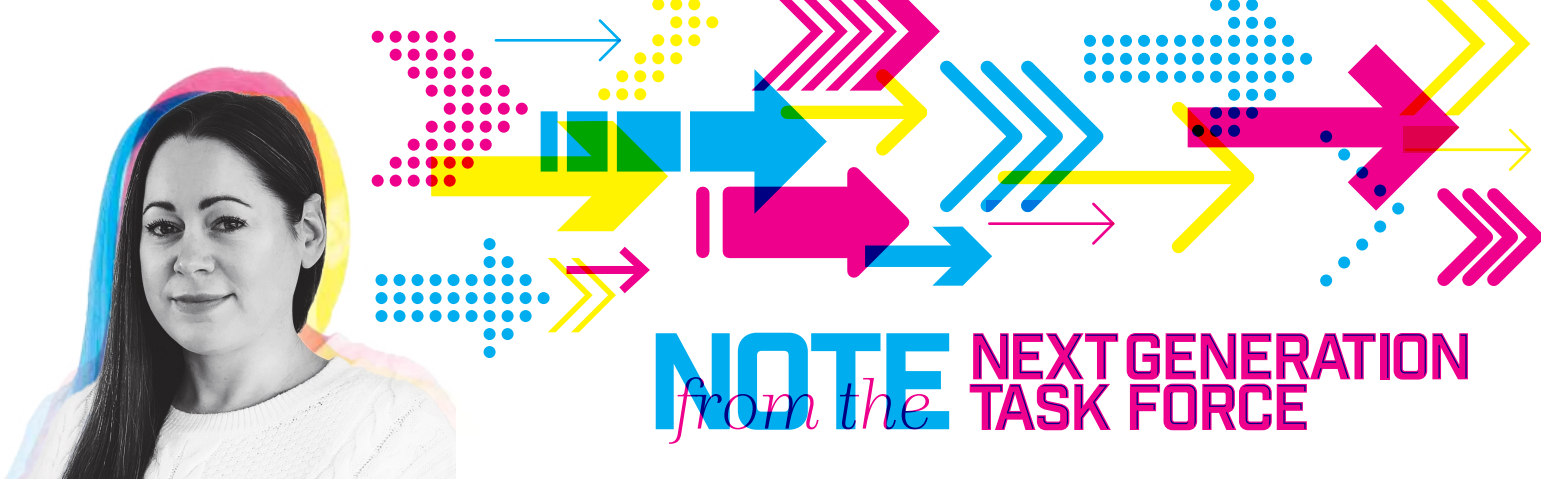
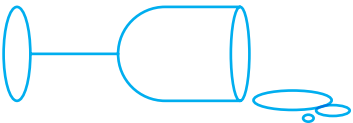
is taking advantage of these engaging training opportunities! Starting in 2025 we will be focusing on having 8 impactful sessions and they will be a **paid webinar** for Members as well. Rates are TBD but rest assured, they will be affordable and discounted for Members. Your JH&SC is entitled to eight hours of additional training per year and PrintForward has made this easy for you and your team to attain. Each worker who joins the JH&SC at their workplace is mandated by WorkSafeBC to take an initial eight-hour certification course. You can register for this course on our website and **Members can take advantage of a \$100 flat rate (that's over 30% off)**.

Thank you to the volunteers of our Membership & Programs committees!
• **Jennifer McConnell** – Chair of Membership & Programs Committee; Royal Printers Ltd.
• **Loris Pavan** – Chair of the Board; Moore Canada Corporation Division of DCM
• **Adam Mash** – Mills Office Productivity
• **Cathy Duley** – Spicers Canada
• **Kevin Burden** – West World Paper
• **Rainbow Yang** – BCIT GCOM Student
• **Rob Varnel** – Chair of the Membership Committee; R&M Trade Laminating
• **Tracey Pitt** – Imperial Dade Canada

NEW VOLUNTEER: **Elodie Brewer** – BCIT GCOM Graduate, & Assistant Instructor

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 forward, *I'm energized by the strides we're making* in developing pathways for the next generation of print industry professionals. Our industry faces a knowledge gap as more experienced workers retire, but *I am heartened by the commitment I see* to preserve and pass down essential skills.

One of our most significant milestones this year is the application for funding for PELT (Print Entry Level Training) Cohort #5, and I'm pleased to say we're now awaiting approval. **To everyone who contributed with support letters – your assistance has been invaluable. These letters don't just help us secure funding; they demonstrate the community-wide support and belief in building our future workforce.** Thank you for standing behind this program and its potential to shape skilled, motivated professionals.

But PELT is only one piece of the puzzle. As many of you know, **I have long envisioned a mentorship program for our industry**, and I'm excited to announce that we're in active discussions to bring this to life. This mentorship program will add another layer to our training initiatives by connecting new entrants with seasoned industry mentors who can offer guidance, insight, and inspiration. Watch this space for updates – 2025 will be a pivotal year for this long-awaited addition, which I believe will transform our workforce for the better.

The NEXT Generation is more than a concept; it is a responsibility. Every step we take to invest in career opportunities today safeguards the future of our industry. I encourage each of you to think about how you can play a part, whether by supporting programs like PELT, volunteering as a mentor, or simply staying engaged with the needs of our evolving workforce.

