

# PressLines

## How Effective Is Your Printer's Security?

**S**ecurity plays an increasingly important role within every organization today. Here's why: according to Statista, an online statistics portal, 1,244 data breaches occurred in 2018 with 446.5 million records exposed.

### Consequences Can Be Devastating

Public response to these breaches is virtually always negative for businesses. Large, publicly traded companies see their stock prices dip, often for months, and the costs to smaller companies can literally drive them out of business.

### Here's the Rub

Getting your own house in order is challenging enough, but often your security needs extend beyond your walls and into your supply chain. You can do everything right, but a supplier can put your data and physical materials in jeopardy.

In the case of your print partners, there are two main risks: data security and building security. We'll take a deeper look at what security measures you should expect from your printer.

### Data Security

No one wants a data breach. You could expose files related to new product launches, pricing, personal data, mailing lists and other sensitive information that you don't want to circulate through cyberspace. When it comes to financial and health-related transactional data, breaches can result in hefty fines.

One of the important things to look for in data security is not just whether your printer has measures in place, but how well they maintain their security policies, practices and procedures. For example, do they train

new employees on security practices as well as update existing employees on a regular basis?

You'll also want to look more specifically at their practices and procedures. At a minimum, you want to ensure that they have robust, up-to-date anti-virus software and that employees change their logins on a prescribed schedule. Do employees know how to identify suspicious emails or files and is there a procedure for handling them?

It's also not enough to install anti-virus software. Ask your partners how often they perform network penetration testing that should include simulated attacks. Check out their data backup program and find out if they have any alternative procedures for handling files with especially sensitive data. Can they move it to a dedicated closed network, for example?

Finally, if your printer will be processing customer financial or health-related data, you will need written assurance that the provider is fully compliant with the guidelines from the Health Insurance Portability and Accountability Act (HIPAA), the Gramm–Leach–Bliley Act (GLBA), the Federal Information Security Modernization Act (FISMA) or whatever is appropriate for your data. These certifications are conducted by third parties and must be kept up-to-date.

# Secure Printing (continued)

## Building Security

The security of printed materials is important to all marketers, but some print is more sensitive than others and requires a different security level. If that applies to you, then you'll want to be diligent in checking out your printer's building security policies, practices and procedures.

For some types of work, good building security may begin before employees are hired. Find out if new employees are trained in security policies at hire and how often all staff receive training. Do all departments have specific security measures? While there are general policies, practices and procedures that would apply building-wide, departments such as prepress and platemaking, press, bindery and shipping all have different risks and concerns.

## Monitoring the Facility

Companies should have both internal and external cameras to monitor people coming and going as well as all production activities. How often do they test the effectiveness of their security practices to see if any unauthorized person could enter a secure area? And since many printers may perform a mix of higher- and lower-security printing, see if the work areas are divided into high security and normal zones.

Finally, there is the issue of waste disposal, from plates to printed scrap paper. Do the printer's practices and procedures ensure confidentiality?

## Feel Secure at Ripon Printers

Ripon provides the data and building security to meet a wide range of needs. Contact your representative or send an email inquiry to [sales@riponprinters.com](mailto:sales@riponprinters.com) to see if we meet your specific requirements.



### Ripon Data Security

- Employee training on how to handle suspicious emails and files
- Regularly scheduled network penetration testing including simulated threats that test vulnerabilities
- Scheduled changes of employee logins
- Up-to-date anti-virus software
- High sensitivity file processing on a dedicated, closed network
- Onsite and offsite file backup procedures with a daily snapshot of all systems
- Physically destroy all computer hardware used for secure data processing prior to disposal

### Ripon Building Security

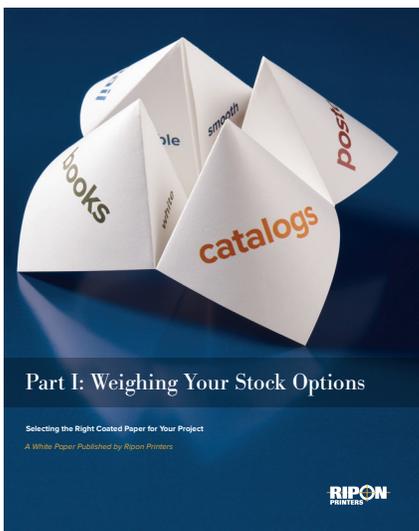
- Train all new staff in security policies, practices and procedures
- Train all staff annually
- Installation of both internal and external surveillance cameras
- Secure policies covering specific practices and procedures for all departments
- High security and normal zones with clear signage applying to all staff, visitors and vendors
- Specific procedures for disposing of all secure job waste materials
- Annual testing of whether a stranger could access secure areas and evaluation of employee procedure adherence

