

# IN THE LOUPE

PAPER | PRINT | PACKAGING



- **There's More to Printing**  
Manufacturing Success Series: Paper
- **Opportunity is Knocking**  
From AICC
- **Renewable, Recyclable**  
From The Paperboard Council

## What's Inside

- **Value vs Price**  
A Special Report
- **I'm Fine. Really?**  
The Practice of Being
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The Dieline Blog

and more...

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**About our cover: Two Muse Too**  
Painting by Doug Sovonick, Cincinnati, OH



### About The Artist

#### Why I Create

I absolutely love to create things that elicit a response from the viewer. Thirty-plus years as a creative director has taught me quite a bit about how to do just that. The response can be a chuckle, a new outlook, or a warm smile from viewing something that is simply beautiful.

To view more of Doug's work, or to contact him,  
please visit: [dougsovonick.com](http://dougsovonick.com)

Welcome to our first issue of *In the Loupe*!

Why *In The Loupe*? Our goal with publishing *In The Loupe* is simple – we want to share current knowledge about the latest in innovation, sales and marketing in the paper, print and the packaging space. And what we've uncovered remains true today, that printing remains essential and strong.

In the spring of 2020 it became clear, for better or worse, that virtual selling would need to be embraced. For many, it was a massive paradigm shift from their traditional selling techniques. Through baptism by fire, some learned new technologies to adapt. Zoom meetings, webinars, and virtual plant tours began to replace traditional selling methods. The frequency of in-person sales meetings dropped, and in some respect the sharing of industry knowledge did too, hence the induction of *In the Loupe*. We hope you enjoy our first of many publications.

Respectfully,

**Robert E. Heithaus**  
Vice President, Marketing  
Lewisburg Printing Company  
and  
**Joseph R. Morelli**  
Executive Vice President,  
Sales and Marketing  
Huston Patterson &  
Lewisburg Printing Company

The LPC/HPx team is dedicated to providing our clients with the highest level of quality, ensuring superior client satisfaction above all else. This statement extends beyond simply providing high-quality print with exceptional service. It includes control of the variables that exist throughout the manufacturing process. Lithographic substrates, corrugated characteristics, adhesive properties and laminator best practices, tooling and design, and printing considerations impact the manufacturing process. This manufacturing success series will touch on each of these factors, beginning with paper.

# There's More To Printing Than Meets The Eye

by Brian Tankersley, LPC



**Moisture:** Mills manufacture their paper with an application-specific moisture content target, typically 4-6% for sheetfed applications. Paper is hygroscopic; therefore, it will adjust to harmonize itself with its environment. When exposed to either warmer temperatures and higher moisture content or cooler temperatures and lower moisture content than its own, paper distortion - such as humidity-related expansion and contraction of the paper fiber (which is more prevalent for sheetfed application in the cross-grain direction) can occur. We are aware that most manufacturing facilities may not be humidity and/or temperature-controlled; therefore, our team measures and records the RH (relative humidity) of each skid of paper for every job prior to press in its unaltered state and again in the finishing department after chemistry, ink, and coating have been applied. LPC/HPx has established a preferred operating range of 35-55% RH (+/- tolerance of 5%), and we label each skid with the final RH reading before the product leaves our facility. The product is then securely wrapped with barrier poly wrap (and/or poly-lined kraft wrap, upon request). We recommend that our clients allow the wrapped product to acclimatize to their facility's environment for a minimum of 36 hours (when possible) for best results; any unused product should be re-wrapped immediately to help maintain stability. Charts are available to determine optimum acclimation time based upon skid density and facility conditions for temperature/humidity variances between the environment and the product.

**Grain Direction:** Monitoring moisture content is an important step in the manufacturing process, but this variable alone cannot prevent the potential for cracking, tunneling, wrinkling, etc. Our clients must determine the appropriate label grain direction based on factors beyond the laminator such as the structural design of each project and their equipment's capabilities. If your manufacturing process is unaffected by the need to run the grain parallel to the glue applicator roll, we recommend alignment of the sheet grain direction parallel to your most critical scores or potential problem areas such as panel scores.

**Lot Tracking:** Traceability is necessary for quality control and chain-of-custody compliance. LPC/HPx's standard operating procedures include routine recording of data for the paper used in our manufacturing processes, with additional requirements for CoC-specific material.