Our Cohort #4 PELT students are living proof of what we can achieve together. This passionate group of 12 has thrived,

gaining valuable insights from plant tours and guest lectures provided by our dedicated industry. They've developed a strong foundation, and I am confident they'll bring great energy and potential as they continue to pursue roles. We're actively listening to your feedback to make each cohort stronger, and with your continued input, we're refining the curriculum to ensure it meets the essential and practical needs of today's companies.

Please ensure you have signed up for email blasts & are following PrintForward on LinkedIn for all the latest updates on events, PELT, mentorship opportunities, and how you can be a part of shaping our industry's future. 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 sits under the umbrella of PrintForward's Programs Committee. As of Nov. 4, 2024 it consists of the following volunteers:
• **Jennifer McConnell** – Lead NEXT Generation Task Force; Royal Printers
• **Sarah Dakiniewicz** – Member Experience Manager; 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 Ltd.
• **Rob King** – GLBC/iDeon
• **Tracey Pitt** – PRINTING United Liaison; Imperial Dade Canada
• **Rachel Cheung** – GTEC Graduate; Hemlock Printers

We want to hear from you! As Members of PrintForward and current members of our print industry, how can NEXT Generation support you?

We would like to know:
• 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 graduates?
• Would you be willing to participate in an apprenticeship program with PELT students?

Jennifer McConnell

- Director of PrintForward Board of Directors
- Chair of PrintForward Membership & Programs Committee
- Lead of NEXT Generation Task Force



NOTE from the GOLF COMMITTEE

CATHERINE DULEY SPICERS

After an amazing 26 years of service, Troy Illes, Christian Beveridge, and I will be stepping down from the PrintForward Golf Committee. We've been part of this great team since 1998.

Troy and I were initially “voluntold” by our boss at the time, and Golf Committee Chair, Wayne LaCarte (Louson Desonite/ Heidelberg), and it has been an honour and privilege to contribute to the success of the tournament.

I took over as Committee Chair in the Fall of 2018, following Doug Bourne, and it has been a rewarding experience working alongside all of the Committee members and especially with Troy and Christian as our MCs for the Golf Tournament. Their wit, charm, and lifelong friendship have always been the heart of our prize presentations at the Golf Tournament Dinner. Whether it was Troy's playful “you're a loser” when selecting names in the reverse draw back at UBC or his work organizing committee luncheons at Mostad to prepare ticket packs, and Christian organizing the donation of tee-box signs printed at Hemlock, their contributions have been invaluable.

For most of the past 26 years, Troy has also been the mastermind behind the design and prepress work for the Tournament Program, ensuring that every detail was perfect. And let's not forget the many years we spent working with Marilyn Knoch (2000-2016), whose leadership as the Association's Executive Director was essential in keeping everything running smoothly. Marilyn's ability to organize and manage the tournament made everything feel like it was on autopilot. We have been happy to have her back on the committee and running the Putting Competition at the Golf Tournament.

The BCPIA/PrintForward Tournament itself has had quite a journey — from its

early days at University Golf Club until 2004, to Morgan Creek from 2005 to 2021, and finally to Mayfair Lakes since 2022. Along the way, we've had some amazing sponsors like SupremeX (and their Shandies), Ricoh (who remembers the BC Lion's Cheer leaders and the hot sports car they had at their hole?), and so many others. We've also had some fun over the years with unique on-course ideas like caricature artists, massages, a Caesar Bar, and even an Air Cannon! We've given out great golfer gifts — everything from coolers and sunglasses to golf shirts, wind shirts, backpacks, speakers, blankets, umbrellas, etc. The committee always enjoys finding new and creative golfer gift ideas each year.

It's been a tough couple of years for the tournament, especially post-COVID. We've seen a decline in both participation and sponsorships, as many long-time golfers and companies have been unable to join us. However, the Golf Committee is working diligently to turn things around, and we want to ensure that the tournament can thrive once again. For the last two tournaments we have been registering about 100 golfers each year, and have had fewer sponsors than before, but we believe with the right ideas and support, we can bring it back to its former glory.

If you have any feedback, ideas, or would like to get involved in helping the committee, we would love to hear from you. As we step down and prepare to enjoy the tournament from the other side of the mic, we want to leave the event in good hands and ensure it continues to be a great success for years to come.

Thank you to everyone who has supported the tournament over the years, and a special thanks to Troy and Christian for their incredible contributions. It's been a fun, fulfilling journey, and we look forward to seeing all of you out on the course soon.

If you have suggestions for our committee, please contact us:

Catherine Duley | Product Specialist, Graphic Solutions at Spicers | catherine.duley@spicers.ca

Did you participate in the 2024 PrintForward Golf Tournament on July 18, 2024 at Mayfair Lakes?

Please consider completing our survey/s. It only takes about 3 minutes & your input is extremely valuable to us.



Golfer Survey



Sponsor Survey

Catherine Duley

- Director of PrintForward Board of Directors
- Co-Chair of PrintForward Golf Committee

KEVIN BURDEN WEST WORLD PAPER

I look forward to working with Cathy Duley as Co-Chair for the 2025 PrintForward Golf Tournament. This will be a great exercise to help me transition to Chair of this committee for our tournament in 2026 and beyond.

