



Reno Typographers is now Northern Nevada's only unionized print shop.

(RENO, NV) -- Reno Type employees are now organized under Local 401 of the International Brotherhood of Electrical Workers.

Kurt Hoge, owner of Reno Type, describes the change as a win-win.

"Employees and their families now have great health care coverage, much better than we could get on the open market."

For many small business owners, providing employees full or partial health care coverage creates a strategic advantage in hiring, retaining and fostering productive employees.

"Well compensated employees who don't have to worry about the financial impact of a family medical situation are just going to do a better job," Hoge said. "And beyond that, any success that I might have as a business owner is a direct result of the labor of the people who work here. Taking care of them is the right thing to do."

Hoge said his company will be paying more for health care than in the past, but it's a better package, noting that "You get what you pay for."

"My hope is that the changes will help recruit workers of the highest caliber."

He said the other hope is that union work currently shipped to Las Vegas or worse, out of state, will find its way to Reno Type.

"We can now offer digital and offset printing to government, political campaigns, and other print jobs that require the application of the Union Bug," he said. "If required, we can place our union label on any printed job, which is used to notify consumers that the item was printed and produced by a Union Printer."

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Reno Typographers has been a part of the advertising and printing industry since type was made out of lead. Today, they offer local and national clients full-service offset and digital printing, complete mailing and fulfillment services and a selection of over two million imprinted promotional products.

Contact: Kurt@RenoType.com (775) 232-8838