Printing Industries Alliance is the trade association representing printing and print related businesses in New York State. We are writing to request that companies within our industry be granted an exemption from the workforce reduction requirements contained in Governor Cuomo’s recent Executive Order.

As an industry, we are appreciative and supportive of Governor Cuomo’s leadership in managing this unprecedented situation. I can tell you from talking to members over the past several days that, without exception, companies are implementing a variety of recommended solutions to lessen exposure to the virus. These measures include, going to 2 or 3 shift operations from 1 shift to lessen the concentration of employees at any given time, instituting work from home arrangements where feasible, moving equipment so staff is further apart, extensive cleaning between shifts, and of course the least desirable action, layoffs.

While these actions are being taken, printing remains a manufacturing industry and a certain level of staffing is necessary to produce product. Printing is an “essential industry” and a major component in the United States economy. In addition to being a major economic contributor, printing firms are performing activities that are critical to the effort to end the coronavirus pandemic. The following are real time activities that our members are engaged in, right now:

* Printing of packaging (labels, cartons, instructions) for pharmaceuticals, food, beverages, etc.
* Mailing of notices, instructions, information as an integrated operation of printing
* Printing communications including newspapers, newsletters, bulletins etc. which provide information and guidance on coronavirus.
* Printing of Health and Safety information for a variety of NYS agencies
* Printing to support the distribution of banking, insurance, and financial information
* Printing in support of elections and civic undertakings
* Printing to support businesses who are required to inform clients of certain actions in a limited time frame
* Printing of signage to alert the public to important announcements and changes
* Printing to support the marketing efforts of struggling companies as well as advising consumers where products can be obtained.
* Support documents for medical and dental practices
* Printing of cancellation notices for non-profits and other organizations
* Printing of COVID information pertaining to farm employment
* Printing of mailings to Medicare recipients
* Printing of material for the United States Government Printing Office

We cannot stress enough the importance of maintaining print and mail as essential to keeping citizens safe and fighting this pandemic. This is especially true for the elderly who are the most vulnerable to coronavirus, are being warned about traveling outside their home, who generally do not have regular internet access, and need timely and accurate information.

Thank you for your consideration of our request. I am pleased to answer any questions you may have.