The annual PrintForward Golf Tournament is a signature event for our Association. Year over year it is regarded as one of the best golf outings our Members and guests attend. We have an amazing Golf Committee and I am excited to work with them to continue

to host one of, if not, the most well organized, best run, and fun filled events of the year.

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

See you at the next tournament on July 17, 2025 at Mayfair Lakes!

Kevin Burden

- Director of PrintForward Board of Directors
- Chair of PrintForward Golf Committee

A custom caricature from the 2000 annual PrintForward Golf Tournament, illustrated by Ted Couling | Featuring: Troy Illes • Rudy Cervi • Marilyn Knoch • Wayne LaCarte • Karen Moran • Cathy Duley • Bill MacDonald • Brad Mills • Christian Beveridge



IT TAKES A VILLAGE HOLIDAY MARKETING CAMPAIGN

*The air is crisp, the leaves have fallen, and **the cozy season is upon us!** Making meaningful connections with our Members is always at the top of our list; combining it with childhood nostalgia and making it memorable? Well, that is **icing on the cake**. Or in our case, the gingerbread!*

This sweet treat theme was cooked up with our Members in mind. With our Year End Dinner quickly approaching, and a perfect opportunity to tie it in with the holidays, **a memorable marketing campaign was born!**

We really wanted to encourage our Membership to come out and enjoy a social evening with us at JOEY Burnaby. The Year End Dinner is the perfect occasion to mix, mingle, & munch with industry peers, as we celebrate another successful spin around the sun. The concept behind this creative endeavour revolved around the importance of community; together, we can make wonderful things happen! As the saying goes, **it takes a village** to raise a child. Playing off this notion and applying it to the idea of nurturing our print community, a delectable design choice started to emerge.

Our association is nothing without our fellow peers in print. It is because of the care, positivity, and support from our valued Members that allows us to grow over the years and continue to serve the community we all know and love. The idea of building a community together paired perfectly with a holiday classic: gingerbread houses! **Separate but connected, each and every PrintForward Member is a part of our growing village.**

With those core concepts in mind, we set off to make some holiday magic and bring a little spark of joy to our Membership. Armed with carefully wrapped packages (in perfect PrintForward colours, might I add!), our team of Santa's Little Helpers teamed up to tackle this tasty task. Delivering by hand and connecting with Members in person was integral to the success of this campaign. If you are one of a handful of Member organizations that find yourselves a little further out than our little corner of the Pacific North West, please know that **your packages are en route, or may have already found their way to you.** Even though this campaign was intended to be a call to action to reserve your tickets for our Year End Dinner, we also saw this as a wonderful opportunity to spread some festive cheer!

Whether you created your gingerbread masterpiece with your work colleagues, or decided to bring it home for your little ones to enjoy, we sincerely hope this exercise in eating brought a smile to your face, and warmth to your hearts.

A big thank you goes out to IDRS for sponsoring the printing, and to West World Paper for providing the envelopes.

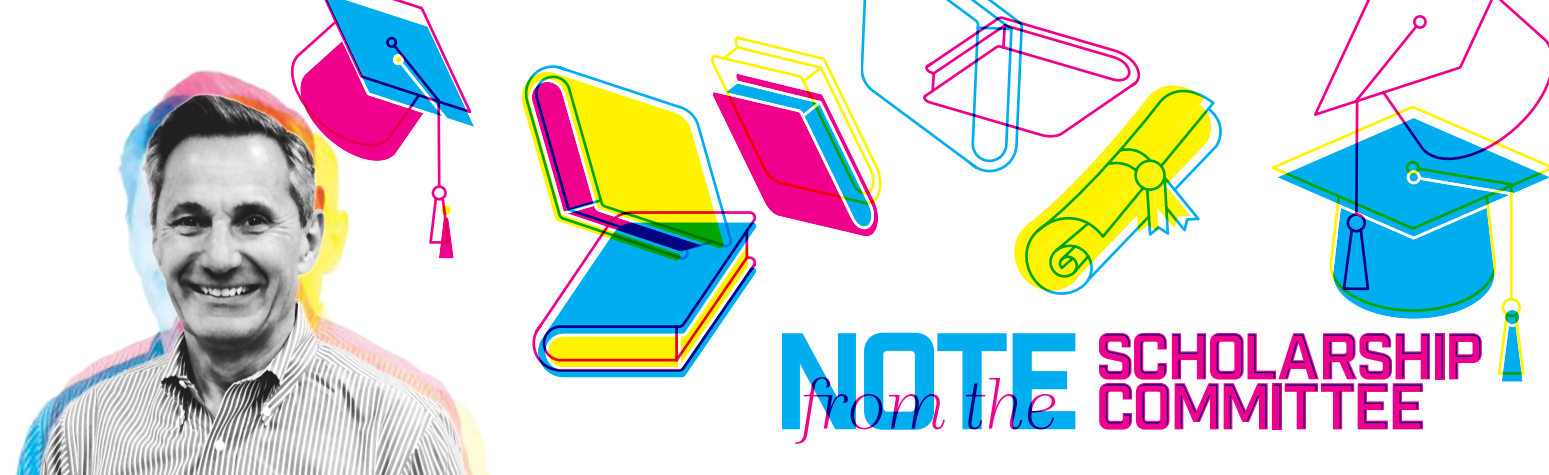
If you have any photos or videos of your confectionery masterpieces, we would love to see them! Please send your media to Sarah (sarah@printforward.org), and let us know what you thought of this campaign. We always welcome your feedback and appreciate your thoughtful responses. **Thank you for growing this wonderful community with us. It's an honour to be a part of your village!**



