



## SPECIAL ANNOUNCEMENT FROM MICHAEL MAKIN

### COVID-19 Special Update: Print Added as Essential Workplace

#### VICTORY! Printers Added to CISA Essential Workforce Guidance

Following a major advocacy effort by PIA, the [U.S. Department of Homeland Security's Cyber Security and Infrastructure Agency \(CISA\) released guidance](#) on April 17 officially listing printers and packagers as part of the nation's essential critical infrastructure workforce. Specific mention of printed material, packaging material, specialty signage, and references to print media in relation to communications, election services, and postal/shipping services are also contained in the guidance. Earlier versions of the CISA guidance implied printing and packaging companies were essential as part of critical manufacturing supply chains, but absent an explicit definition, PIA member companies have faced confusion or work stoppages as individual states and municipalities issued a patchwork of stay-at-home orders. In several cases, print was excluded by certain states, and the industry was forced to petition governors to amend the original order. This process has created havoc for the industry, its employees, and customers.

#### Importance of the New CISA Guidance

Over 40 states and numerous localities have enacted stay-at-home orders, many of which direct closures of non-essential businesses. While CISA's guidance is not law nor a binding government regulation, it serves as an important benchmark by providing a standard definition of essential workers and encourages adoption by governors, county officials, and mayors. CISA estimates that approximately 75 percent of states have adopted its guidelines to create a more harmonious approach to determining which types of businesses remain open.

This clarification will help keep print production providing support to multiple critical infrastructure sectors. Many states are extending stay-at-home orders through May or June. Localities have enacted stay-at-home orders in conflict with their own states. Additionally, President Trump has called for a gradually phased-in, state-by-state reopening. All of these moving parts makes having clear CISA guidance on essential workers even more vital. This guidance is also helpful as it sets a precedent for any future declarations by CISA in times of national emergency.

"From the onset of this pandemic, PIA's member companies have sought to strike a delicate balance between remaining operational to support other critical infrastructure sectors while protecting public health and ensuring workplace safety," said Michael Makin, President & CEO of Printing Industries of America. "The CISA guidance will help ensure that the 700,000 print and packaging workers in supply chains supporting critical manufacturing sectors can remain an essential part of the American workforce."

"On behalf of PIA, the leading trade association representing the printing, packaging, mailing, and graphic communications industries, I would like to thank CISA for its extensive stakeholder outreach and collaboration during this unprecedented and tense time," said Makin. **"America relies on print in times of national emergency, and print will proudly support our nation's infrastructure and economy as we look hopefully toward recovery."**

**Stay safe, stay vigilant, and stay positive.**