

March 23, 2020

Governor Baker, PRINT IS a Life Sustaining Industry – Amend the Mandate Immediately!

Print is the invisible backbone of every industry. Without Print, key essentials to life such as clear and concise communication regarding food packaging & pharmaceuticals, labels and tags for medical supplies, signage, etc. will come to a screeching halt. Many lifesaving and life supporting goods will be prevented from reaching end users who need these items, to not only combat COVID-19 on the front lines but for the majority of the population to remain healthy and/or recover as well. Print remains an essential link in the manufacturing industry and a certain level of printing is CRITICAL in supporting those industries typically classified as “Life Sustaining”.

In response to the announcement regarding “More Aggressive Restrictions in MA” Goodway Group of Massachusetts and the PRINT industry as a whole, implore Governor Charlie Baker to INCLUDE all Print and Print Support Services as Life Sustaining businesses and EXEMPT from the MA statewide business shutdown.

Printing firms perform activities that are crucial to the efforts to end the Coronavirus pandemic. The following are real time activities that our MA printers are engaged in, right now:

- Printing of packaging (labels, cartons, instructions) for pharmaceuticals, mini-folds, prescription pads, etc.
- Printing and production of Food packaging – labels, tags, 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 PA 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

The list of the impact that Print makes can go on and on. If you stop Print by enacting a Cease of Operations for all Non-Life Sustaining operations in MA, you WILL essentially cripple a variety of Life Sustaining and Life Saving industries by eliminating overnight their sources of communication, packaging and support.

Additionally, the devastating economic impact of thousands of MA jobs lost and neighboring competitors being allowed to continue operations will provide opportunities for MA Printers to essentially lose their client base overnight.

We cannot stress enough the importance of maintaining PRINT as essential to keeping citizen’s safe and fighting this pandemic. This is especially true for the elderly who are the most vulnerable to Coronavirus who generally do not have regular internet access, and need timely and accurate information. Print is the backbone of ALL Life supporting industries ...

We are writing to request that companies within our industry be granted an EXEMPTION from ANY cease of operations for Print and Print Support services.

Respectfully,

Michael Jenoski
CEO
Goodway Group of Ma., Inc.