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: Kris Bovay – Marilyn Knoch – Tom Chambers **Members:** BC Mail Plus – BCIT Digital Arts/Broadcast & Media Communication – BindTech Inc. – Buchanan Printing – Canon Canada – CETTEC Digital Imaging – DataCore Mail Management Ltd. – Domtar Inc. – EM Plastic – Federated Insurance – Focus Pre-Press Systems – Frederickson Graphics Inc. – Globe West Printers – Great Little Box Company – Gryphon Graphics Inc – Hall Printing Co. (1968) Ltd. – Heidelberg Canada Graphic Equipment Limited – Hemlock Connect – Hemlock Printers Ltd – IDRS Ltd. – Imperial Dade Canada – Kaizen Learning Partners – Komcan Komori – Konica Minolta Business Solutions Canada – Landa Digital Printing – MET Fine Printers Inc. – Metro Printers – Mills Office Productivity – Mitchell Press – Moore Canada Corporation Division of DCM Management Corp. – 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 – Sun Chemical Limited – SupremeX Inc. – TC Transcontinental Printing – Three Trees Technical – Wayside – West Coast Reproduction Centres Ltd. – West World Paper – Westkey Graphics Ltd. **Student Members BCIT (First Year):** Alice Cabato – Alyssa Huang – Amelia Dao – Anureet Saggu – Barry Guo – Bella Nguyen – Carissa Stephens – Chloe Jiang – Daniel Myshkin – Emma Ozsvath – Fiona Lu – Janna Jamorabon – Jasper Yu – John Dang – Kathleen Manuel – Kiran Kaur – Laura Chow – Lindsay Mina – Lucas Black – Rahul Krishna – Ricky Nguyen – Samantha Jung – Sasha Hodunko – Tiffany Chang – Zel Arellano **Student Members BCIT (Second Year):** Alex Ng – Banban Zhao – Christy Wu – Dixie Salvacion – Gabriela Sequeira Aikawa – Hailey Han – Janet Ha – Jocelyn Aguilar – Ki Yan Ko – Louise Abiog – Miranda Yan – Morgan Thi – Nats Chua – Parsa Parsinejad – Rainbow Yang – Rita Do – Yannick Fong – Yasmin Jalilpour – Yuki Lau **Student Members BCIT (Grads):** Adrian Lo – Ana Paula Moreno – Carlos Lopez Gallo Arregoitia – Cindy Pham – Hooman Salehi – Jisu Kim – Joanne Chen – Julius Conanan – Laurie Chin – Maria Mendez – Mark Dao – Parand Nazari – Rachel Cheung – Sarah Trieu – Tanner Hockey – Tosin Ajibike – Willow Brown **Student Members PELT (Grads):** Ava Lapena – Beeai Ng – Bradley Smith – Dawson Ho – Habibullah Omar Khain – Keith Herndier – Luigi Hernandez – Matthew Read – Mohammad Safarzadh – Patrick Fung – Randy Hernandez 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

For well over a decade, *PrintForward* has provided scholarship funding for 2 BCIT students in the Graphic Communications program. An annual memorial grant of \$500 is issued *in the name of long-time industry leader Lorne Patterson*. This support has been *very successful* in helping shape brighter futures and *meaningful careers in our industry* for the program's graduates.

Considering what can only be described as “massive” shifts in the cost of living over the past 10 years, these funds, while helpful, were not having the same intended impact as they were in 2012. As such, this year the PrintForward Board unanimously approved a doubling of the funds to be awarded – meaning 2 students will now each receive \$1000

to support their educational aspirations. We are proud and excited to make this important change and we look forward to seeking out additional ways to attract the energy, talent and commitment of the brightest and best to our print community. *Announcements of the 2024 scholarship award recipients are expected to be shared in November 2024.*

Doug Climie

- Vice Chair of PrintForward Board of Directors
- Chair of PrintForward Scholarship Committee

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TIME to shine MEMBER SPOTLIGHT

BINDTECH INC. JANA HAHN | SALES COORDINATOR

We are pleased to welcome *BindTech Inc.* as a *new Member* of PrintForward. We had the pleasure of sitting down with *Jana Hahn* (Sales Coordinator of BindTech Inc.) to discuss *company growth*, the *importance of a great team*, and how passion can motivate and *drive the business forward*.

Could you please introduce our audience briefly to who you are and how you got started?

BindTech is a post press company that specializes in book binding, but we do so much more.

While books are our passion, we do everything from packaging to warehouse and fulfillment (through our sister company Publishers Storage & Shipping), so that's really exciting.

Our CEO, John Helline started BindTech back in 2000 with the acquisition of Spiral Ohio, known as Finish Line Binderies at the time. John realized he had a love for the book binding industry, which lead to the acquisition of our Nashville branch in 2017.

