



# Printing Impressions' Benefits and Compensation Survey



**Printing**  
Impressions

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Employee benefits and competitive compensation packages are essential to attracting workforce talent. Offering attractive benefits and salaries is a way to attract and retain workers. Given the importance of employee benefits and compensation, *Printing Impressions* and NAPCO Research conducted a research study to identify salary ranges for key positions and the benefits that print providers offer their staff members.

The information presented in this report is the result of an online survey sent to *Printing Impressions'* readers in November 2019 and using data collected by our research partner, SGIA (Specialty Graphic Imaging Association).

Respondents represented companies of various sizes. Half of the survey respondents work for companies that have more than 100 employees, while the other half are employed at companies with fewer than 100 employees. Most companies represented in the research are privately owned (80%), while 15% are publicly held, and 5% are employee owned (ESOPs).

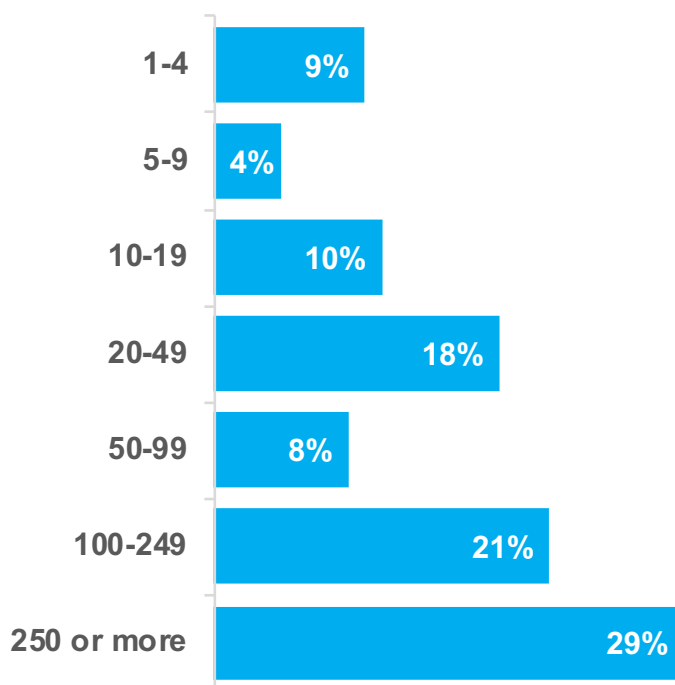
This report offers insight into 26 job titles, from executive management to production roles. The table at the end of this report (based off the responses of 117 printing company executives/managers/supervisors) shows the highest, lowest, and average salary for each position evaluated.

According to the survey, salaries as a whole increased in the past year. Respondents report that the salary increase, on average, during the past year was 3.3%.

In addition to salary, 64% of responding companies pay bonuses. Of those paying bonuses, 23% base the payment as a percentage of profits, 18% as a percentage of sales, and 13% as a set amount.

In terms of employee benefits, more than three-quarters of respondents report their companies offer staff members paid vacations, paid holidays, healthcare insurance, and a 401(k) retirement plan.