*Paper is just one of the many components of a completed project that we will explore in this series. If you have questions, comments or suggestions regarding this or future segments in the series, please do not hesitate to contact your customer representative today. LPC and HPx are committed to the success of your operation, and we are ready to work alongside you, your team, and your network of vendor experts to help you achieve that success. Look for more information from Brian in the coming issues.*

# Is THAT The Price?

by Robert Heithaus, LPC



With the supply chain in the spotlight, new strategies for a competitive advantage are emerging, and price is at the forefront.

Both LPC and HPx have been in the print business for more than 120 years, each maintaining multiple supplier relationships in prime purchased materials.

Supply chain matters to most of us today. In the past, it was assumed that raw materials, transportation, and staffing would always be business as usual. However, since the COVID-19 crisis, and the conflict in Ukraine, the economic environment continues to be unsettled. The only constant is volatility.

As you know, all manufacturers, including us, must contend with rising costs and lack of materials, labor, and transportation. The first step to help mitigate long-term disruption is to understand the supply chain and buying cycle for manufacturers.

In the past, we typically worked with traditional price agreements and end-user pricing was determined by the percentage of raw materials used to produce the product. Price adjustments were tied to raw material contracts, which tied back into the industry index. Maybe one to three times per year, slight price variations were announced and price hikes slowly made their way down the supply chain to the end users.

Both LPC and HPx have been in the print business for more than 120 years, each maintaining multiple supplier relationships in prime purchased materials. So, we were confident that we could push through the current economic climate. But then came short supply coupled with inflation. At no other time in our histories did we experience the complexities, vulnerabilities, inflated costs, and disruptions that we are experiencing today.

But it's not all doom and gloom. We have suggested remedies to help bring back a better balance of supply and price by carefully weighing value and application against price and waste. Here are three sure-fire ways to help your business and your customers' businesses become more resilient and achieve supply-chain stability today and in the future:

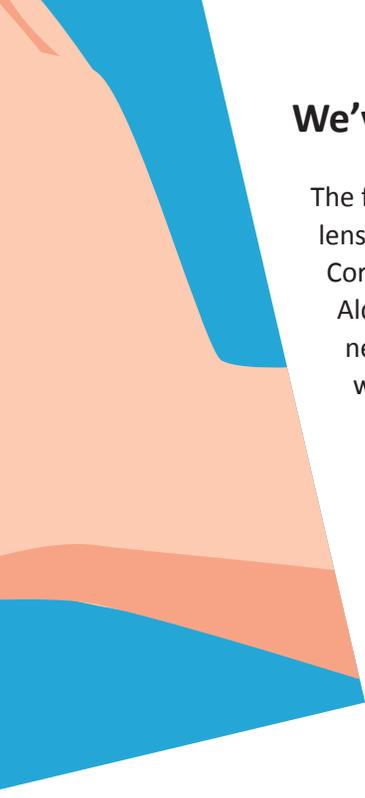
- 1 Plan well in advance.** Traditionally, we were trained to plan our paper purchases just a few months ahead of time. Today we need to look at what our paper needs might be for the entire year. Talk with clients now to forecast and plan annual volumes, not quarterly needs.
- 2 Keep an open mind.** If your exact paper size is not available, consider purchasing what is available. Although it might not be what you purchased in the past, other options could save you money without sacrificing quality.
- 3 Explore alternative grades and weights of materials.** Be open to discussions and suggestions from your consultants in the field.





# SELFIES

by Reed Young



## We've been taking selfies ever since photography was invented.

The first self-portrait was taken in 1839 when a photographer named Robert Cornelius uncovered the lens of his camera and ran into the frame. At the time, photography's rudimentary beginnings forced Cornelius to sit motionless for 10 minutes before he dashed back to cover the lens. In 1966, Buzz Aldrin took the first selfie in space. Earth floated behind him, creating a horizon that people had never seen before. By the 1980s, artist Cindy Sherman, a photographer known for her self-portraits, was exhibiting her work in the world's most prestigious museums and galleries.

It wasn't until 2010, when Apple introduced the first iPhone with a front-facing camera, that self-portraits became ubiquitous in popular culture. In 2013, the Oxford English Dictionary announced that "selfie" was the word of the year. Shortly thereafter, it was reported that more people were killed by mishaps while taking selfies than by shark attacks. In 2017, the last time Huston Patterson distributed this publication, a poll found that selfies made up 30% of the pictures taken by people between 18 and 24 years old. Nowadays, people no longer want autographs from celebrities and politicians — they'd prefer a selfie.