Things quickly cascaded from there with the additions of our Churchill Tennessee and Phoenix (Roswell) facilities in 2019. Steffan Bookbinders followed in 2021 and just this year we brought what was Eckhart Bookbinding into the fold. So a lots happened, but we're now able to leverage the whole group and offer our clients so much more.

I feel like that's quite a common theme throughout our industry; the merging and joining of different companies under one larger umbrella is happening a lot.

It's about keeping those doors open and finding ways to continue doing the amazing work that these companies have been doing. Consolidation will always be apart of the industry, but to us its about finding the right fit. We have been very fortunate and continue to learn with each acquisition.

What made BindTech decide to become PrintForward Members?

We're big believers in supporting our colleagues in the industry. It's really important to encourage each other and Western Canada has always been incredibly welcoming. We have alot of great partners there which is why we wanted to jump in. For us the chance to collaborate with a group of industry leaders was a no brainer.

Where do you see yourself in the print industry? What sort of solutions are you hoping to provide and what kind of pain points do you want to relieve for people?

We have a wide range of capabilities as a result of the growth of the company and the different locations we've acquired.

We really focus on Centres of Excellence. It's about having these different facilities that are strong in different areas and we operate as one platform. Being able to offer really, any type of binding service and packaging, no matter what the challenge or what you're wanting to do with it, is incredible

It really blows my mind what our team produces. With a project, it might be complex or unattainable, and as a team we ask ourselves what can we do to find this solution? We're going make it work, and that's something we can bring as an organization: unique problem solving and ability to craft any vision.

What are you most proud of within your organization?

The biggest thing that we're really proud of is diversity and capabilities of the team, and being able to bring different parts

of the industry together and building a stronger platform together.

What does sustainability mean to you?

Sustainability is finding ways to be resourceful in the industry and still producing quality products. As a platform we currently recycle approximately 597 tons of materials each year across our 5 locations. From paper to binder boards, glue, etc. Finding ecological materials is now something that is very attainable. And we take that approach by asking "How can we use these resources and still make something incredible while respecting the environment?"

What are the biggest challenges that the print and binding industries face when it comes to implementing green practices?

I think it's the lack of awareness and education. There are options available to us, and I think we can do a better job ourselves about sharing that. I'm really excited that we have the opportunity to share with the industry. This is what we're striving to do. Let's do it together. Let's find a way to find these solutions and implement them.

What are the considerations clients may have when it comes to implementing environmentally friendly alternatives?

I believe that there is excitement with it, because it's a new option and it's better for the environment, but at the same time there's these little sub fears of: Is this going to work as well? Are my results going to be the same? What's the lasting impact of it for my product, not just for the environment, but is it going to still be



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the same quality that I've had previously? So I think it's mixed, you know, being able to trust in the new capability of it, but not being dismissive of it.

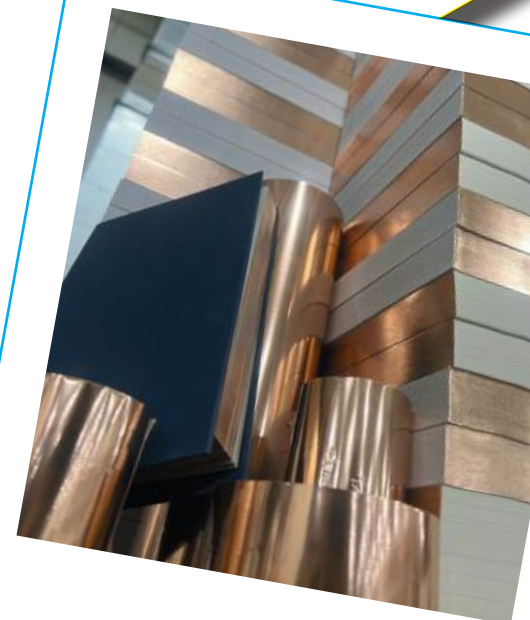
Within your role at BindTech, what are you most passionate about?

Being able to bridge any educational gaps, not just internally within our team, as we communicate within our platforms, from customer service representatives to estimators to production managers, all across the board, but also to our customers and to those who are wanting to create something or learn more about the industry. It's about how we can cohesively share our story and our capabilities in a way that's relevant and interesting, it's being able to shed a new light on what we're capable of, and what is possible.

What's new at BindTech?

There are foundational aspects of the industry that are never changing, that are going to be consistent and are always going to be there. But there also are new ways that we are expanding and we are finding new technologies.

One of these new technologies that we've invested in is digital edge printing. With this technology, we're able to digitally print on the head, foot and face of a book, whether it's an image, a logo, a name, etc.



In addition to the digital edge printer, we also have the Emmeci, which is an automated packaging machine. It can do slip cases for your books. It can do setup boxes. And the great thing about this is not only how quickly it can do it, but just the options it has to elevate your product. We're excited to offer those two new services and also share more about our sister company PSSC. For publishers, we warehouse and fulfill their items. We can not only bind the books, but we can warehouse and fulfill the orders with our customer service team. They work almost as an extension of you: our team will manage all the calls, and the orders.