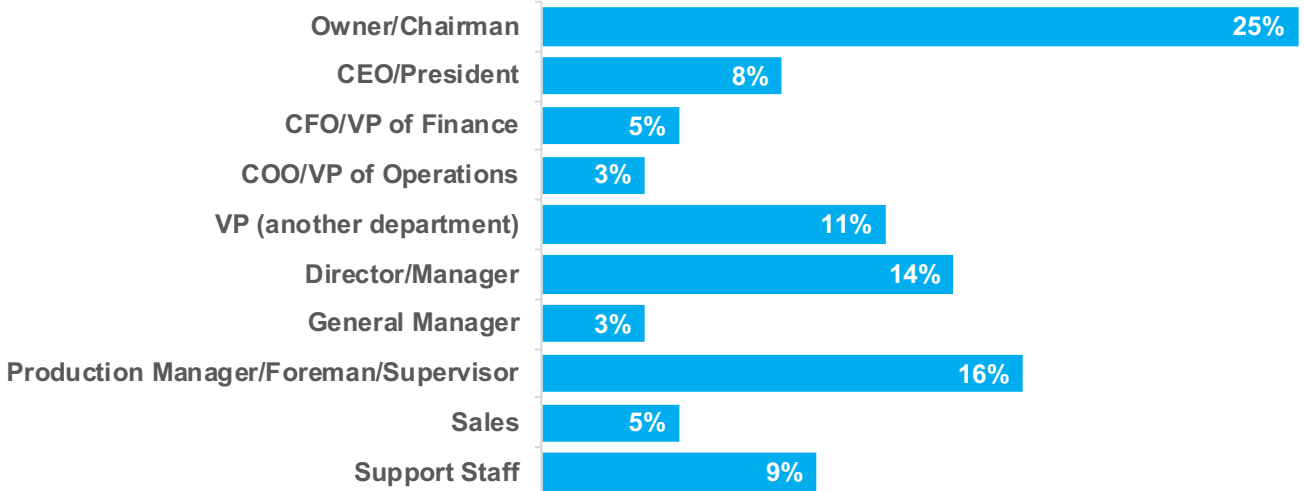
## Size of Companies Surveyed



Q. How many employees work at your company?  
n=96 Print Service Providers  
Figure 1

 NAPCORESEARCH

## Job Titles of Respondents

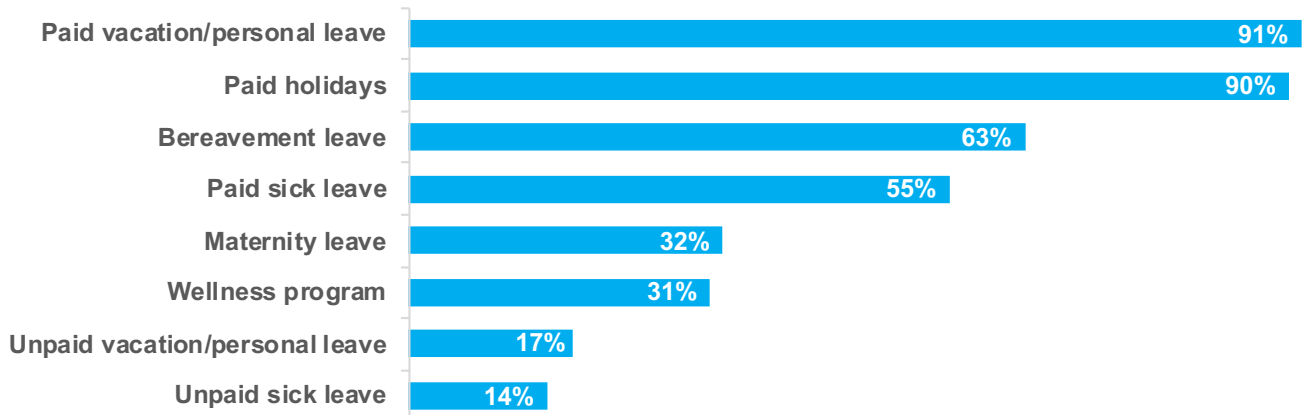


Q. What is your title?  
 n=87 Print Service Providers  
 Figure 2



Most respondents are management level or above, including 25% that serve as owners/chairmen, and 8% that are CEO/presidents. Because the majority of respondents hold management positions or supervisory roles, they are able to answer questions on compensation and benefits.

