

PUBLISHERS'

NEWSLETTER

SPRING 2022

SUPPLY CHAIN CHALLENGES



**EMPLOYEE-OWNER
DAYS**

**ONE HUNDRED
YEARS OF
HISTORY**

INTRODUCTION

Ryan Hildebrand, Canadian Sales Manager

Over this past winter, it seems as if book orders and the volume of snow have followed the same trends. Both keep coming in waves and are setting records that we have not seen for many years.

Check out some comparison photos below of the snow we have here in Manitoba. One caption is what Doug Symington's yard looked like on March 11, 2021 and the other is what it looks like today, March 11, 2022. You can see from the picture of Deb Symington in one of the photos just how much snow Doug has in his backyard. I don't expect they will need to water their garden for many months.



Here's an interesting fact about our plant: We do not heat our plant during the winter months, even with all this cold and snow. The only time we need to heat our plant is during the time over Christmas and New Year's when our equipment is quiet as we clean and perform maintenance on some equipment.

Even after a record-setting 2021, we continue to see large quantities of orders coming in, just like the drifts of snow outside. At this time last year, we had approximately 1,800 jobs on our production list. This number includes both jobs with files in and being produced, and jobs not in but on our list to hold a production spot that year. Currently, our production list has ballooned to over 3,300 jobs.

With that in mind, the following bits of information may come as no surprise. As many of you know, we are dealing with some unprecedented times.

- Scarcity of paper supply
- Allocation of existing supply
- Stresses on inbound and outbound freight
- Constant and ongoing price changes

As such, we need earlier commitments from our customers in the best hope of making your projects on time and with materials requested. We have sent this message in many forms, and are also adding this message at the top of every quote letter.

We are facing unprecedented times in the paper market today; flexibility is not a possibility as it was previously. Scarcity of supply, price changes, and trucking issues have all compelled us to order further and further in advance. In order for you to have the highest likelihood of your project making its delivery date, we require confirmation of your order 20 weeks in advance of delivery date. While this will not guarantee paper availability and pricing, it gives us the best shot at completing your project on time and as requested. If you have any questions, please reach out to your account manager or General Sales Manager Doug Symington dougs@friesens.com, 204-319-8127.

Your cooperation and continued support are greatly appreciated.

There are several additional articles enclosed that share more details on this subject. We promise to be open and transparent with the information we are hearing to best provide you with the details you need regarding supply chain and potential impacts on your book projects. Just like our corporate theme from last year says ... we are stronger together.



BOOK DIVISION UPDATE

Byron Loeppky, Senior Vice-President of Books

The daylight hours are getting longer, the days are getting warmer, the winter of perpetual snow and blizzards is nearing its end. We will begin our preparations for spring flooding, but are grateful for the warming weather. Please note that our plant is located outside the flood zone, and we have alternate routes to Winnipeg in case the main highway to Winnipeg floods.

The potential of a flood this spring has been matched by a flood of orders in 2022. Historically, we watch our forecasts for eight to twelve weeks out to ensure we understand our forward loading. Two years ago, we changed our scheduling system to look out a year. We thought that was overkill, but we did it. Last year we had to extend it to eighteen months. We could never have imagined that scenario would be needed, but it is.

Along with unprecedented forward booking is unprecedented date moves due to delays in materials to the plant—primarily paper, board, and cover material. To give some context for this, in all of 2021 we had 361 date moves because of stock moves, which was a historically high number. In 2022, we have already had 352 date moves. Unfortunately, we do not see this challenge coming to an end soon.

The positive momentum in the book market has continued into 2022. While the unit sales of books have not increased as dramatically in 2022 as 2021, the pressure felt on the supply channels has not changed. The year-end numbers for 2021 are in the chart on the right.

Production continues to run at full capacity; however, we are losing some efficiency as raw material delays impact our line-ups.

We know extended schedules are a challenge, and we are doing all we can to maximize the amount of work we can accept and get out on schedule. Last year we worked seventy-six thousand hours of overtime in production. While our schedules have been longer than we (or you) would prefer, we are continuing to focus on delivering your books in the timeframe to which we have committed.

The impact of COVID-19 on our team at Friesens has been more significant to start this year than at any point in the pandemic. Despite the efforts around new cleaning protocols, mask usage, fogging, sanitizing stations, physical barriers, and vaccinations, the delta and omicron variants had us battling a significant number of staff shortages. Fortunately, as we head into March, the numbers are dropping and the improving numbers in the province have led to a lightening of government restrictions in March, and by March 15 we will be a mask-optional facility.

Forward loading is very heavy in 2022, and we are already starting to have strategy discussions around bookings into 2023. More information will be coming on that in the coming months.

We could not accomplish what we do without our wonderful staff, who have been flexible, committed, and conscientious. We are incredibly grateful for the fantastic team we have both in the plant and representing us in the field.

On behalf of all the employee-owners at Friesens, and specifically the ones from the Book Division, I pass along my sincere appreciation for your partnership and entrusting us with your work. We would not be in business without you. We look forward to a busy but bumpy 2022.

UNIT SALES OF PRINT BOOKS, 2020–2021 (in thousands)			
	2020	2021	CHANGE
Total	757,939	825,745	8.9%
Category			
Adult Nonfiction	308,823	322,564	4.4%
Adult Fiction	138,840	174,190	25.5%
Juvenile Nonfiction	77,865	75,059	-6.2%
Juvenile Fiction	184,178	201,868	9.6%
Young Adult Fiction	23,691	30,974	30.7%
Young Adult Nonfiction	3,985	4,316	8.3%
Format			
Hardcover	226,369	249,788	10.3%
Trade Paperback	418,260	457,218	9.3%
Mass Market Paperback	39,420	38,215	-3.1%
Board Books	43,996	49,820	13.2%

SOURCE: NPD BOOKSCAN

Progress on Capital Plans

2022 will be the year that Friesens acquires its first inkjet press. We have purchased an HP T250HD press with brilliant ink. This press is a 4/4 press that can run colour or black work, use coated or uncoated paper, and has a 20.5-inch wide roll stand. The press is expected to arrive in August or September.



We are also pleased to announce that we have purchased a finishing system from Muller Martini that will convert the rolls from our inkjet press into a glued book block. This machine is called a Sigma line, and will arrive sometime early in 2023.

The purchasing did not stop there. We have also come to an agreement with Muller Martini on an Alegro perfect binder. This perfect binder will have six pockets and a book block feeder. This perfect binder is geared toward digitally printed product, but can help with sheetfed offset work as well. It is expected to arrive in August.



One thing you will notice is that all of our equipment is coming in later in the year than we would like, and this is the result of supply chain challenges from our suppliers. They too are facing some of the same struggles that we are, resulting in much longer lead times than usual.

I hope the message you are hearing from us is our commitment to continued investment in our business. We expect to spend in the neighbourhood of eight million dollars this year. In addition, we anticipate putting deposits on more equipment in the second quarter of 2022, so our 2023 capital purchases will arrive in our facilities in the first quarter of 2023. Watch for upcoming announcements in future *Publishers' Newsletters*.

CORPORATE UPDATE

Chad Friesen, Chief Executive Officer

You Own It—2022

Each year, in addition to our other goals and objectives, we choose a special corporate theme. The company-wide theme is a social goal that is less focused on financial outcomes and more focused on making Friesens an even better company.

Last year's theme was "Stronger Together," focusing on inclusion, connectedness, and appreciation. In 2020, we focused on mental health initiatives.

