

Tracking the Biggest Print-for-Pay Service Providers

Two important annual documents have recently been published: the Printing Impressions 300 (see bit.ly/PrintTrends24) and the In-Plant Impressions 2023 Largest In-Plants (see bit.ly/LargestIn-Plants). The creators of both of these research projects have taken on the gargantuan task of extracting size and growth information from industry players that may not always wish to provide it. In different ways, these documents offer valuable insight into the state of the printing industry in both print-for-pay (i.e., commercial) and print-for-cost (i.e., in-plant) environments. This article focuses on the Printing Impressions 300; another in this series will highlight trends from the In-Plant Impressions report.

The Printing Impressions 300

Since the 1980s, Printing Impressions magazine has been tracking the largest printers in the United States and Canada, as ranked by their annual sales figures. This list initially included 500 companies, but the number has been dropping in recent years and went all the way down to 300 in 2021. Not surprisingly, the top company over those four decades has been R.R. Donnelley. This leadership has held true even after its breakup into three parts (R.R. Donnelley & Sons, LSC Communications and Donnelley Financial Solutions).

The role of private equity in the printing market is highlighted by the fact that 6 of the top 25 companies on the Printing Impressions list are owned by private equity, including R.R. Donnelley & Sons. The authors of the list note that this “reflects an industry trend that continues to permeate throughout the graphic arts” and that the printing industry is an attractive target for private equity because it “has relatively consistent cash flows in comparison to many other industries, despite the tight margin pressures printers face.”

A newcomer cracked the top ten this time around: Eureka, Missouri-based Marketing.com. Marketing.com, another company owned by private equity, reached number 10 due to its \$640 million in sales. The company has 32 locations and offers commercial printing, garment printing, mailing & fulfillment services, marketing support and sign printing.

Consolidation in the book manufacturing market was cited as another theme exemplified by companies like Taylor Corporation, CJK Group, Mittera and BR Printers. Private equity is also playing an important role in this segment.

Small and medium-sized printers are another key segment of the 2023 Printing Impressions list. These are generally privately held and often family-owned and operated. Some of these print service providers are finding that as ownership ages and the next generation of the family becomes unable or unwilling to continue operating the company, they are increasingly looking to private equity to sell an entire or partial share, or to seek funding for capital equipment investments so they can automate.

A revealing graphic from the report highlights the top five US and Canadian market leaders in the book, direct mail, publication and catalog market segments. At the same time, however, strict segmentation has become more difficult due to application expansion as print service providers expand beyond typical commercial print areas like promotional documents in favor of apparel printing, creative services, packaging and wide format digital printing. You will see this reflected in the full listing as companies break out their application areas by percentage across categories like book manufacturing, catalogs, direct mail, financial printing, garment printing, general commercial printing, industrial printing, inserts/preprints, newspapers, packaging, publications/periodicals, specialty printing, statements/transactional and wide format printing.

Figure 1: The Top 5 Book, Direct Mail, Publication and Catalog Segment Leaders

Top 5 Market Segment Leaders

TOP 5 BOOK PRINTERS*			
Rank	Company	Segment Sales (Millions)	Total Sales (Millions)
1	Lakeside Book Co. Warrenville, Illinois	\$1,120.14	\$1,143.00
2	Command Cos. Secaucus, New Jersey	\$190.00	\$380.00
3	Walsworth Marceline, Missouri	\$120.00	\$240.00
4	Bradford & Bigelow Newburyport, Massachusetts	\$102.40	\$102.40
5	Core Publishing Solutions Eagan, Minnesota	\$96.70	\$96.70

TOP 5 CATALOG PRINTERS*			
Rank	Company	Segment Sales (Millions)	Total Sales (Millions)
1	Quad Sussex, Wisconsin	\$579.60	\$3,220.00
2	LSC Communications, MCLC Div. Warrenville, Illinois	\$331.50	\$1,105.00
3	Arandell Corp. Meromonee Falls, Wisconsin	\$114.46	\$118.00
4	The Dingley Press Lisbon, Maine	\$89.00	\$89.00
5	Mittera Des Moines, Iowa	\$57.24	\$572.40