## Taking a decent selfie is easy, but there are a few techniques that can make a great one.



First and foremost, be sure to clean your camera's lens. (You don't need to use anything fancy; I always use my shirt.) The front-facing camera can be found next to the speaker you put to your ear during a phone call. If the lens is clean you'll see a big difference in the photo's colors and contrast, and it won't look like you're viewing yourself through a dirty window. You should do this on the rear camera whenever you take non-selfie images, too.



Avoid harsh lighting. Direct sunlight is rarely flattering, so try finding a shady spot instead. Overhead lights often cast deep shadows under the eyes, (aka "raccoon eyes," as photographers call it). Try turning the overhead lights off and use the natural light coming through a window. If you don't have natural light, try your phone's flash — most front-facing cameras have a flash built into the screen. When using a front-facing flash, you'll most likely need to navigate to your camera's settings and turn the flash from "auto" to "on."

Last but not least, most people take selfies while holding their phones. Try leaning it against something and using the camera's timer instead. I often choose the three-second option because it still allows for some spontaneity and excitement.

The benefits of taking selfies are endless. Selfies are a great way to document your travels, share updates with friends and family, and if you have kids or grandkids, it's proof that you're still culturally relevant.

*In 2013, the Oxford English Dictionary announced that "selfie" was the word of the year. Shortly thereafter, it was reported that more people were killed by mishaps while taking selfies than by shark attacks.*



In this high-stakes  
game, play your  
'Independent Card'

# Opportunity is Knocking!

by



THE INDEPENDENT PACKAGING ASSOCIATION

An on again, off again topic in the news is how regulatory agencies discuss how they work with banks on closing or selling them off. Part of this process is to regularly review banks that are getting too large to the point where they can have a major impact on the country if they fail. This brings to mind the box industry, where “bigger” isn’t always “better.” Many times being bigger makes you less nimble. **Today’s Independent Box Makers Are Very Nimble.**

A point of discussion at any AICC gathering is a market approach that is something Independents can all use: the “Independent Card.” An uncertain economy is like a high-stakes poker game: A lot of money is being bet on a successful outcome. The recent news within our own industry is causing many corrugated users to begin looking beyond the large integrateds for more stable, reliable supply. And where are they turning? To Independents.

So here are some of the points box makers should be making, and box buyers should be considering, about why the Independent box maker is a worthy partner:

- 1. An Independent is locally owned and operated.** One of the founders of AICC, Dick Troll, used to have a saying: “You can’t run a box plant in Biloxi from Wayne, N.J.” This was his reference to what was then the Union Camp Corporation, that centralized management in a job-shop environment like the corrugated box business just doesn’t work well. Each plant serves a unique market with unique needs and requires enduring business relationships to succeed. Headquarters a thousand miles away can’t manage those relationships. Independents, being locally owned and operated, understand, and have a stake in the markets and communities they serve. For this reason, they are a more reliable choice.
- 2. Independents have their reputation and integrity at stake every day. They have skin in the game.** They run their business in a family style, and with family members in the operation. The owner’s or the family’s name is on the building and probably has been for a couple of generations. Even if the company doesn’t bear the owner’s family name, it does carry the owner’s reputation, integrity, and longevity. Can large, publicly traded companies say the same?
- 3. Independents provide service.** Independents point out with pride that if a customer needs it tomorrow, they will do whatever is possible to make it happen. Independents also run items that larger companies wouldn’t touch because it doesn’t “trim the corrugator” or isn’t the requisite square footage. That’s a major selling point in any market and in any economy.
- 4. Independents are all a part of an Independent “network.”** One thing Independents can do is exercise their ability to collaborate with each other across the country to serve customers with multiple plants or assembly facilities. AICC members have a special advantage here because the organization provides the means and the tools to get to know multiple Independents in multiple regions along with their capabilities. This allows the Independent to “play” larger without losing the advantages of being Independent.

These days, coming out of the pandemic, customers, who are nervous about the ability of their principal suppliers to have their best interests at front of mind, should look no further than their local Independent box maker. And Independents need to remind them of this as often as they can.

In today’s economy, with consolidation, mergers, and economic uncertainty, customers don’t want to gamble on the reliability of their supply or on the creativity of their design partner.

**In this high-stakes game, the Independent Card could be your winning hand!**



# Recycled and Virgin Fiber

Equally Important in the Circular Economy

by  **Metsä**



In the packaging industry today, there are decision makers who have been taught from an early age that using recycled paper is the only sustainable option for paperboard packaging materials. Companies broadcast their commitment to the environment by setting packaging material goals that include reducing the amount of packaging materials used for their products, as well as targeting a percentage of post-consumer waste in their fiber-based packaging. The recycled paperboard market has done an excellent job in educating the brand owner, the converter, and the customer on the many benefits of reusing paperboard fiber in the packaging life cycle. As proof, in both the EU and the US, paper and paperboard packaging recycling rates are over 80%, far outstripping those of other packaging materials.