This year, our company-wide theme is "You Own It." The theme is all about enhancing and celebrating employee-ownership.

The original Friesen family believed that nonfamily members who worked at the company should be able to own stock, since they too were responsible for the company's well-being. As a result, when the company was incorporated in 1950, two nonfamily members purchased some stock. It was the beginning of employee-ownership at Friesens.

Today, Friesens is 100 percent owned by an employee trust, and the beneficiaries of the trust are the people who work within the company. Employees don't buy and sell shares like they did in the past. All a person needs to do to become an owner is to become an employee of Friesens. Employee-owners don't take on any personal financial risk, but are still able to participate in the rewards.

We are one of just a few large employee-owned businesses in Canada. There are many more in the USA and the UK where tax incentives are available to promote the formation of employee-owned companies. Canada does not offer those incentives. Thus, our transition from private ownership to employee-ownership was completely funded by the company.

People sometimes ask how we decide what is shared among employee-owners.

When our company makes a profit, we allocate funds as follows:

- First, we invest back into the business, buying new equipment, technology, buildings, etc.
- Then, we save some cash reserves for the future for things like unexpected investments, etc.
- Finally, if there are any remaining profits, we share the proceeds among the employee-owners.

It's not just about the money, though. Our corporate culture is intimately linked to the values of ownership. We value things like serving others, leading by example, strong work ethic, commitment to customer success, stewardship, and community. All these values align very well with employee-ownership.



Under the theme of "You Own It," we will be doing the following in 2022:

1) Increasing Rewards

We have been fortunate to have made significant investments in equipment and capacity over the last five years. Having made those investments, and with the company in a strong financial position, we are increasing our investment in employee-owners. This year, the typical owner will receive the equivalent to over \$4–\$5/hour in employee-ownership benefits.

2) Earlier Ownership

We are welcoming new employees into ownership earlier. In the past, employees had to wait several years before enjoying ownership benefits. In today's competitive job market, we need new employees to participate in ownership as soon as possible. Once someone starts to experience the value of ownership, the likelihood that they will enjoy a long career at Friesens increases.

3) Promoting Ownership

Our company could perhaps be accused of being a little "understated." This is influenced somewhat by the Mennonite culture in our region. However, we know that our employee-ownership culture is a differentiator for our company in many ways. Therefore, we will be making some noise about employee-ownership in our communities, to prospective employees, and to the world. Our story is a special one, and we intend to tell it more often.

None of this is possible without the support of our customers. You, as a customer of Friesens, are responsible for the success and well-being of the employee-owners of this business. For that we are grateful!

Thank you,

SUPPLY CHAIN CHALLENGES

Doug Symington, General Sales Manager

Many customers have been asking: What is happening in the market? Why do I need to confirm specs on my jobs so early? The answer is: Continued turmoil in the supply chain.

The supply chain challenge is leading to delays in getting board, paper, cover stock, and assorted other materials here when we need it. As a result, ship dates move. While many delays are because of material shortages, other challenges include lack of enough trucks to haul the material, truck driver shortages, blockades, and storms. As one issue gets solved, another challenge arises. More details on the paper market is included in this newsletter from Andrew Fennell, who manages our purchasing team.

Here is an example of today's circumstances compared to our history. In any given year, we would move fewer than one hundred jobs because of raw material delays. Last year was the worst we experienced (we believe) with 361 date moves by year-end. This year, we already have 352 ship date moves due to materials being delayed. The purchasing team has been outstanding at creatively finding alternate solutions where possible. However, when you don't have all the ingredients, you can't make the cake.

We don't see this challenge ending soon, but rest assured those involved are making a focused effort to deal with the delays and minimize the impact it has for our customers. If you would like more information, don't hesitate to reach out to your account manager or the sales management team.

What can you do?

In the cases where we need your help by confirming specs and orders early, **twenty weeks in advance of your expected delivery date is what we need from you. Early confirmation gives us and you the best chance of getting the materials needed for your job and getting the job to you on time.** The underline of "best chance" is intentional—in today's circumstances it is not a guarantee. So many variables keep changing. Even yesterday, as we were trying to create this document, a potential labour action from CP Intermodal was announced. This may affect paper shipments that were moved from truck to rail to overcome delays caused by the trucking shortage.

This is not a great situation, but we are determined to find solutions where we can, and be straightforward in communicating what is going on.



PAPER, PAPER, PAPER

Andrew Fennell, Vice-President of Finance

Continued Paper Supply Challenges

The entire North American printing industry has certainly been challenged over the last year with regard to paper supply, and the challenges have become even more acute in the last two months. The industry news services are full of articles explaining and analyzing the shortages:

- *Paper shortage impacting local newspapers*
- *The Paper Shortage—USA Printing Online*
- *Where has all the paper gone?*
- *Paper Shortage Continues Throughout Printing Industry*
- *Paper shortage—the latest disruptions in supply*
- *The Paper Shortage and Its Impact on Marketing Communications*

As I wrote in October 2021, paper supply is truly limited. The last few years of mill and machine closures have created a serious imbalance between supply and demand, resulting in inventory depletion, paper delays, and shortages, and has sparked many price increases. This has been exacerbated by trucking and shipping issues ... finding trucks to move paper at reasonable rates is impossible, and even at much higher than normal rates, it is very difficult.

From Quad's recent Paper Market

Update:

The industry continues to experience an international shortage in all grades of printing paper. Paper prices remain high due to closed mills, transportation costs and other factors.

Paper and print customers should also note that producers will increase prices for all grades of printing paper across the board. These will take effect at various times, depending on the producer, between now and the beginning of April, and will include all coated and uncoated paper.

Widespread labor shortages due to illness and quarantine continue to keep rates high in the Truckload market. This has affected all modes of transportation, especially with lost, slow and late deliveries in the LTL space.

Going Forward

When will this all end? That's what everyone wants to know! A couple of months ago, I was hopeful that there would be a better demand-supply balance at the end of Q2 2022, but I'm now (unfortunately) predicting that we won't see relief or the beginnings of some stability until well into Q3.

As always, we will do our best to secure the paper that our customers need for their projects. We will endeavour to find good solutions when paper is unavailable, and that includes providing alternatives when possible.





PRICE INCREASE FACTORS FOR COATED PAPERS

As we continue to experience cost increases related to many if not all materials, we want to share some insight and information we received from one of our key partners, Veritiv. Veritiv supplies us with a significant volume of our coated paper.

The following is an excerpt from an outline they provided early this month:

Coated Freesheet Paper Availability

- Coated freesheet papers are in strong demand and operating rates remain near or above 100 percent.
- For many years, mills have been reducing capacity due to lack of demand, or to convert the equipment to other growing forest products industries such as packaging.
- During the height of the pandemic and the unknown recovery of paper demand, more coated freesheet capacity was removed.
- North America relies on imported coated freesheet papers to help balance supply and demand. As a result of the soaring supply chain costs and limited availability, importers have been forced to reduce volumes.
- Reduced import volumes put more pressure on the already constrained domestic manufacturers where inventories are depleted or running low.
- Currently, North American mill inventories are at record lows, while the import supply chain remains very challenged and raw material and logistics costs continue to increase.