## Paid Time Off is Top Employee Benefit



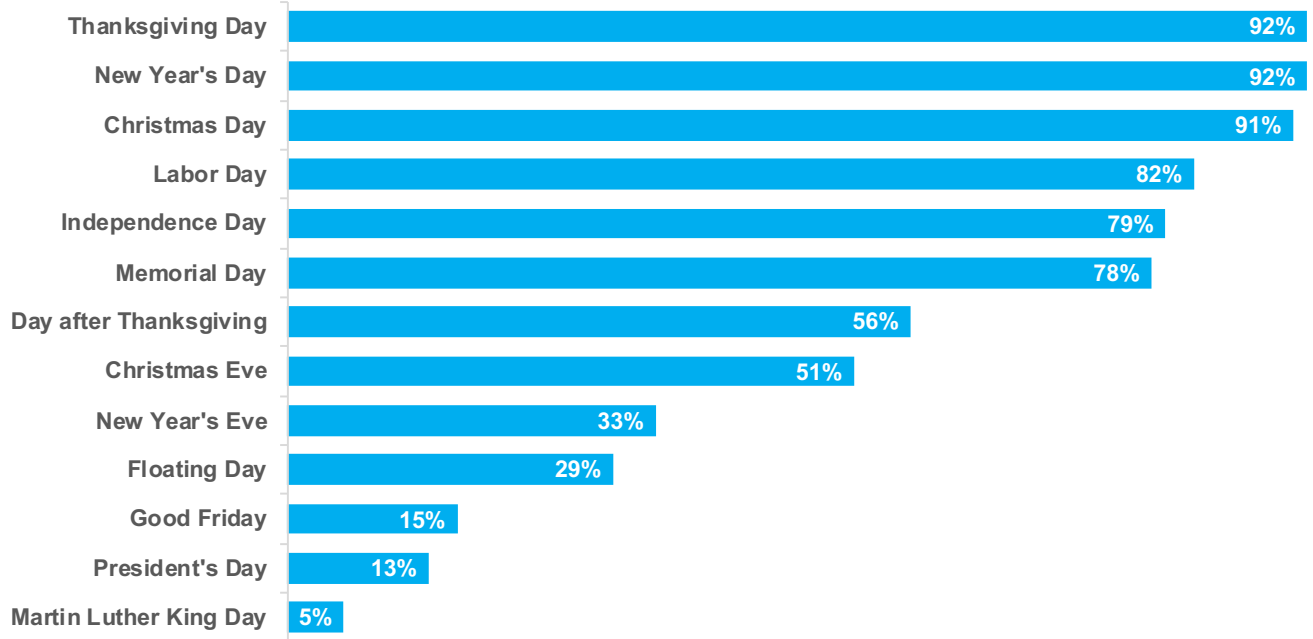
Q. Which of the following benefits does your company provide to full-time employees? Select all that apply.  
 n=78 Print Service Providers  
 Figure 3



Personal time off is a popular benefit and nearly all respondents indicate that their firms give full-time employees paid vacation and paid holidays. Paid vacation/personal leave was the top benefit offered by all respondents, followed by paid holidays. Close to two-thirds offer bereavement leave, and more than half provide paid sick leave. Only 32% provide maternity leave and 31% offer wellness programs.



## Paid Holidays



Q. Please select all the paid holidays offered to employees. Select all that apply.  
 n=78 Print Service Providers  
 Figure 4



Most companies offer many of the standard holidays as paid time off. Only 29% of companies offer a floating holiday. Very few companies give President's Day, Martin Luther King Day, or Columbus Day as paid holidays.

## Employee Communications and Policies

Documented employment policies are important tools for preventing employee misunderstandings, complaints, and job dissatisfaction. Survey respondents report their companies offer the following documented policies:

- 82% have a written employee handbook
- 68% offer job descriptions
- 68% have a written "Drug-Free Workplace Policy"

## Sales Compensation Plans

A recent NAPCO Research study, "Uncovering Best Practices for Sales Rep Staffing from Commercial Printing Sales Leaders," asked respondents to identify the ways sales reps are compensated. Survey respondents report the top compensation method is base salary and commission (60%), followed by commission-only (25%), salary plus bonus (12%), and salary-only (2%). The average commission rate is 7%.

## WHAT NAPCO RESEARCH CAN DO FOR YOU?

### ■ **NAPCO Research CRAFTS**

actionable data-centric solutions that leverage our highly engaged media audiences, industry subject matter experts and in-house research expertise.

■ We partner with our clients to **IDENTIFY** their unique business challenges and create solutions that **ENABLE** deeply informed decision-making and **DELIVER** results.

■ Gain access to NAPCO Media's engaged audiences of industry executives across key industries.