***So, if recycled paperboard is considered environmentally friendly, what about paperboard made from virgin fiber? Is fresh fiber paperboard less environmentally friendly because it's created by cutting down trees?***

The answers to these questions reveal several misunderstandings in the paperboard and packaging industry. Wood and wood fiber, responsibly harvested from sustainably managed forests, are one of the only industrial-scale, 100% renewable products in the world today. Therefore, it is very important to understand where the fiber originates to ensure compliance with agreed upon or targeted sustainability initiatives. Recycled paperboard, while sustainable in that it contributes to the circular economy, may contain pulp from unsustainable sources.

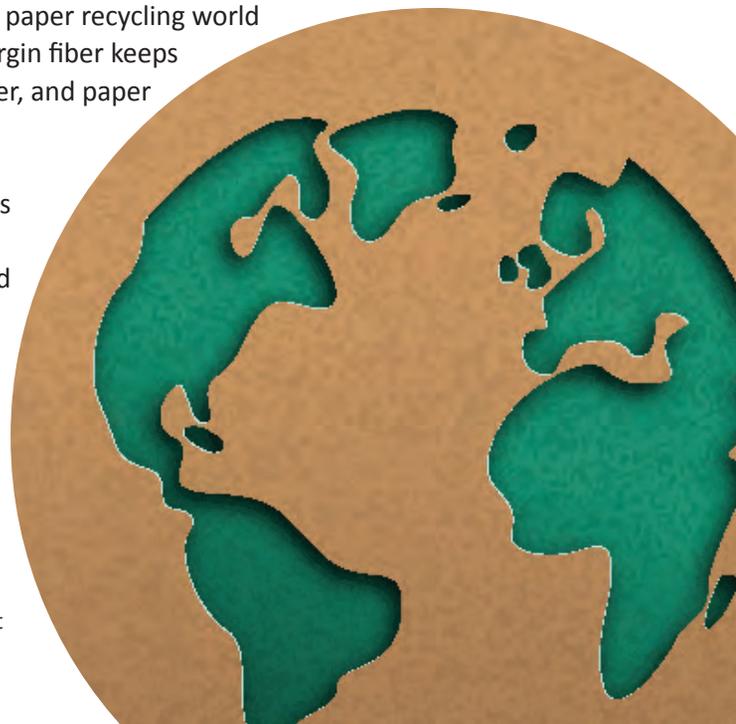
When paper fibers are recycled, they become more and more depleted in strength with every trip through the recycling loop, increasing the amount of fiber necessary to create packaging that meets strength and stiffness specifications. Once fibers are recycled 5-7 times, they are typically not strong enough to be utilized in paperboard manufacturing.

On the other hand, virgin fiber paperboards:

- Are naturally much stronger and can maintain documented, certified origins.
- Are tailored towards specific end uses, some of which require properties that recycled fiber often cannot match at the same rate, such as high brightness and good printability.
- Use fibers that are more integral, meaning less fiber is required to create packages of equal or better strength as compared to packages made with recycled fibers.

Ironically, recycled paperboards depend on the presence of virgin fiber in the recycled pulp stream to replenish structurally depleted recycled pulp and compensate for papers and boards that are not returned to circulation, whether due to poor sorting of recycling or contamination. This loss of fibers from the recycling loop is unavoidable – not everything can be recycled. According to the **TWO SIDES** initiative, Europe, the paper recycling world leader, has already reached its practical maximum recycling rate. Virgin fiber keeps the recycling loop going. Without it, there would be no recycled fiber, and paper product availability would wane.

Both recycled and virgin fiber paperboards are excellent alternatives to plastics and other unsustainable packaging materials. They both promote and perpetuate a circular economy – working together and relying upon one another. If we, as a society, insist on the sustainable management and harvesting of our forests, implement broad and effective recycling programs, and use the correct packaging materials for the appropriate applications, our world will never run out of sustainable paperboard packaging or the trees from which they are derived.