Transportation and Labour

- Freight rates continue to climb while the driver shortage remains. Both of these can be contributed to border crossing blockages, COVID-19 related protocols, rising costs of diesel, and increased demand for truck availability.
- Ocean container rates destined for North America have skyrocketed (over 500 percent vs. pre-COVID-19 levels), while availability has been reduced by 60 percent. This is due in part because of supply and demand, increased consumer spending on goods, and port delays due to COVID-19 protocols.
- North America has been experiencing widespread labour shortages due to many factors. This has impacted nearly all industries and is contributing to further delays in the supply chain.

To keep up with demands, we have increased our inventories as much as possible. However, there are limitations due to mills being on allocation and limiting the quantity printers can buy.

We hope this information helps shed some light on the paper situation and explains some of the reasons for price instability.

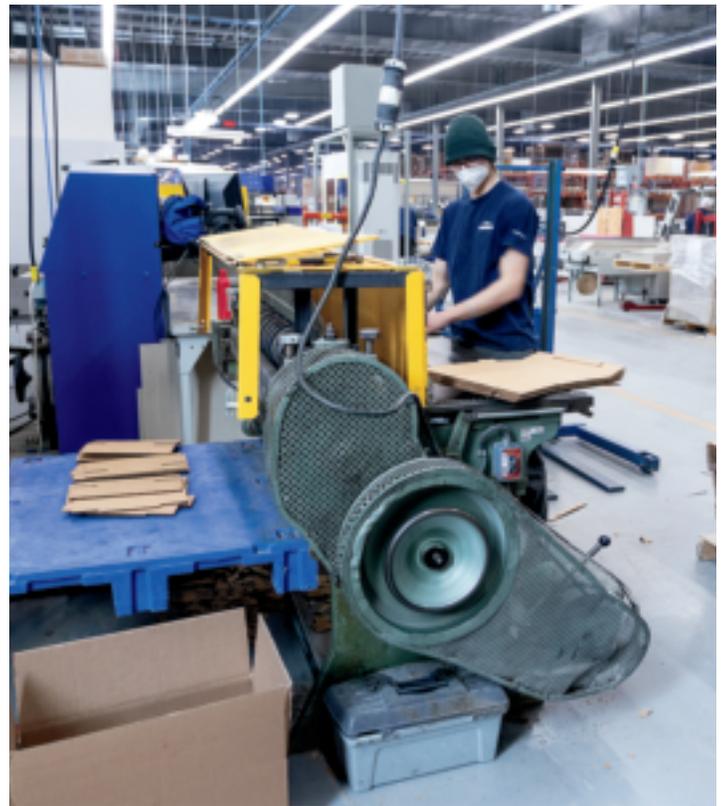
SUSTAINABILITY STORY—TURNING OBSOLETE CARTONS INTO SOMETHING USEFUL

Mark Friesen, IP Operations Manager

What happens to cartons ordered for boxing books that are the wrong size, or, for that matter, what happens to the extra cartons leftover from a job?

The fact is that ordering cartons is not an exact science, and it is difficult to get it right every time. There are many variables that can contribute to a carton being the wrong size for a job. From a slight variation in paper thickness that can change the height of a stack of books (up to an inch or more), to something going wrong during the manufacturing process of the books, causing us to produce fewer books and therefore leaving us with leftover cartons.

Until now, our practices were to store the cartons (taking up a lot of space) and hope to use them for another job in the future, to send them to the recycling depot for use in making more corrugated cardboard, or to sell them to a buyer who pays us pennies for each carton. At the end of 2021 we had forty skids of obsolete cartons that we needed to get rid of.



As of February, we have found a new way to use our unused cartons. We now have the ability to open the unused carton and cut it down (with existing equipment) to the 7 by 9 packing that we use for filling the empty space in a carton of books. In a one-year period, we use over 3 million pieces of 7 by 9 packing for filling cartons. The ability to cut down unused cartons will put a serious dent in the number of unused cartons that end up in the recycle bins here at Friesens. This is a great solution that our CI team came up with when looking at our sustainability goals for reducing waste, recycling, reusing material, and our goal of “being green.”



SIMPLE SETUP

by Brad Schmidt

When working on a book design, there seems to be an infinite number of details to consider. At times the simplest details turn out to be some of the more difficult ones to settle. One area that I am thinking about is the idea of centring. There are many areas in a book where the position of text is carefully considered and where centring is often used. At first this seems like a trivial item, since every layout program includes an align left, align right, and align centre option. I find that this topic is more nuanced, so we will explore some scenarios. Covers are a great place to start, as there are several factors that turn the simple process of centring into an area of debate.

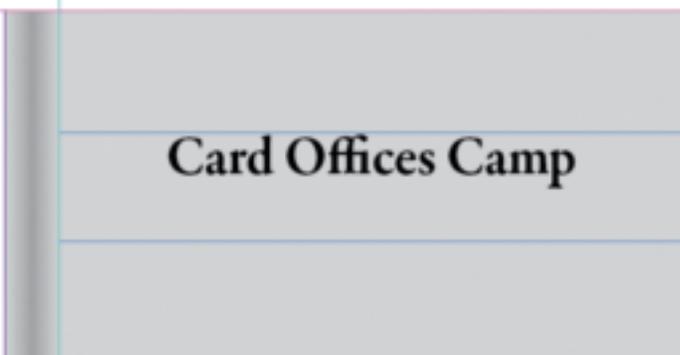
Hardcovers have a unique hinge feature, which turns the simple process of centring into an interesting discussion. The hinge area along the spine is usually around 0.375 inches to 0.5 inches. This hinge area is visible when looking at the front cover, but has the visual distraction of the indentation where the cover bends. The main discussion revolves around whether or not to include the hinge in the centring process.

option I have seen used is a compromise between the two, where half the hinge and the entire panel is used for the centring calculation. I think I have seen every combination used in the various cover designs printed at Friesens.



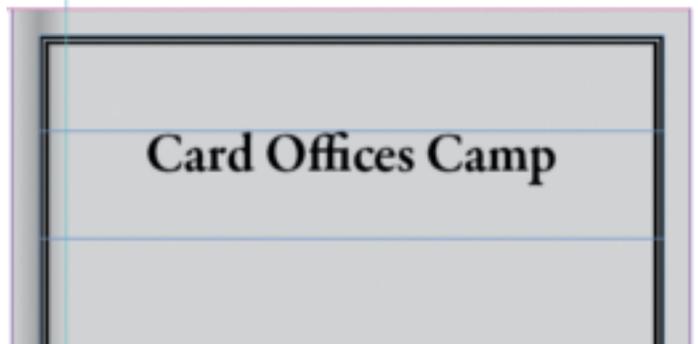
• Title centred on panel and half of hinge

Often the cover treatment or type of hardcover will play a factor in determining which option to employ. When the title of the book is foil stamped on the front cover, we usually centre on the panel only. The background of the cover is often a solid paper colour and the crease of the hinge provides a visual barrier, giving the title a balanced appearance. When the title is very wide and approaches or extends into the hinge area, the visual barrier breaks down. The balance is interrupted and the title again appears off-centre. This could be an opportunity to use the third option. Nudging the title over to the right using half the hinge in the centring calculation is enough to restore balance, while still keeping the title completely on the board.