TOP 5 DIRECT MAIL PRINTERS*			
Rank	Company	Segment Sales (Millions)	Total Sales (Millions)
1	Quad Sussex, Wisconsin	\$450.80	\$3,220.00
2	SG360® Wheeling, Illinois	\$302.40	\$315.00
3	WCO Chanhassen, Minnesota	\$272.00	\$272.00
4	Japs-Olson Co. St. Louis Park, Minnesota	\$206.63	\$217.50
5	Data-Mail Inc. Newington, Connecticut	\$174.44	\$178.00

TOP 5 PUBLICATION PRINTERS*			
Rank	Company	Segment Sales (Millions)	Total Sales (Millions)
1	LSC Communications, MCLC Div. Warrenville, Illinois	\$331.50	\$1,105.00
2	Quad Sussex, Wisconsin	\$322.00	\$3,220.00
3	Walsworth Marceline, Missouri	\$72.00	\$240.00
4	Publication Printers Denver, Colorado	\$63.80	\$116.00
5	Mittera Group Des Moines, Iowa	\$57.24	\$572.40

* Sales figures shown above are based on 2023 Printing Impressions 300 printers' self-reported total and market segment breakdowns. We lack segment sales information for RRD, Taylor Corp., and CJK Group (due to their policies to not divulge primary specialties information). These three privately-held companies likely would have appeared on one, or some, of these Top 5 Market Segment Leaders charts.



It should be noted that the Printing Impressions 300 list will likely be of great value to those who work with the printing industry in one way or another. This includes:

- Businesses that provide equipment, software and services relevant to print service providers
- Analysts, brand managers, marketers, media outlets and market researchers
- Wall Street and private equity investment firms

The inclusion of factors like corporate headquarters location, C-level management, number of employees and manufacturing plants and recent annual sales figures are particularly beneficial to these groups.

A few caveats are important to mention here. Not every company participates, and there are varying reasons for this. Some large companies may not be willing to share breakdowns within various divisions. In addition, the timing of the request for information may not align with a company's financial budget year. Businesses are told not to provide projected or estimated sales figures, which means that some companies may be reporting 2022 sales figures. In some cases, the report's authors estimate sales figures for large public print service providers based on sources like Dun & Bradstreet. You may not see some of the more familiar print service providers listed because they are part of a larger graphic arts conglomerate.

The Bottom Line

You should take note of the Printing Impressions 300 and the In-Plant Impressions 2023 Largest In-Plants for the market insight they provide. Even more importantly, consider participating by providing as much information to the creators of these documents as you possibly can. Doing so will put you on the map, so to speak, and it helps to position the printing industry and its participants as a dynamic market that people sometimes overlook in a world that is hyper-focused on digital media.

Source: Jim Hamilton, Consultant Emeritus at Keypoint Intelligence

BUSINESS MANAGEMENT

Bill's Short Attention Span Sales Tips: Sales Maturity

“I’m sorry, but you have missed your flight.”

That’s how my Tuesday April 9 started. I was on my way to the ISA show in Orlando. A two-hour crawl to go 31 miles ended with me hearing an uncaring ticket agent utter those words.

Put yourself in my shoes for a second.

What would be your next move? Sure, you could complain about the injustice. Loudly. You could tell the agent there was still plenty of time. Angrily. You could raise a ruckus and promise to never fly that airline again. Definitely.

Let’s switch the conversation to an urgent job gone bad...

Due to an oversight in [insert any department], that job you need is not going out today and you might not see it tomorrow, either.

What would your next move be at this point? All the complaining in the world is not going to change anything, yet that’s what most of us would do. No one

would be surprised if we threw a fit of biblical proportions. Loudly. Angrily. Definitely.

This is where you need to show some sales maturity: Solve the immediate problem now. Complain later.