# Support Well-Being With Mindfulness-Awareness Practice

by Anne Markham Bailey

## How Are You?

Sometimes we struggle to live into the happiness that we expect of our lives, to feel a fullness of joy and gratitude. We work hard, plan carefully, and still we encounter challenges and difficulty. We experience anxiety, stress, and depression. One of the tools that I engage to support well-being in myself and my students is mindfulness-awareness practice. Mindfulness-awareness practice offers evidence-based benefits for physical, social, and mental well-being, and the possible ways to engage are many.

## I'm Fine. Really?

Too many times I say that I'm just fine, when I know that I'm not. For over twelve years I built a lean digital print company, Markham Bailey Image & Print, that specialized in POP products for the coffee industry. In January 2020, I decided to sell the business in order to pursue my career as a writer, Forest Therapy guide, and mindfulness-awareness educator. COVID arrived two months later, and accelerated my plans. Today I am building a new business, and I experience the stress, confusion and self-doubt that shares the stage with my passion. I want to discard my habit of saying that I'm doing well when I'm not. When appropriate, I want to share the truth of my experience with my family, friends, and associates, and encourage others to do the same. Mindfulness-awareness practice helps me to notice this mental rut, a pattern of not wanting to be seen as weak.

## What Are Mental Ruts?

Mindfulness-awareness includes meditation practice, which is one of the ways to practice training the mind. Our untrained human minds develop mental ruts — the patterns of repetitive thoughts and negative feelings that cause us difficulty and can diminish our power and possibility as beings. Through meditation practice, we train the mind to settle. We learn to direct our attention according to our intention. Over time, we can develop more mental flexibility, a healthy sense of perspective, and increase our power of being. Meditation is a repetitive process that is accessible to all, much like physical exercise for the mind.



**“I want to discard my habit of saying that I’m doing well when I’m not.”**

## The Benefits of Awareness

When we learn to train the mind, we are able to open into our awareness. We can move our attention into the senses and the physical world. We engage in this moment. This means allowing our body to utilize all of its gifts: to be a body breathing, a body smelling, tasting, listening, walking, and so on. When we do this, we connect, relax, and gain insight into our lives. We develop a deeper understanding of being alive on this planet. Mindfulness-awareness is natural for humans, and through implementing mindfulness skills and habits into our lives, we can feel an immense difference in how we live.



## Ways To Practice

Mindfulness-awareness can be explored in ways that support each person's life, learning style, and preferences. Some may prefer to explore mindfulness in walking or eating. For others, deep listening or working with breath may be preferable. On a recent Forest Therapy session, I engaged with a group in mindfulness of scent. We smelled emergent flowers and noted the nuance in the bouquet. During this time, I guided the group to slow down and to inhale deeply. I saw that the participants began to notice and describe the subtlety of color and texture. As they did so, their connection to this daily landscape opened—expanding into deep happiness and appreciation.

## Start Today

I encourage you to connect to your being and to maximize the power of your mind. Notice the details of your life by slowing down and opening your senses. Start today. The benefits await.

Anne Markham Bailey is a freelance writer, Forest Therapy guide, author, and podcaster. She is the author of *The Practice of Being*, an awareness practice guide. She develops and offers dynamic awareness training programs for individuals and groups.

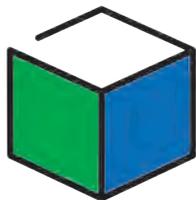
She was in the printing industry for 30 years, owning two print companies. For more information, go to [www.annemarkhambailey.com](http://www.annemarkhambailey.com).





# RENEWABLE, RECYCLABLE PAPERBOARD

From the



PAPERBOARD®  
PACKAGING  
COUNCIL

Unlike many of the resources we extract from the earth, paperboard is inherently renewable and recyclable. We can't grow new gold to replace what we've mined, nor can we extract additional oil once we've exhausted a well. Yet sourcing paper from managed tree farms and recycling paperboard packaging creates a virtually endless supply of paperboard, the production and consumption of which has a minimal environmental impact and promotes a sustainable world.

## RENEWABLE

Did you know that the trees used to make paper are crops, just like apples or corn? This may sound strange, as many of us are familiar with the myth that forests are destroyed when we use paper. But here are the facts: Virtually all virgin paperboard consumed in the United States today originates from certified tree farms where trees are planted, harvested, and replanted specifically to be used in packaging, paper, and other consumables. The milling of paper actually increases the number of trees on our planet; for

every tree harvested from a managed tree farm, five more are planted, adding 1.7 million trees every day! (AF&PA).