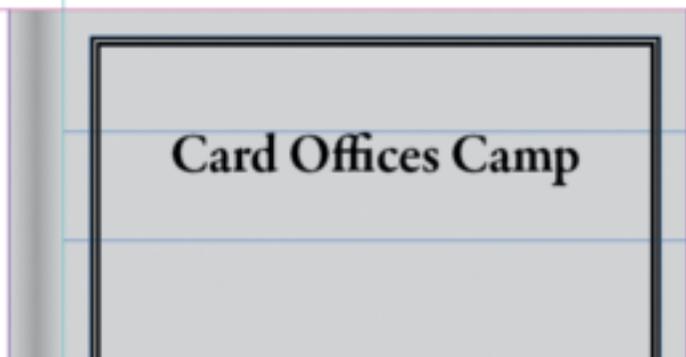
• Title centred on panel only

There are three main ways the cover title can be centred on a hardcover. The first option is to ignore the hinge, focusing solely on the front panel. In this case, only the panel that contains the board is used for centring. The second option is to include the hinge and the entire front panel together as the full area to use for centring. A third



• Title with border centred on hinge and panel

I usually use the first option with a printed cover, including the hinge and panel together. If the cover has a photo background, the title looks off-centre when the hinge is ignored, leaving an extra half inch of image on the left side of the title. This rule comes into question with some cover designs. One example is when a cover has a key line border that maintains an equal margin on all sides. When a key line is 0.25 inches from the edge, it will dip into the hinge area on the left side of the front cover. Here is an example where the printing of a border on the cover may look more balanced when centred on the board only.



Title with border centred on panel only

Having compared the different options with centring titles on the front cover, we will move on to the spine and investigate some of the challenges with spine text. To centre the text, create a text box and rotate it 90 degrees. Most English language books will have the text running down the spine. Using the text frame options, the position of the text within the box can be altered. Here the text alignment is changed from top to centre. The text jumps to the centre of the text box. Depending on how the font was designed, the title may not be exactly centred. The text may need a slight adjustment, so nudge the box over slightly, or use the baseline shift.

Centring spine text is relatively simple when the same font size and typeface is used. Often the spine contains the title, author name, and company name or logo. When these are different sizes, use different fonts, or switch cases, the process is a little more complicated. Even if one word has ascenders or descenders and the rest do not, this can make the process of centring text on the spine more subjective.

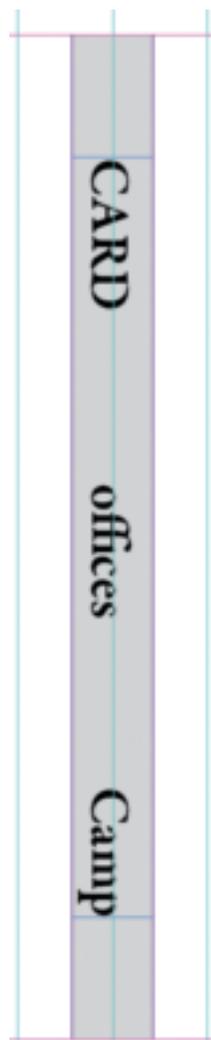
The type case used can also affect the centring. In the example spine, “CARD” is uppercase, “offices” is lower case and “Camp” is mixed case. The centre option for the text frame works nicely for the word “CARD” as it is centred on the spine.

The word “offices” is also affected by the centring option, but visually appears to be more to the left side of the spine. This is because most of the letters only take up half the height of the uppercase characters. When looking at the word “Camp” the word looks very off-centre due to the descender on the “p”. Adjusting the centring based on the word “Camp” we would shift the spine text to the right. At this point we need to make a decision regarding centring. We can keep the baseline in alignment and then factor in both the ascenders and descenders in the centring. Alternatively, we can centre each group of words individually, allowing the baseline to change from “CARD” to “offices” and again when centring “Camp”.

Each spine will have different combinations to consider to produce an appealing result. When requesting changes to be done at Friesens, be very specific in communicating what is needed when requesting that text be centred. Each designer or prepress operator may come to a different conclusion regarding what looks best for centring.

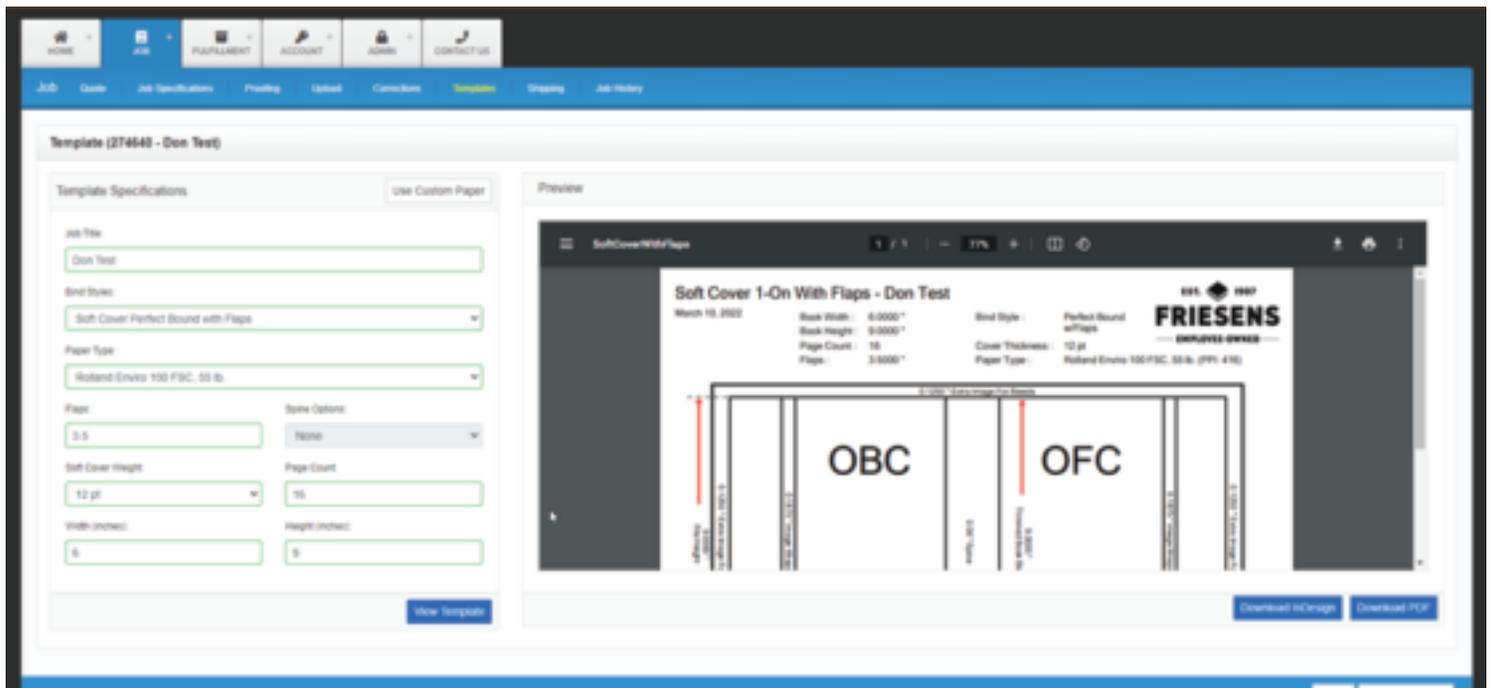
One would think that centring text would be a simple process, but there are many factors to consider to improve the visual appearance when designing covers. Select the option that produces the best results for your design, and be aware of the challenges.

If you are curious about my cover title example, search `///card.offices.camp` in the website <https://what3words.com>.