## Choosing the Right Coated Paper Can Be Tricky

There are thousands of paper options and the marketplace is in constant flux. New papers get introduced. Others get discontinued. And that's to say nothing of the complexities involved in choosing a paper with the right finish, brightness, shade, opacity, bulk and longevity for your project.

That's why we created a new two-part, white-paper series, "Weighing Your Stock Options." Part I covers all the ins and outs of selecting the right coated paper for your project, while part two covers uncoated papers. Full of helpful charts, images and tips, you'll find the series a helpful reference no matter what your experience level.

The coated paper edition is ready for immediate distribution. Contact your representative or send an email request to [sales@riponprinters.com](mailto:sales@riponprinters.com) and we'll send you a beautiful four-color copy of the white paper. And be sure to watch for an announcement of the soon-to-be released uncoated edition.



## Growing with Our Customers



Julie Newhouse

Part of our governing strategy at Ripon Printers is to grow with our customers. And we don't mean simply tagging along and reaping the benefits of our customers' success. That's nice when it happens, but our strategic objective is to be proactive in helping clients generate growth.

To be honest, we view this approach as self-preservation for both our clients and ourselves. As much as we all tend to cling to the status quo, that's a dangerous position for businesses to take. Performance drivers change as companies grow and mature. A business-as-usual stance is often a recipe for failure. Continuing to take calculated risks and resisting the comfort of the status quo is the best way to ensure longevity. It helps when you have a true partner sharing the load.

So, how does growing together happen? It occurs by careful listening, collaborating and adding services that customers need to not only compete, but also to gain greater market share. In other words, we consciously strive to take successful, evolving customers and grow their relationship with Ripon through investments that add important value. One way we listen is through our customer survey in which we ask what we can do to create a better experience for you.

Security is a good case in point. While we always maintained a secure environment, clearly there are different levels of data and building security required for specialized markets. As we identified and acquired customers that could benefit from higher security levels, we invested in achieving those standards so we could expand our businesses together. The result has been a win-win as our high-security customers and Ripon continue to grow.

And we continue to audit our performance to the security standards. We recently conducted two physical security tests. In both cases, the employees involved followed all appropriate procedures. The test results provide added confidence in the protection of our customers' confidentiality, our training procedures and the commitment of our employees.

What are the special needs of your market that Ripon could help address? We'd love to know and would welcome an opportunity to discuss your unique market requirements. Our ears are wide open, and we're only a phone call away.

*Julie Newhouse*

### Headquarters

656 S. Douglas Street  
Ripon, WI 54971-0006

(800) 321-3136  
(920) 748-3136

[riponprinters.com](http://riponprinters.com)

### Milwaukee office

16000 W Rogers Drive Suite 200  
New Berlin, WI 53151

### Indianapolis office

755 W Carmel Drive  
Suite 209  
Carmel, IN 46032



PO Box 6, Ripon, WI 54971

Address Service Requested

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U.S. POSTAGE  
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RIPON PRINTERS

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# INTERNATIONAL PRINT

#IPD19 DAY 2019  
OCTOBER 23

We invite you to join us in celebrating International Print Day (#IPD19) on October 23, 2019. Now in its sixth year, the event's mission is to provide education and information to the global print and integrated marketing community through 24-hour open knowledge sharing. This unifying annual event was created by the print community for the print community and uses social media to deliver the content.

Ripon Printers will once again participate in International Print Day through a variety of activities. Most notably, we've planned a special IPD19 issue of *PressLines* for this summer that will feature ways for you to get involved along with a stunning poster illustrating the unique qualities of print.

Help us remind everyone not in the industry that print is everywhere, even in your social media timelines, and that cool, effective print materials are being created by talented professionals each day. So, please share the love and watch for the upcoming special IPD19 edition of *PressLines*.