Thank you so much for your time, Jana! We really appreciate your industry insights, and your willingness to share your expertise.

From coast to coast, BindTech services major printers, publishers, marketing, & advertising agencies throughout North America. From perfect binding, to deluxe gilded edge leather binding, & everything in between, attention to detail is sewn in every stitch, and time-honoured traditions of binding are performed by employees who each day stand behind the BindTech name. For additional info, please visit bindtechinc.com to find out more. Thank you again, Jana! It was a real pleasure!

TIME to shine MEMBER SPOTLIGHT

THREE TREES TECHNICAL INC. STEVE OWST | PRESIDENT

We are pleased to welcome *Three Trees Technical Inc.* as a *new Member* of PrintForward. We had the pleasure of sitting down with *Steve Owst* (President of Three Trees Technical Inc.) to chat about the launch of their *industry focused ERP software*, and how the organization is *minimizing their footprint*.

Could you please introduce our audience briefly to who you are and how you got started?

My name is Steve Owst, and I'm the President of Three Trees Technical. Three Trees Technical has been around about 11 years, working in *advanced software development*. Enterprise software for specialized markets. Our customers are predominantly in North America: financial startups, BC government, that kind of thing. We also consult on agile development processes; we played a part in BC Gov's adoption of that many years ago.

What made Three Trees Technical decide to join & become a PrintForward Member?

It's mainly because of our connections with Jennifer McConnell. Jen and I worked together at a print shop, I was the Consulting Director of IT for a couple of years. I left there to join Three Trees, we were literally starting from scratch with a new product for print shops.

Jen has always been a persuasive advocate of PrintForward and the local industry; joining your ranks would help get our word out and let everyone know what Three Trees does. *It was that easy really, I signed up to become a Member and we're in this for the long run. It's an investment in the future.* Myself and Ryan Torres, whom you've met, are developing the business starting in Vancouver. We can't wait to meet as many members as we can and see where our products can help. Ben Leather, the original founder, and our development team, are based on Vancouver Island, I'm sure we'll get them over to an event or two next year.

What sort of solutions are you hoping to provide and what kind of pain points do you want to relieve for people?

It's interesting, Three Trees has been around for quite a while. They are very established, well known, and respected in the software development industry. But this is a new direction for us, instead of building products for other people as we've done for years, we've built one for ourselves. We call it BigFish ERP. We saw an obvious hole in the market and we were able to create a product infused with a lifetime of learning, that we feel is superior to what's already out there. *Everyone we talked to told us there was a definite need for a new kid on the block and so far, the people that have seen the product are blown away.* We're talking about major industry players that have seen our solution and have given us a vote of confidence. We're still early days. We've only launched the software maybe three or four months ago. We're still getting ourselves set up to do a proper launch in the new year. Laying the groundwork, so to speak. But we're very excited. There is room for a local Vancouver/Victoria company to take on Canada and the world.

We are so excited to be part of this journey with you and see what's in store in the future!

Thank you, we're excited too. The support of people like yourself has made this much easier, and frankly more fun for us. *We really appreciate you, and everything that PrintForward does for us. It's an exciting journey.*

What are you most proud of within your organization?

Our team, without a doubt. I mentioned Ben Leather over in Victoria, he's the primary architect of the system. A couple of years ago he lent his talents to Camosun College and started teaching computer science to the people we end up hiring. Then our primary developers, Victoria and Anna look after the rest of the team, keeping progress moving. We have a history in technology, sales, and marketing. Everything came together and we believe, the product we have today, is groundbreaking. We just want people to see it, experience it, take it for a test drive. I think you'll agree that we've got something to be proud of, for sure.

What does sustainability mean to you?

Sustainability has been a focus of our founders before Three Trees. Computing and software needs to recognise its footprint and respect that are things we can do to minimize environmental impact. Our team is distributed, saving on the office overhead and staff transportation impact. Having a cloud-based solution means having data centers, our responsibility is to seek out like-minded service providers who efficiently handle resource management and offsets. Fewer computers sharing resources will always be better than a dedicated on-site server in every client's office. Back to Three Trees, when they started exploring commercial printing, they were surprised at the amount of waste but also saw infinite possibilities on how our tools could help.

We've included a lot of cross checks within our software to make sure that we

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limit the amount of waste. Perhaps we aggregate orders or use AI to anticipate what materials we need and where to reduce duplicated transportation runs. Another example is with the efficiency of interfaces, the faster you can complete a task, the more you can get done with fewer resources. The less time you spend in front of a computer too, sustainability for the operator too.

All of the processes, efficiencies, all the savings, all the waste, and margins are all tracked in real time and available for managers to manage when they can still manage effectively, not after the damage is done. A lot of the products that we've seen before, certainly some of the legacy products, you don't necessarily know if you've made any money until after the product has shipped. We've done a lot to address that. *We set margin goals and if a project begins to creep over, everyone is notified. The project stops and the managers get to manage while they still can affect the outcome.*

One thing we're really proud of is the way we support the creativity of our users. A user can model the entire process, everything they've learned as print professionals, and our software will price the job based on their expertise. We wouldn't dream of having our software tell you how to do your job.

That sounds like a fantastic way to minimize waste and contribute to sustainability practices. What are the biggest challenges that the print industry faces when it comes to implementing green practices?