Centring spine text

Tech Support
204.319.8135
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INDESIGN TEMPLATES AVAILABLE ON MYBOOKS

We are all strapped for time, and anything that can be done to save time for our customers is always a big win. With that in mind, we are happy to announce we have an exciting new enhancement developed for MyBooks that we think all designers and those working with files will appreciate. If you create your covers in InDesign, you can now download your IDML file directly from MyBooks.

Here is how it works:

- In the Templates area of MyBooks, you will see a new button beside the “Download PDF” button called “Download InDesign” (see the screenshot above).
- This will allow you to download an IDML file that can be opened in InDesign.
- This InDesign file will be set up to the correct size according to the template.
- The InDesign file includes guidelines to help as a starting point for cover design.

This is a great way to save you time and help minimize the chance of errors with your cover dimensions.

Keep in mind that we also have some great help videos now available for MyBooks. They are available and easy to access by going to the “HELP” button in the bottom right corner of the screen it will bring you directly to a series of videos if you need immediate assistance 24/7. Each video is about one minute long and touches on the various features in MyBooks .

If you have any questions about this, please contact our technical support team at bpotech@friesens.com or call 1.866.324.6401 and ask for tech support.

We hope you will enjoy this time-saving tool.

FRIESENS BOOK FACTS FROM 2021

This past year went down as one of the busiest we have experienced in recent memory. As we reflected on the year and looked back at what we did and set targets for 2022 we thought you might find some of these stats interesting.

Here are some facts we wanted to share with you from the past year:

	2020	2021	% change
Total quotes	16,924	20,055	19%
Tech support calls/emails	11,871	11,621	-2%
Total press impressions - web	81,435,144	115,599,473	42%
Total press impressions - sheetfed	71,923,823	81,536,975	13%
Total press impressions - digital	19,458,800	20,572,914	6%
Tons of paper sheeted	7,153	8,153	14%
Tons of paper used - web press	5,225	6,948	33%
Foil/embossed covers	9,347,510	15,289,503	64%
Spot UV (Jet varnish) covers	1,487,366	2,595,941	75%
Perfect bound books	14,647,412	20,439,670	40%
Hardcover books	10,188,173	15,068,169	48%
Rework instances	291	274	-6%
Rework \$ / Total Units Produced	\$ 0.0179	\$ 0.0099	-45%
Delivery dates moves due to loading (material delays not factored)	5%	4%	-25%
Overtime hours worked (production)	38,000	76,000	200%
Number of shipments (Truck)	6,980	7,777	11%
Number of shipments (Courier)	9,539	9,678	1%

NEW COLOUR PRINTING PAPER SAMPLES BOOK

Cindy Voth, Marketing Coordinator

Are you planning on publishing a colour book?

Are you wondering which paper to choose?

Help is here. We have recently produced an updated version of our Colour Printing Paper Samples book. This marketing piece from Friesens shows a variety of images printed on various coated and uncoated papers that we commonly use. We hope it will help you as you determine which paper is best suited for your next colour book.

We want to bring to your attention a couple of unique things about this book:

1. Binding style—The Flexi-binding is a unique binding style, and is an option available at Friesens. It is created by wrapping the printed hardcover wrap over a 24 pt board.
2. Cover treatment—The cover was produced using Elegance Luminescence printable laminate. Using our LED print technology, we print on top of this unique laminate to give it a luminescent effect.

Let your Friesens sales representative know if you would like to see a sample book.



EMPLOYEE-OWNER DAYS



Imagine the following scene with me, 500-600 employee-owners sitting in an auditorium. They have spent the day listening to stories and successes of the past year, learning about our experiences as a company and the upcoming goals for the new year to come. They have laughed and enjoyed each others' stories. They have been challenged on performance and ideas for continuous improvement. The keynote speaker has finished their closing comments....and silence fills the air, the room is filled with anticipation. There is a low murmur of suspenseful whispering and people adjust to the edge of their seat as Curwin the Chair of the Board walks on stage. He is nearly bouncing with glee as he thinks about his imminent announcement to the Employee-Owners of Friesens. Our ESOT number – what our Employee Share Ownership Trust will payout. As employee-owners of Friesens, this is a wonderful time for us, as we get to experience the success of our previous year - together. Even though it is never guaranteed, what a joyful time when it does happen!

In 2021, we couldn't meet. We couldn't sit shoulder to shoulder grinning with anticipation. There was no crackle, no hum of a group of people celebrating together. What we heard was this: Friesens did well, the ESOT number was impressive, and we received a good cheque.... but it just wasn't the same. We were not *together*.

In January of 2022 we introduced Employee-Owner days. This was a weeklong event, where we celebrated our success of 2021 together. We did this safely, and appropriately for the times, but we

did it together. It was a party with banners and balloons at all the entrances, music, special treats and contests. I daresay I saw some people dancing! Best of all we celebrated our success together! This year we were able to feel the crackle, the anticipation and the excitement. Even with all the changes around us, the struggles we had to overcome inside our plants, not to mention the turmoil in our personal lives, we were able to announce a year of great success. It's important that we recognize our achievements – small or great - and congratulate one another for a job well done!

So, what do our present and short-term goals look like in the days, weeks and months ahead? It's simple: let's continue riding this wave of momentum throughout the rest of the year and pay it forward into 2023! And let's do it – together!



ONE HUNDRED YEARS OF HISTORY

Doug Symington, General Sales Manager

We see many projects come through our plants each year, and we all have interests that are piqued from time to time.

This year we had the opportunity to take our 115 years of printing experience and work with an organization to produce their seminal history book. It is unique in that an employee-owned company was working with the only community-owned team in the NFL, the Green Bay Packers.

Much has been written about the Packers over the years, but this was to be the first definitive history book authorized and supported by the Packers. The project was managed by KCI Sports and the Packers Communications and Marketing teams. The book was authored by Cliff Christl, a sportswriter for thirty-six years with both the Green Bay Press Gazette and Milwaukee Journal Sentinel. Cliff has written eight books about the Packers, served on the Pro Football Hall of Fame Committee for twelve years, and is the team historian for the Packers. Aaron Popkey, public relations director for the Packers, along with Mike Grandmaison managed the press check for the project. Cliff surprised me at our first face-to-face meeting by asking a bunch of questions about the CFL and rail travel in Canada.

The project was supposed to be launched and published for the team's one-hundred-year anniversary in 2020, but due to Covid was pushed out to 2021 when fans could return to Lambeau Field. Over that year it went from three volumes to four, and was all put into a slipcase with a wrap that mimics the feel and texture of a football.



If you are a Packers fan, this is book is a must-have; it details the team's history from inception to present day and how it is able to maintain the status of the only team in the league that is community-owned. It is an amazing history of how they went from a high school field to Lambeau Field.

Left: Cliff and Aaron



Visiting Green Bay for a game is a unique experience, from people renting out their yards for parking and tailgating to touring the Packers Museum and Hall of Fame. Titledtown is a development owned and managed by the Packers. Titledtown is a forty-five-acre development to the west of Lambeau Field. Titledtown's purpose is to help ensure that the team has the financial resources to stay in Green Bay and compete for Super Bowls on an ongoing basis.

One fun fact from the book on page 185, vol 4: *“Green Bay is the smallest city in the league with 104,057 residents. It has a stadium that could seat more three-fourths of its population and hold more*

people than the stadiums in five NFL cities with populations of more than a million.”