You can call your client and make all kinds of, “It’s not my fault” statements. That will not change the fact that the client does not have her order in hand. Instead, figure out what the immediate need is and try to meet it with an immediate solution. For example, let’s say the run was for 50,000 but the client only really needs 1,000 today. That is an easier problem to solve.

So, solve it.

Later, after all the dust has settled down, you can look into what happened and make amends. For now, show some sales maturity by ignoring the temptation to blame and hide and get angry.

You have the opportunity to demonstrate your amazing problem-

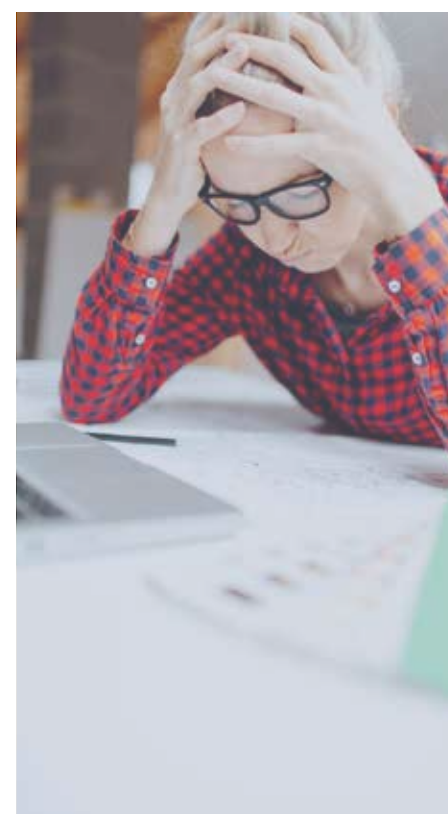
solving skills and actually come out looking even better because there was a problem, than if everything had gone smoothly.

Meanwhile, back in Boston, my immediate need was to get to Orlando. With no other options, I stepped aside, swallowed hard, and booked a one-way, same-day, full-fare ticket. It was a long day, but I did not miss any meetings and I never lost my cool. To the contrary, in fact. I enjoyed the flight down and arrived in a great mood.

I must be mellowing in my old age.

Identify the immediate problem and solve it. Sort out who is at fault later. You will earn the respect of the client, not to mention Production.

Source: Bill Farquharson, *The Sales Vault*, <https://SalesVault.Pro>



On Our Radar

Proposed regulations and other issues that we're following:

- **Guaranteed Health Care for All** – If passed, AB 2200 will establish CalCare, a single-payer, state-run system to provide comprehensive medical benefits to all state residents.
- **Job protection for crime victims** – If passed, AB 2499 will significantly expand uncapped job-protected leave for an employee who is a crime victim or has a family member who is a crime victim, in order to attend to their or their family member's needs and ensure their safety. This would apply to employers who have five or more employees.
- **Right to disconnect** – If passed, AB 2751 will require employers to establish a workplace policy that provides employees the right to ignore communications from the employer during nonworking hours, except as specified in a written agreement between the employer and the employee, for an emergency or for changes to a schedule within 24 hours.



Approved regulations and other issues that we've been following:

- **Harassment in the Workplace** – The Equal Employment Opportunity Commission (EEOC) has issued new "Enforcement Guidance on Harassment in the Workplace" that updates and replaces existing guidance on the topic. The new Guidance offers best practices for policies, training and investigations; incorporates recent legal developments; reinforces protections for LGBTQ+ employees; and more. You can review the Guidance at bit.ly/HarassmentEnforcement24 and an article that summarizes key points at bit.ly/HarassmentGuidance24.
- **Implementation of Pregnant Workers Fairness Act** – The EEOC has released its final rule for implementation of the Pregnant Workers Fairness Act (PWFA). The rule, which takes effect on June 18, 2024, provides details regarding how employers with 15 or more employees must make reasonable accommodations for known limitations of employees and applicants related to pregnancy, childbirth or related medical conditions. For more information, see the article at bit.ly/PWFAAct24.
- **Lateral job transfers** – In *Muldrow v. City of St. Louis, Missouri*, the U.S. Supreme Court recently issued a decision that an employee who has received a lateral transfer to a job they feel is less desirable, even though there is no loss in pay or title, can sue for discrimination under Title VII if they can show that the transfer caused "some harm" with respect to an identifiable term or condition of employment. This harm does not need to be significant, serious or material. For more information, see the article at bit.ly/ForcedTransferDiscrimination24.
- **Nationwide ban on noncompete clauses** – The Federal Trade Commission (FTC) has issued a controversial nationwide ban on nearly all non-compete agreements. This does not impact California employers, as California already bans non-compete agreements.