I think that the number one thing is the cost. There's a price attached to being

sustainable and not all print companies are blessed with the deepest pockets. *When it comes down to the green factor, I firmly believe that everybody is aware but it will always be a balancing act: how much can we invest in sustainability and still keep the doors open?* We do everything we can so they don't need to worry about their software contributing negatively.

How do you encourage innovation relating to sustainability within your team, and do these innovations potentially support the longevity of your business?

We have a very young team, except for Ben and I; I'm the old guy. Our developers are all in their mid to late 20s, so they are already in the innovation mindset. *Longevity in the company comes from the team's desire to keep changing the world with remarkable tools, and everyone cares.* The long term vision continues to inspire the team so even if I retired next year, which I won't, but hypothetically, it won't matter. We're building a company that's going to be around for a long time, we have basically three generations of ownership all contributing in different ways. We're in really good shape for the long term.

What makes Three Trees Technical stand out?

Our product was designed by working closely with print professionals but also the efficiencies gained by our founders over 30 years. We are a fraction of the cost because our pricing model is not license based. We intend to stir it up a little bit. We're small and flexible and so is the software.

You mentioned how you don't have a place of business that is brick and mortar, and your team is spread out, working from home at various locations. For instance, you're actually conducting this interview from the Philippines during a trip (thank you for your commitment to this Member Spotlight, Steve!). That ties in quite nicely with the tree motif of your organization. You're a growing forest connected by a vast root system. Thank you so much for including us into that root system, Steve! We really appreciate your industry insights, and your willingness to share your expertise.

Three Trees Technical was founded in 2013 to develop software that serviced the green energy finance and investment sector in North America. The company specializes in software engineering, user experience, service design, and data visualization. In 2024, Steve Owst joined and they welcomed back Chris Coldwell for the rollout of the BigFish ERP enterprise resource planning platform. *The system is currently configured for the commercial printing industry but adaptable to any widget manufacturing environment.* For additional information, please visit 3treestech.com to find out more. Thank you again, Steve! It was fantastic chatting with you!



It is with deep sadness that we announce the sudden passing of Donna Denham. Donna has been an integral part of PrintForward for many years, and she will be sincerely missed. Please join us in honouring Donna's legacy of determination, dedication, & commitment to supporting our association.

In late 2021, the PrintForward Board of Directors made a pivotal decision to hire Donna and her team at Support Services Unlimited (SSU). At the time, our association was once again without an Executive Director, and our volunteers were struggling to keep up with the administrative workload and back-end support for our website. While we may make it look seamless to the outside world, it truly does take a village to keep our website up to date with all our events and ensure smooth online registration processes.

Donna and her team dove in with tireless dedication, not only getting things back on track but also elevating the way we operated. SSU streamlined our bookkeeping processes, and the level of clarity and accuracy in our financial reporting improved tremendously. I can still recall countless conversations at all hours of the day—"Where can I find this?" "What about that?" "What if we tried this?"—because Donna was relentless in her commitment to organizing our data, streamlining processes, and ensuring our back-end tasks became as effortless as possible. From those early days, I felt such relief knowing we had made the right choice. Donna's drive gave me confidence in the future of PrintForward and the possibilities for our technology.

As we searched for just the right person to become the face of our association, Donna stepped in to fill the void in every way she could. She thrived behind the scenes, preferring the hard work of the shadows over the spotlight. When we finally hired Sarah, I'll never forget Donna's excitement and relief. She poured her energy into teaching Sarah the ropes, crafting detailed SOPs, and further refining our systems. It was yet another example of how Donna's passion for excellence and support never wavered.

When I learned of Donna's passing in September, I was utterly heartbroken. Donna wasn't just a colleague to me—she was like a second mom. She encouraged me through tough times, celebrated my successes, and always cheered me on with a warmth and

tenacity that was uniquely her. As we move forward with the upgrades and systems she envisioned for us, I know her spirit will continue to guide our efforts. Donna's passion, cheerleading, and unwavering determination will always hold a special place in my heart. Her legacy is embedded in the foundation of everything we do, and we are forever grateful for her contributions to PrintForward.

– Jennifer McConnell | Director of Operations at Royal Printers Ltd.

I had only known Donna for a short while, but I can say with complete honesty that she welcomed me with open arms, right from the beginning. Donna was kind, caring, and patient with me as I settled into my new role as the Member Experience Manager for PrintForward. She answered all my questions to the best of her ability (and being brand new to the association, boy, did I have a lot of questions!) She explained everything clearly and gently, fostering my comfort and confidence throughout this past year.

Working so closely with Donna, I really came to know and understand what got her up out of bed every morning. Donna was on a mission of self-improvement based in the latest technologies, systems, and processes. Every day was another opportunity for Donna to prove to herself and her clients what true determination looked like.

And let's not forget Cali. Without a doubt, she was Donna's greatest source of pride & joy. The way Donna would absolutely gush when speaking of her beloved granddaughter was truly touching to behold. Whether it was recent sports accolades, or pictures of Cali's uniform from behind as she took to the field, Donna shared with me a glimpse into her world where she was so enamoured and filled with love for this special little girl. A girl who has had more than her fair share of heartbreak and trauma, at such a young age. In addition to Donna's family losing their matriarch with Donna's passing, just 3 short years ago the family suffered another tragic loss; Cali lost her

mother, while Donna mourned the loss of a daughter.