## NAPCO RESEARCH DELIVERS...

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- Competitive Assessment
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- Benchmarking
- Industry Trends
- User Research & Analysis

### BUSINESS DEVELOPMENT

- White Papers & Thought Leadership
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- Sales Training
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ACCESS NAPCO'S AUDIENCES OF MORE THAN **700K+** FOR:

- Surveys, focus groups
- Distribution of thought leadership for lead-generation

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## RESEARCH EXPERTISE

Get in touch with our senior Research leadership team to arrange your free research consultation



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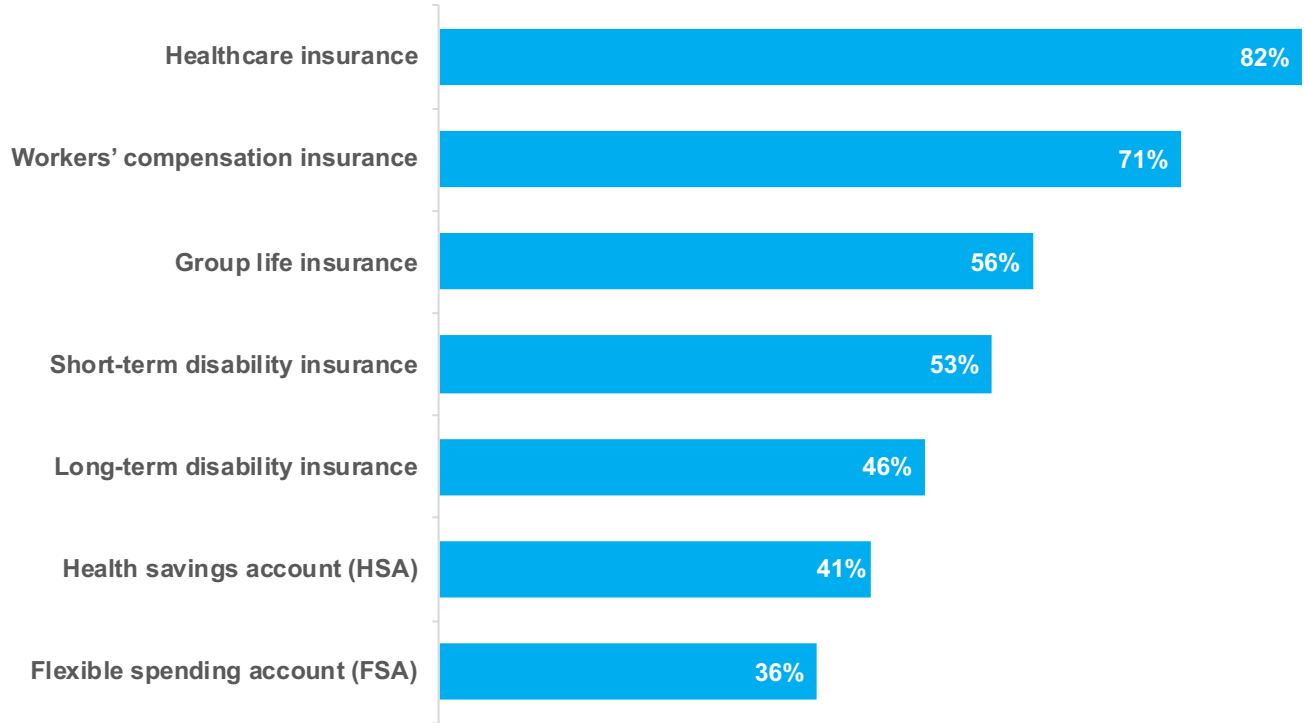


**Lisa Cross**  
Principal Analyst  
NAPCO Media



**Barb Pellow**  
Consultant to  
NAPCO Research

## Medical and Insurance Benefits Offered



Q. Which of the following benefits does your company provide to full-time employees?  
 Select all that apply.  
 n=78 Print Service Providers  
 Figure 5