Legislation we've been following that did not pass:

- **Unemployment tax increase** – SB 1434, which would have increased unemployment taxes to fund significant benefit increases, is dead for the year.

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MEMBER BENEFITS

This Month's Featured Benefit: Preferred Partner Programs

PIA has negotiated discounts on a wide array of products and services that you need to run your business. Many PIA members save a significant amount of money each month by taking advantage of savings on shipping, credit reports, credit card processing fees, shop towel services, car rentals, computers

and software, Kodak presses and consumables, and more. For details, log in at www.piasc.org (you can create an account using your PIA membership number) and scroll to the "Discounts & Partners" section of the member resources page.

CLASSIFIED

FOR RENT:

Warehouse space for rent in La Verne, CA. 7,500 square feet of warehouse space for rent/lease, monthly or annually. Contact John at (909) 376-1848.

FOR SALE:

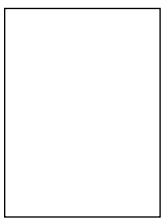
Pitney Ink Cartridges, Qty 5, Model 787-1 (CG333A), Connect+ Red Fl ink Ctg (138 ml). Please contact Nate Virgin at (801) 581-6003 or nate.virgin@utah.edu.

FOR SALE:

Printing equipment. Press C, Plate Baker or Plate Baking Oven, Plate Processor, Carton Sealing Tape Machine, Stevens Press, 32" Polar Cutter, 45" Polar Cutter, Conveyor, Hamada 6665, Hamada RS-34 LM, Lawson Drill machine, Semi-Automatic Stretch Wrap Machine. Contact Martha Moreno at martha@printcola.com.

Want to buy or sell equipment, office furniture or a business, or rent or lease a building? Place a free classified ad today!

For more information contact Nadine Mora at 323-728-9500 ext. 262 or nadine@piasc.org.



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PIA Events
CALENDAR

● **Workplace Violence Prevention Webinar**
TUESDAY, JUNE 11
11:00 AM - 12:00 PM PT
Online
bit.ly/WorkplaceWebinar24

● **Colorado Par-Tee on the Green**
WEDNESDAY, JUNE 26
Aurora, CO
bit.ly/ColoradoGolf24

● **Independence Day Celebration**
SATURDAY, JUNE 29
10:00 AM - 4:00 PM PT
International Printing Museum
Carson, CA
bit.ly/PrintingMuseumIndpDay

● **Printing United Expo**
TUESDAY-THURSDAY,
SEPTEMBER 10 - 12
Las Vegas, NV
bit.ly/PrintingUnited24

● **LabelExpo Americas 2024**
TUESDAY - THURSDAY,
SEPTEMBER 10 - 12
Rosemont, Illinois
bit.ly/LabelExpo2024

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FOR FULL LIST OF EVENTS,
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WWW.PIASC.ORG/EVENTS

THIS MONTH'S FEATURED BENEFIT: PREFERRED PARTNER PROGRAMS

ON OUR RADAR

SALES MATURITY
SPAN SALES TIPS: SHORT ATTENTION SERVICE PROVIDERS
TRACKING THE BIGGEST PRINT-FOR-PAY

Miscellaneous

Government and Legislative

Business Management

Feature

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