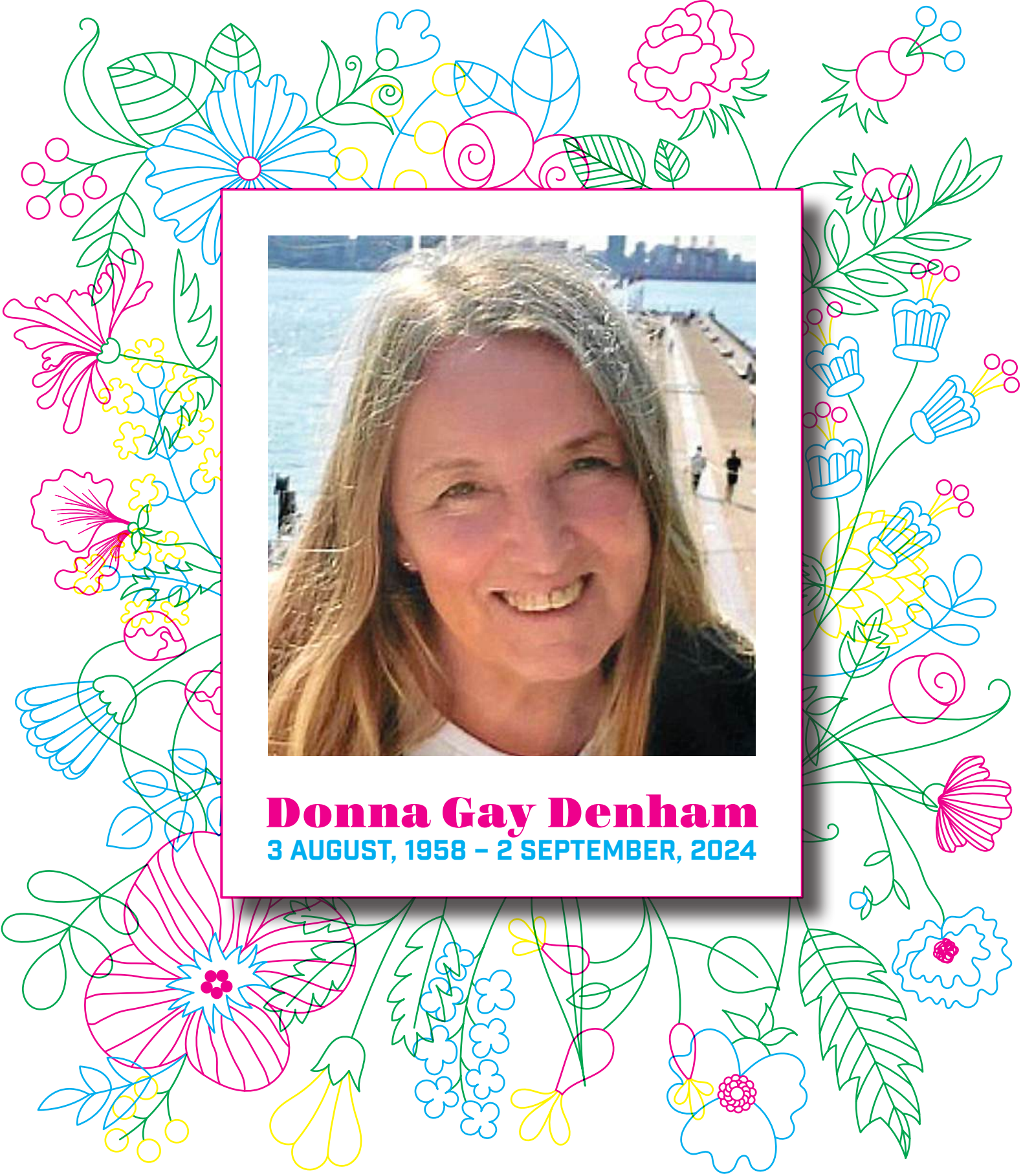
I remember sitting with Donna in her Gastown studio as she shared the intimate details of her loss, and the impact it's had on both her and her family. I was so touched that mere hours ago we were perfect strangers, and here we were sharing our life stories revolving around love, loss, and life.

Donna had an amazing way of completely and utterly embracing you, and bringing you into her fold in a way that felt natural and like you had known each other for decades, when in reality it had only been a few days.

I will never forget the encouragement and kind words she shared with me. She quickly became one of my biggest cheerleaders and I am so grateful for the time we had together. I can't describe to you what it felt like to be so lauded by someone who gave her love & kindness so freely. Donna helped me to embrace my new role in our association with confidence, and I am sincerely going to miss our conversations together.

It's clear to me and everyone who had the privilege of working so closely alongside Donna that she was just getting started. It pains me to know that she did not get to see her goals through to the end; the many plans she had in place were inspiring, and I was so excited to see what was coming next. Her passion and tenacity was unmatched, and I will do my best to honour Donna's memory & legacy.

– Sarah Dakiniewicz | Member Experience Manager at PrintForward



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