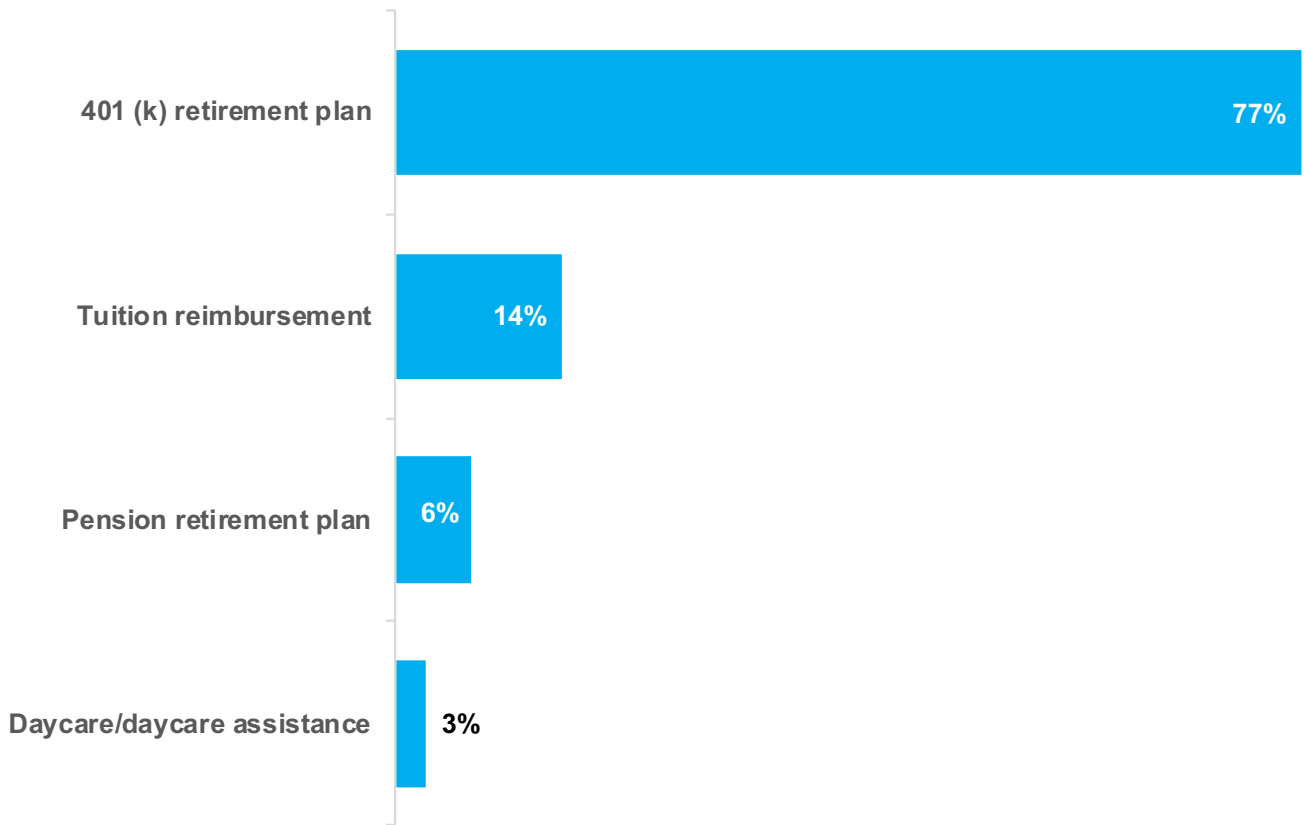


Medical and disability insurance are typically must-have employee benefits. Most respondents report that their companies provide health insurance (82%) and various types of disability insurance to full-time employees. Workers' compensation insurance is provided by 71% of respondents. While laws and requirements for workers' compensation coverage varies by state, most states require employers to provide this coverage.

Respondents report, on average, that their companies pay 64% of workers' health insurance premiums. While there is no single answer on how much employers overall pay toward their employees' health insurance, most insurance companies require employers to cover at least half of the employee's premium.

A majority of respondents (88%) obtain health insurance through private insurers. Only 7% obtain insurance through Affordable Care Act health exchanges.

## Retirement and Enrichment Benefits



Q. Which of the following benefits does your company provide to full-time employees?  
Select all that apply.  
n=78 Print Service Providers  
Figure 6



More than three-quarters of responding companies offer a 401(k) retirement plan, while 6% offer a pension plan. Pension plans in most businesses today have been replaced by 401(k) plans.

Other benefits that enrich employees are tuition reimbursement plans and daycare assistance. Tuition reimbursement plans have become more common business practices. According to the International Foundation of Employee Benefit Plans' "Education Benefits: 2019 Survey Results," 92% of employers offer employees some sort of educational benefit. Unfortunately, only 6% of printing company respondents offer tuition assistance. In an industry struggling to attract workers, offering programs that invest in staff can make a difference in attracting talent.