The Packers printed ten thousand copies of the set for launch in December 2021, and it is now in for reprint. That is amazing when you consider that it is only sold at the Packers Pro Shop and the Packers website. It launched in December 2021. I had the privilege of being at the launch/author signing in December that coincided with the game against the Chicago Bears. I had the pleasure of meeting fans from Newfoundland to California and all places in between.

KUDOS

Title: Circle Way

Hi Ian,
I received the finished copies with the die cut yesterday. They look beautiful. Thank you and your team for the excellent work on the books.

Best,
Jesmine Cham, LifeTree Media Ltd

Title: Eugene Burger Final Secrets

My deep thanks to you and to the team for making it happen that the books have arrived! Bravo to you all for helping this happen.

Tomorrow is the high-flyer unveiling and launch party, and you have helped make it into something special.

AND: the book looks BEAUTIFUL. I look forward to studying it closely, but you all have delivered a gorgeous product.

Best wishes and thanks,
Larry Hass, Theory and Art of Magic

Title: Call Us What We Carry

The books look great!!! the stamp on the case is clean and the quality shows on the entire book!

Thank you for working with us throughout this rollercoaster of a schedule! Thank everyone on your team who touched this book!

You guys are absolutely lovely to work with and understand how to be a team player! I appreciate you all!

Best,
Vanessa Robles, PRH, USA

Title: The Art of Gruene

Hey John and Kailyn,

We received the two boxes of books yesterday that came via air, and they look amazing!! We are so happy about them and I think you all did an amazing job. Thank you!!

Kevin Jurica

Title: Life Lived Wild

We received our copies of Life Lived Wild yesterday and the printing looks great! Thank you for doing such a great job on color. Please pass that along to the pressmen as well.

Thank you so much for working with us on this job and we look forward to upcoming projects.

Take care,
Sonia Moore | Patagonia |

Title: Badass Women

My books arrived. They look great! I really like the no scuff treatment on the covers. It is so exciting to have them.

Thank you for your help with the project. I would welcome the opportunity to work with you in the future.

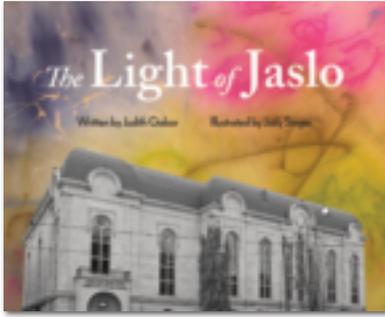
Best regards,
Valerie Boyd Art

Title: Huckleberry Hollow Alphabet Book

I received my books and have checked all is in good order. I am very happy with how they turned out! Thank you so much for all your helpful advice and input into this project. As always, Friesens is a pleasure to do business with.

Warmest regards,
Bonita Forsyth, Huckleberry Hollow Publishing

FEATURE BOOKS

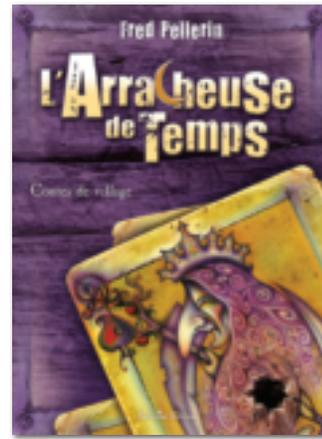


Publisher:
Forest Hill Jewish Centre

Trim Size:
11 x 8.5

Pages:
32

Point of Interest:

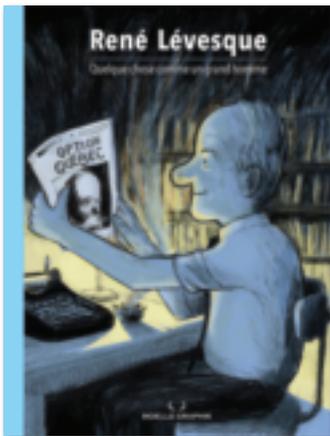


Publisher:
Productions Micheline Sarrazin

Trim Size:
5.5 x 7.5

Pages:
152

Point of Interest:



Publisher:
Moelle graphik

Trim Size:
7.5 x 10

Pages:
264

Point of Interest:
Untold facts about René Lévesque

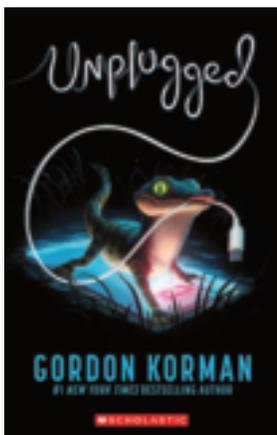


Publisher:
Presses Aventure

Trim Size:
6.78125 x 10.15625

Pages:
160

Point of Interest:

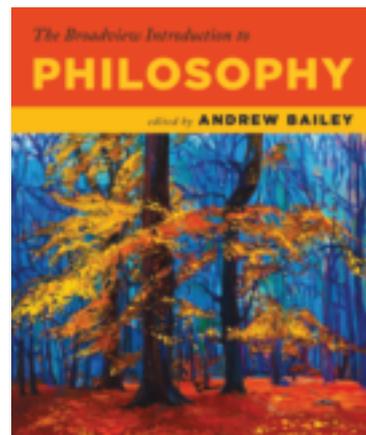


Publisher:
Scholastic Books

Trim Size:
5 x 7.75

Pages:
320

Point of Interest:

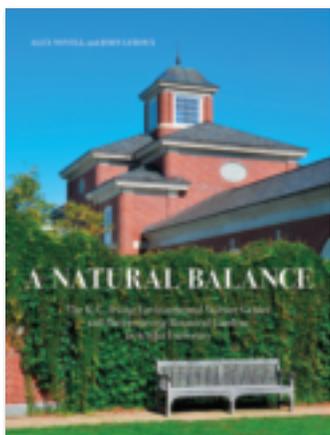


Publisher:
Broadview Press

Trim Size:
7.75 x 9.25

Pages:
1056

Point of Interest:

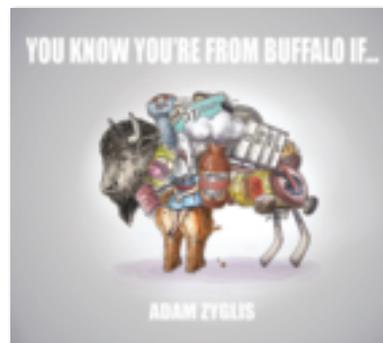


Publisher:
Goose Lane Editions

Trim Size:
9 x 12

Pages:
176

Point of Interest:

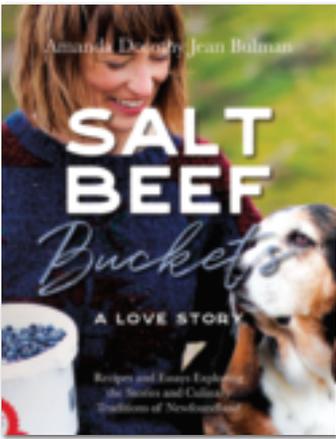


Publisher:
MacIntyrePurcell Publishing Inc

Trim Size:
9 x 8

Pages:
108

Point of Interest:

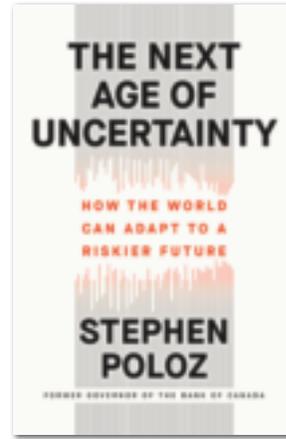


Publisher:
Breakwater Books Ltd

Trim Size:
7 x 9

Pages:
232

Point of Interest:

