



Date: April 17,2020

Postal service imperiled by pandemic... One of the most critical and dependable government services in this time of national crisis is receiving major attention, which is great. Unfortunately, it has also become highly politicized with President **Donald Trump** and key conservatives decrying a potential “bailout” for the agency. PIA and its allies appealed to Treasury Secretary **Steve Mnuchin** in a letter this week noting that the \$10 billion loan granted to USPS in the CARES Act will not be enough to sustain mid-to-long-term operations. USPS anticipates a \$13-billion loss from COVID-19 this year and expects a \$23-billion loss next year, more than consuming all available liquidity. PIA is working feverishly to reframe the issue from “bailout” to “business policy.” Our letter noted that, “A huge number of imperiled small businesses and nonprofits rely upon USPS, and would not survive its decline, suspension, or higher rates. Any substantial reduction or suspension of services would also exacerbate the financial stress experienced by consumers and impact national morale.”

Print before the storm... It is obviously a moot point now, but U.S. print markets were robust in March before the economic shutdown from the COVID-19 pandemic. While overall U.S. manufacturing declined slightly in March, print was on a roll according to the ISM Survey of 18 manufacturing sectors. Print was the number one sector in terms of growth (one of only three sectors to grow during the month). Print was one of seven sectors with growth in production, ranking second. Similarly, print was one of nine sectors with growth in new orders, also ranking second. Unfortunately, we all know the metrics will change in April.

Helping out the FDA... One of our recent consulting assignments dealt with helping the FDA’s Center for Tobacco Products understand the cost and complexity of adding different types of warning labels to packaging. As a subcontractor on the project, PIA investigated how various tobacco products were packaged and how associated labels were printed and affixed. The months-long study resulted in an in-depth report designed to help the project contractor and, ultimately, the FDA develop a model of cost and supply chain disruption associated with warning label options. This was quite a departure from our typical assignments that involve operational and technology assessments and guidance.

Sale of lab equipment... In anticipation of moving to a new office space, we have made the decision to close down our lab testing services. As a result, we have lab equipment and supplies that we’ll be selling or donating. There are currently about 10 ink, paper, and related manufacturers interested in one or more pieces of equipment. We’ve also been in touch with schools to see who would like equipment and supplies that go unsold. If you know of potential interested parties, please contact **Jim Workman** at 800-910-4283, ext. 710 or jworkman@printing.org.

COLOR21 call for speakers... The [call for speakers page](#) for the COLOR21 Conference is up, and we’re accepting submissions today! COLOR21 will feature a broad program that explores color throughout the print supply chain. We are especially interested in sessions that include color case studies, brand color management strategy, production color management tips, and more. All [topics must be submitted](#) no later than June 26, 2020. For more information, please contact **Joe Marin** at 800-910-4283, ext. 730 or jmarin@printing.org.