## Salary Table

JOB TITLE	HIGH	AVERAGE	LOW
CEO and President and General Manager	\$388,000	\$121,243	\$40,000
Owner	\$233,000	\$122,900	\$60,000
VP of Finance & CFO	\$175,000	\$112,100	\$49,000
VP of Sales/Marketing	\$450,000	\$167,222	\$65,000
Chief Technology Officer	\$200,000	\$163,250	\$123,000
VP of Manufacturing/Production	\$195,000	\$120,273	\$45,500
Human Resources Manager	\$110,000	\$76,423	\$52,500
Safety/Environmental/Compliance Manager	\$75,000	\$61,667	\$40,000
Prepress Production Supervisor	\$150,000	\$66,649	\$41,600
Press Production Supervisor	\$125,000	\$64,100	\$35,000
Customer Service Supervisor	\$125,000	\$62,998	\$24,000
Finishing/Mailing/Fulfillment Supervisor	\$95,000	\$61,492	\$30,000
IT Manager	\$109,000	\$71,624	\$35,000
Conventional/Analog Press Operator	\$70,000	\$48,099	\$23,000
Digital Press Operator	\$65,000	\$41,013	\$23,000
Press Operator Assistant	\$52,000	\$39,714	\$28,000
Finishing Equipment Operator	\$55,000	\$42,161	\$22,880
Customer Service Representative	\$72,000	\$44,432	\$20,000
Estimator	\$82,767	\$55,471	\$34,000
Prepress Operator/Coordinator	\$65,000	\$45,586	\$30,000
Graphic Designer	\$135,000	\$59,371	\$23,000
Programmers/Software Developers	\$103,000	\$72,944	\$50,250
Sales Manager	\$282,000	\$107,061	\$44,755
Sales Representative	\$196,000	\$72,689	\$12,000
Marketing Manager	\$132,000	\$71,783	\$40,000
Social Media Manager	\$100,000	\$55,375	\$30,000

*\*117 Companies representing package printers, general commercial printers, quick or franchise printers, direct mail printers, publication printers and marketing services companies participated in the survey.*

*\*\*Responses for each job category vary.*





# WHO WE ARE



## Printing Impressions

For 61 years, *Printing Impressions* has provided authoritative coverage and analysis on industry trends, emerging technologies, and graphic arts industry news, with a focus on the commercial printing segment. We connect with our audience via a monthly publication, a daily enewsletter, videos, webinars, the Inkjet Summit event and the “Show Daily” for PRINTING United, the largest printing event in North America.



# WHO WE ARE



NAPCO Research crafts custom data-centric solutions that leverage our highly engaged audiences across the markets in which we operate, our industry subject matter experts and in-house research expertise. We partner with our clients to identify their unique business problem and create solutions that enable deeply informed decision-making.

#### **NAPCO Research can help with:**

- Business goal prioritization
- Opportunity discovery
- Market segmentation
- Landscape insight
- User needs and wants
- Product features and functionality
- Content marketing strategy
- Sales strategy and tactics
- Market conditions
- Benchmarking
- Industry trends
- Brand awareness

**Contact [research@napco.com](mailto:research@napco.com) to talk with our analysts to find out how we can help you with your research needs.**



# WHO WE ARE



## ***SGIA — Supporting the Leaders of the Digital & Screen Printing Community***

Specialty Graphic Imaging Association (SGIA) is the trade association of choice for professionals in the industrial, graphic, garment, textile, electronics, packaging and commercial printing communities looking to grow their business into new market segments through the incorporation of the latest printing technologies. SGIA membership comprises these diverse segments, all of which are moving rapidly towards digital adoption. As long-time champions of digital technologies and techniques, SGIA is the community of peers you are looking for to help navigate the challenges of this process. Additionally, the SGIA Expo is the largest trade show for print technology in North America. “Whatever the medium, whatever the message, print is indispensable. Join the community — SGIA.”

**For more information on SGIA, visit [SGIA.org](http://SGIA.org)**