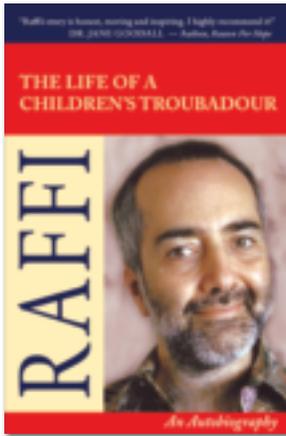


Publisher:
Penguin Random House
Canada Ltd

Trim Size:
6 x 9

Pages:
304

Point of Interest:
by Stephen Poloz former
Governor of THE BANK OF
CANADA

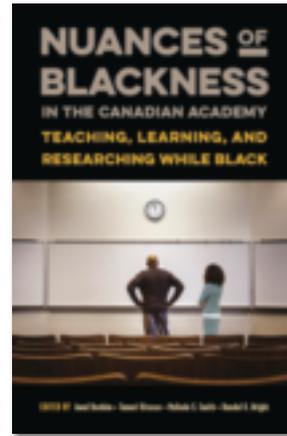


Publisher:
Troubadour Music Inc

Trim Size:
5.75 x 8.75

Pages:
400

Point of Interest:
Story of Raffi, well know
Canadian singer and lyricist
best known for his children's
music

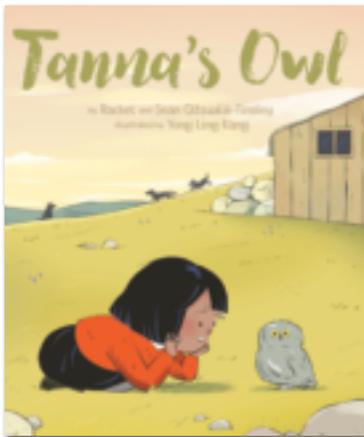


Publisher:
U of Toronto Press- Book
Publishing

Trim Size:
6 x 9

Pages:
488

Point of Interest:
Historical, social and cultural
insights into what it means
to teach, learn, research and
work while Black



Publisher:
Inhabit Media Inc

Trim Size:
8.5 x 9.5

Pages:
36

Point of Interest:

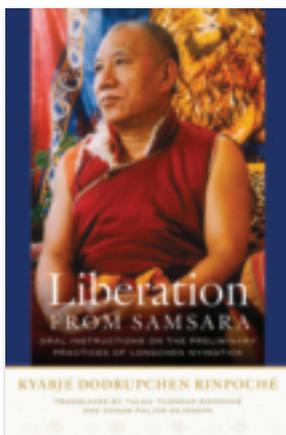


Publisher:
Mike Harris Photography

Trim Size:
12 x 10

Pages:
160

Point of Interest:

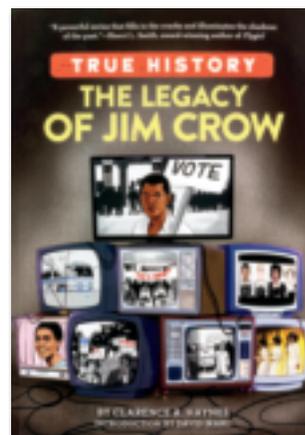


Publisher:
Wisdom Publications

Trim Size:
6 x 9

Pages:
320

Point of Interest:

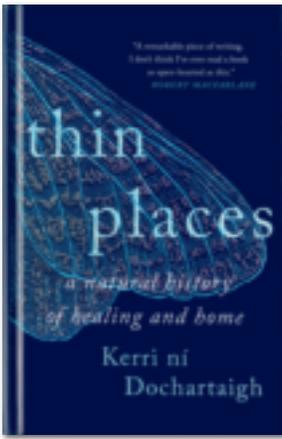


Publisher:
Penguin Random House LLC

Trim Size:
6 x 8.5

Pages:
152

Point of Interest:

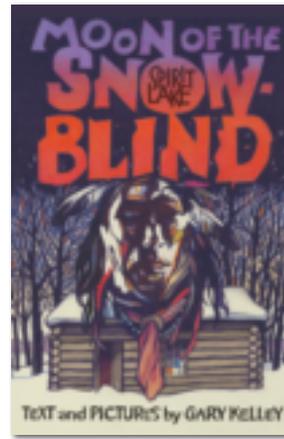


Publisher:
Milkweed Editions

Trim Size:
5.5 x 8.5

Pages:
280

Point of Interest:
DJ used a holographic foil



Publisher:
Ice Cube Press

Trim Size:
6.5 x 10

Pages:
184

Point of Interest:
Book recently featured in PW magazine

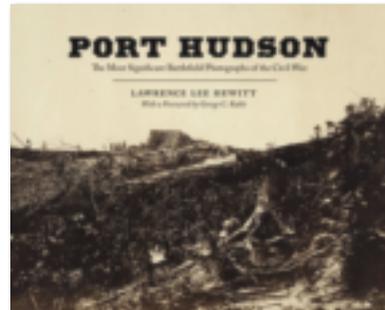


Publisher:
Hachette Book Group

Trim Size:
6 x 8

Pages:
160

Point of Interest:
Title done adjacent to a book written by Joyce Meyers, as an add-on product

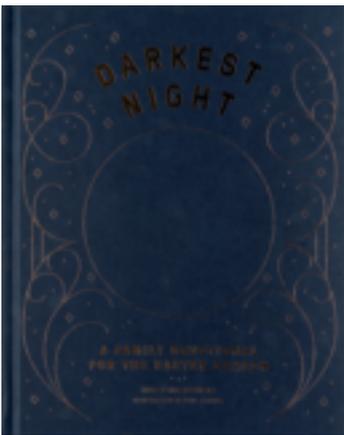


Publisher:
U of Tennessee Press

Trim Size:
10 x 8

Pages:
392

Point of Interest:
Beautiful 3 piece case with several 8 page gatefolds throughout. All black and white photography of the American South through history

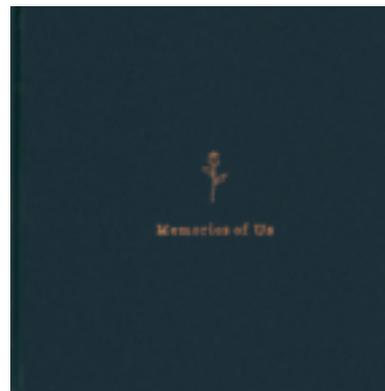


Publisher:
New Growth Press LLC

Trim Size:
8 x 10

Pages:
64

Point of Interest:
Gorgeous Easter Devotional that is a double book printed head-toe (tete-beche) binding. It is covered in a navy blue Rainbow BB, with intricate gold foil stamping.



