

Another of the most beautiful words in the dictionary

Chris Cooke - March 2025

Want to counteract potential US tariffs? Buy Canadian, and in our case, print Canadian.

As the madman to the south muses about tariffs as the “most beautiful word in the dictionary” and suggests Canadians could avoid the impact of his presidential orders and sharpie signings by becoming his 51st state one can only wonder about the destabilizing impact on employees.

Since early February when he announced an across-the-board 25 per cent tariff we have had numerous management and employee discussions to plot a strategy to counteract the antics of an old man who should be in the home not running the world’s largest democratic economy.

The pandemic caught us by surprise but thankfully provided a template that is useful during times of economic turmoil.

If we have learned anything it’s we should not panic especially when dealing with a lunatic whose thought processes are unstable, inconsistent and change hourly.

What could, should and probably would happen usually doesn’t.

Over three plus decades in business we have learned to expect the unexpected to the point where we are rarely surprised.

We have also learned to communicate with our customers, suppliers and employees.

And we have become proficient at zooming in on opportunities.

The bankruptcy of a printing operation in Ohio in 2016, the acquisition of a printer in Leamington in 2018 and the closure of a printer in Bracebridge in 2021 have all led us to this.

An old man with fascist tendencies who believes he can economically kidnap us and steal our resources. And he can do it with the most beautiful word in the dictionary.

My father fought against a guy like this during the second World War.

I believe Vladimir Putin thought he could take Ukraine in three days.

Three days became three weeks, three weeks became three months and three months became three years.

And now the fascist in Russia needs the help of the fascist in Washington.

It would be unkind of me to suggest Donald J. Trump doesn’t have enough runway to reap the rewards from the most beautiful word in the dictionary.

In the meantime, with 79 per cent of our business in the United States you can appreciate the relief when we told our employees we had a plan.

A plan for tariffs, a plan for business and a plan for expansion.

A plan not from a fascist president but from the closure of a Toronto area printer whose book of business and presses are moving westward.

I believe it is called opportunity.

Another of the most beautiful words in the dictionary.

I could be wrong about this but I’m usually not.