Trees are also the most powerful concentrators of carbon on Earth. In fact, one acre of forest absorbs six tons of carbon dioxide and emits four tons of oxygen (U.S. Dept. of Agriculture). So, in addition to providing us with paperboard packaging, managed forests absorb carbon and help our ecosystem remain in balance.

### RECYCLABLE

When we throw something away, it does not magically cease to exist because we can no longer see it. For decades, this “out of sight, out of mind” mentality has sent tons of potentially reusable materials to landfills. But as we have become more cognizant of our impact on the environment, expansive recycling programs throughout the United States and Canada have diverted paper from landfills.

In fact, today 96% of the U.S. population has access to curbside or drop-off paper recycling programs (AF&PA), and paper-based packaging accounts for 71.3% of the nearly 27 million tons of packaging materials recovered for recycling (U.S. EPA). Paperboard is simply the most easily recyclable packaging substrate in the marketplace. Whereas paperboard is inherently recyclable, there are seven major grades of plastic, some of which are difficult to recycle and most of which cannot be intermixed.

There is no question that recyclable, renewable paperboard is finding its way back into the hands of consumers at an explosive rate. Today, more than half of the products on supermarket shelves are packaged in recycled paperboard (Pulp & Paper Factbook). Indeed, paperboard has proven itself to be the reusable, recyclable substrate for today’s environmentally-conscious consumer.

### SUSTAINABLE

Sustainable practices, as defined by the United Nations, are those that “meet present needs without compromis-

ing the ability of future generations to meet their (own) needs.” Since paperboard is renewable and recyclable, when we produce paperboard packaging or purchase products packaged in paperboard, we are participating in sustainable practices that will not impinge upon future generations’ potential to prosper. Indeed, when we choose paperboard, we do more than simply meet our own needs; we take a step forward in creating a beautiful, sustainable world that our children and grandchildren will be grateful to inherit.



LEWISBURG PRINTING COMPANY  
402 EAST COMMERCE  
LEWISBURG, TN 37091



**Sigma Graphics** is a full-service commercial printer specializing in sheetfed offset printing near Chicago, IL and ships products throughout the US, Mexico, and Canada. Our success is based on the Kowa family's sound business principles handed down through the generations, now led by third generation family member, Tonya Kowa-Morelli. Our emphasis is on personal service, consultation, and long-term relationships that produce a high rate of client satisfaction.

We are proud of our manufacturing capabilities and printing flexibility and are self-sufficient from prepress through bindery, single to full color with a focus on commercial work, specialty calendars and small format packaging.



**Hawk Converting**, founded in 2011, Hawk Converting specializes in the manufacturing and distribution of a wide variety of custom paper products from mill direct rolls, client programs and private label services. We offer quick turns and competitive costs. Our campus is just over 25 acres, with two production warehouses for just over 125,000 square feet, plus a separate building for pallet production.



**LPC TX Visual**, near Dallas, is a digital printing operation with both wide format and small format presses. Our bindery services include die cutters, routers, cutters, stitchers, folders, gluers, and tape machines.

Our market is widespread, including big box retailers, manufacturers, urgent care centers, real estate companies, collision repair centers, restaurants, beverage distributors, advertising agencies, etc.



**Huston Patterson's** longevity and success are rooted in our attention to client needs, providing clients with unparalleled performance through both craftsmanship and technology. We provide top sheet, litho label, packaging, and point-of-purchase products to the corrugated industry.

HPx began as Herald & Review Printing and Stationary in 1895, a commercial printing division of the Decatur Herald & Review newspaper in Decatur, IL. In 2014, Tonya Kowa-Morelli was named President and under her guidance has grown Huston Patterson 35%.

**LEWISBURG PRINTING COMPANY** **Lewisburg Printing**  
— EST. 1898 — manufactures

specialty printed materials and packaging for a broad range of markets. Our investment, dedication and expertise are what sets us apart. The LPC family, with Thomas Hale Hawkins, IV and CEO, as our fourth-generation leader, leverages our comprehensive production capabilities, including seven large and small format lithographic, in-house sheeting, folding cartons, sales consultancy, pre-press finishing, global materials distribution, and warehouse services to best serve each client's unique needs. With equal parts art and science, the craft of printing is truly in our DNA. We are G7 master printer, ranking 56th best printer in all North America.

In 2021, a partnership was formed with Radial Equity to launch each organization into the next phase of growth.

For more information, please visit:

[www.lpcink.com/news/lpc-announces-new-partnership-with-radial-equity-partners](http://www.lpcink.com/news/lpc-announces-new-partnership-with-radial-equity-partners)