Publisher:
Givington's LLC

Trim Size:
10 x 10

Pages:
216

Point of Interest:
well-crafted, couples anniversary journal. Covered in Verona Black Pearl with delicate copper foil stamp. Interior printed on 70# Cougar Opaque Vellum Natural



Publisher:
Signs of Travel Inc

Trim Size:
7 x 5.5

Pages:
48

Point of Interest:



Publisher:
Hachette Book Group

Trim Size:
6 x 9.25

Pages:
448

Point of Interest:
limited edition with a sticker and bind in map

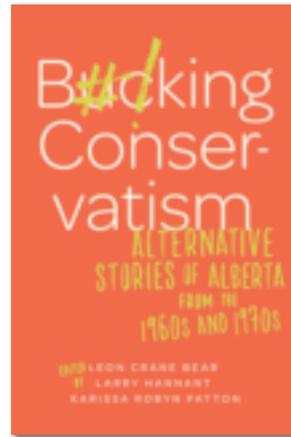


Publisher:
Rio Grande Books

Trim Size:
12 x 10.5

Pages:
216

Point of Interest:

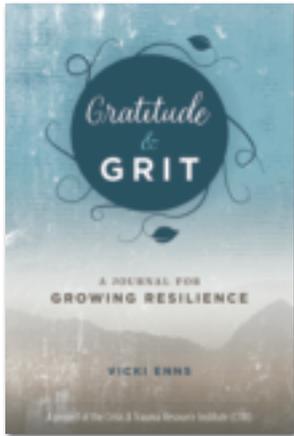


Publisher:
Athabasca University Press

Trim Size:
6 x 9

Pages:
368

Point of Interest:

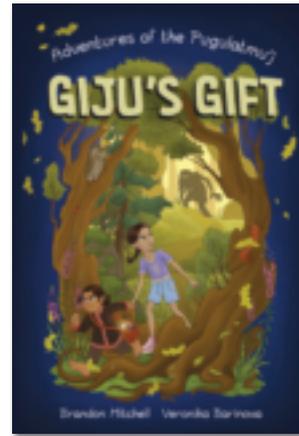


Publisher:
Achieve Training Centre

Trim Size:
6 x 9

Pages:
112

Point of Interest:

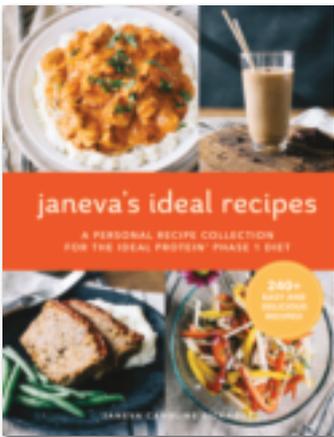


Publisher:
Portage & Main Press

Trim Size:
5.5 x 8

Pages:
88

Point of Interest:



Publisher:
Janeva's Ideal Recipes LLC

Trim Size:
8.5 x 11

Pages:
160

Point of Interest:



Publisher:
All Seasons Press, LLC

Trim Size:
6 x 9

Pages:
336

Point of Interest:
#2 bestseller list of USA Today



Publisher:
Texas Christian Univ Press

Trim Size:
10 x 10

Pages:
232

Point of Interest:
Arrestox with foil HC & regular matte DJ

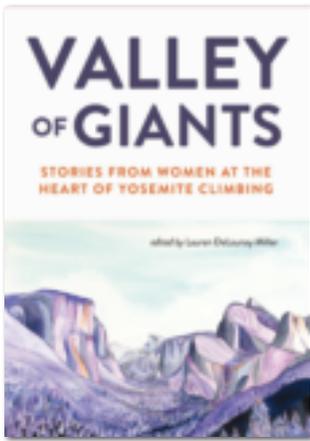


Publisher:
Ascend Books LLC

Trim Size:
5.5 x 8.5

Pages:
304

Point of Interest:
Raised flat emboss DJ with matte scuff lamination and spot gloss UV

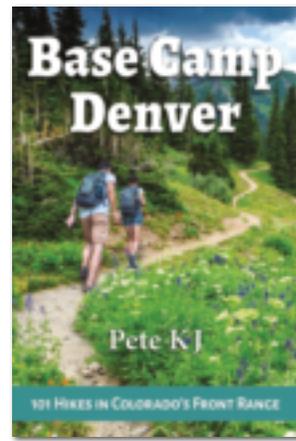


Publisher:
Mountaineers Books

Trim Size:
6 x 8.5

Pages:
256

Point of Interest:

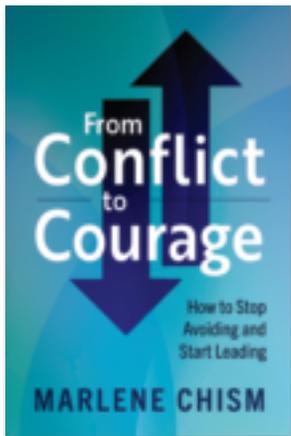


Publisher:
Flattop Productions

Trim Size:
6 x 9

Pages:
384

Point of Interest:

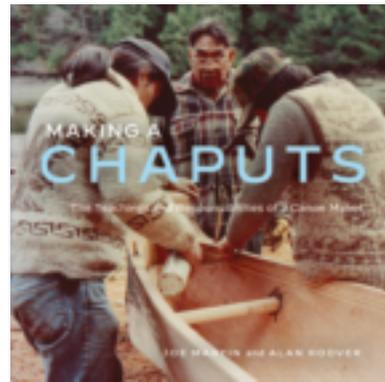


Publisher:
Berrett-Koehler Publishers Inc

Trim Size:
6 x 9

Pages:
224

Point of Interest:

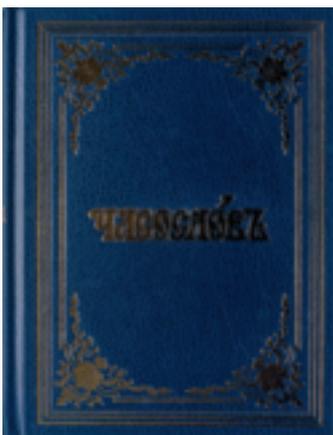


Publisher:
Royal BC Museum Corp.

Trim Size:
9 x 9

Pages:
96

Point of Interest:

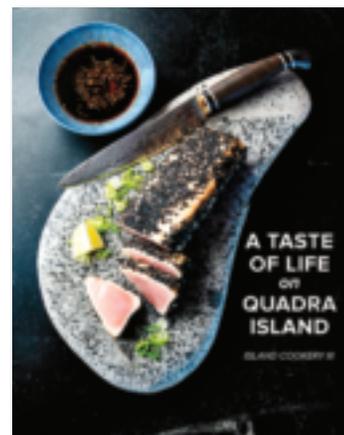


Publisher:
Fred F. Martushev

Trim Size:
8.125 x 10.75

Pages:
736

Point of Interest:

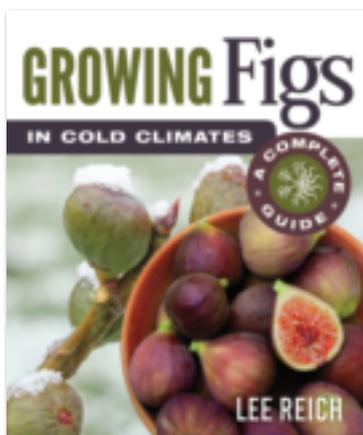


Publisher:
Quadra Island Childcare Centre

Trim Size:
8 x 10

Pages:
256

Point of Interest:



Publisher:
New Society Publishers

Trim Size:
7.5 x 9

Pages:
128

Point of Interest:



Publisher:
ECW Press Ltd

Trim Size:
6 x 9

Pages:
272

Point of Interest:

OUR VISION

Help others share their best story
with the world through the power
of print



EST.  1907
FRIESENS
FRIESENS.COM