



2024

MEMBERSHIP GUIDE





Apparel & Wic Exhibitors

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BUILT TO BUILD YOUR BUSINESS

itnh.c

PRINTING UNIT ALLIANCE

BECOME A MEMBER

Buy one
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A LETTER FROM THE CEO



This Guide is a portal of discovery for the print industry that the Alliance serves.

Whether you are already an Alliance member or are considering joining, there are many benefits and services available to elevate your business and support your professional growth. From in-depth research to insurance, from training and certifications to access to Alliance subject matter experts, and advocacy on behalf of the industry — there is something for everyone. By supporting the Alliance our industry becomes stronger.

Like most printing companies, the Alliance has undergone much change in the past 10 years. The result is the coming together of events, media, and all the segments of our printing industry. Among our members are apparel decorators; vinyl installation experts; commercial, packaging, mailing and fulfillment printers; promotional products printers; functional/industrial printers; and wide-format graphics producers. This is where the Alliance stands out.

Are you looking for courses and certifications to give your workforce the necessary skills? Do you need advice on sustainability, OSHA, or human resources issues from qualified experts? Are you interested in extensive market-specific research? Each one of these is worth the price of admission. Our content begins with the member-exclusive *Alliance Journal* and extends to our newsletters, including focused content on advocacy, women in print, and color. Our media brands dedicated to commercial printing, packaging, promotional products, in-plant providers, and apparel decorators are the most turned to outlets for news, information, and commentary on those industry segments. I'd especially like to emphasize our legislative advocacy work in our nation's capital and at the state level, which, at a little over a \$1 a day in dues, is well worth supporting that effort alone.

I hope you and your staff take the time to avail yourself of the many programs and services offered. We add more all the time, so mark our site among your favorites (printing.org) and visit us throughout the year for the latest news and developments.

Sending best wishes for a wonderful end to 2023 and a prosperous 2024!

Ford Bowers

ABOUT THE ALLIANCE

An association built by and for the printing industry...

PRINTING UNITED ALLIANCE HISTORY

PRINTING United Alliance is the most comprehensive member-based printing and graphic arts association in North America built by, and for, the printing industry. Founded in 1948 as the Screen Printing Association, the association has since grown and adapted tremendously, with its all-inclusive model of representing printing segments across industry verticals under one umbrella attracting the attention and engagement by leading like-minded organizations. The Alliance consists of, and serves, the industry's many market segments including apparel, commercial, mailing, packaging, industrial, wide-format décor and signage.

The Association officially rebranded as PRINTING United Alliance in 2020 after the combining of the Specialty Graphic Imaging Association (SGIA), NAPCO Media, and Printing Industries of America (PIA), with Idealliance to follow in 2021. The united strength and breadth of these organizations positioned the Alliance to become the mission-driven non-profit leader for its members and the industry at large – anyone involved in putting ink on anything.

WHO WE ARE

The Alliance is a diverse and inclusive organization employing the brightest minds in the printing industry. Our teams represent the most respected subject matter experts in their respective fields. SMEs regularly engage and serve our members — and the industry at large — with the best programs, resources, and services to continue supporting the growth and health of the industry.

WHAT WE DO

The Alliance serves industry professionals with preeminent education and training through its unparalleled iLEARNING+ online learning platform; comprehensive workshops; highly sought-after research; legislative and regulatory advocacy; HR-related issues; environmental, health, and safety resources and guidance; as well as impactful content through its leading powerhouse media brands — *Printing Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *In-plant Impressions*, *Apparel*, and *Print & Promo Marketing*.



PRINTING United Alliance serves

3,000+
organizations

→ representing more than

20,000
members

The Alliance also produces PRINTING United Expo, the largest annual printing trade show in North America. Because of the Expo's expansive display of technology and supplies, education, programming, and services attracting global attendees and exhibitors, it was named to *Trade Show Executive (TSE)* magazine's "Fastest 50" and "Top 100" trade show lists for 2019, and is a *TSE* Gold 100 Grand Awards winner for "Best Exhibitor ROI in 2022."

PROGRAMS AND SERVICES

PRINTING United Alliance members have unparalleled access to pertinent information, knowledge, and expertise. Our staff of industry experts have decades of collective experience in a vast range of topics that provide you tools and resources to help your organization thrive.



SUSTAINABILITY

Encouraging profitable, sustainable business practices — through innovative manufacturing methods, systems, and materials that help reduce environmental footprint — is the backbone of the Alliance’s sustainability efforts. These practices play a central role in the continuing growth of the printing marketplace, allowing us to responsibly provide for future generations.



ENVIRONMENT, HEALTH, AND SAFETY

OSHA. EPA. EHS. Protecting workers is a top priority for the printing industry. It pays to be aware of what implementing a safety and health program entails. Take advantage of the Alliance’s information and services to integrate safety into your workplace and update your safety and health programs.



ECONOMICS AND FORECASTING

Throughout the year, the Alliance’s research team creates top-notch reports for the industry and works with consultancies to conduct commissioned research. Alliance members have unlimited access to these reports that reflect the scope of the printing industry.



HUMAN RESOURCES

The Center for Human Resources Support (CHRS) helps businesses stay up to date on labor laws, regulations, and trends, and how to implement them. CHRS also provides thoughtful perspectives on talent management, workforce training, education, diversity, equity, and inclusion, as well as expert analysis of the developments in the human resources and labor relations fields.



ADVOCACY

The Alliance’s Advocacy Center is a one-stop shop to help your company voice opinions to Congress. The Advocacy Center offers a suite of easy-to-use tools to facilitate grassroots advocacy and help you take action on key policy issues impacting print.

MEET OUR SUBJECT MATTER EXPERTS



STEPHANIE BUKA
Government Affairs Coordinator



ADRIANE HARRISON
Vice President, Human Relations Consulting



GARY JONES
Vice President, Environmental, Health, and Safety Affairs



JOE MARIN
Senior Vice President, Member Services



ANDY PAPPOZZI
Chief Economist

MEMBER BENEFIT HIGHLIGHT:

Have a question or looking for a resource? Speak with one of the Alliance’s many expert staff members, an exclusive benefit for members through the Alliance Assist program.

PUBLICATIONS AND MEDIA BRANDS

Our team of in-house subject matter experts, thought-leading content directors, and dedicated staff deliver quality content addressing the needs of the entire industry. Our partnerships with an esteemed community of contributors allow us to cover every trend, technology, and topic with integrity, authority, and accuracy.

COMMUNITIES WE SERVE



Apparel
Decoration



Commercial
Printing



Digital
Packaging



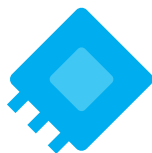
Digital
Textile



Educators
& Students



Graphic
Production



Industrial
Applications &
Printed Electronics



Installation
PDAA

OUR MEDIA BRANDS

PRINTING United Alliance's media brands provide comprehensive editorial coverage across all print segments, as well as legislative, government and political affairs, regulatory and compliance issues, economic trends, relevant research, and more.

Printing Impressions

piword.com

Packaging Impressions

packagingimpressions.com

APPARELIST

apparelist.com

In-plant Impressions

inplantimpressions.com

Wide-format Impressions

wideformatimpressions.com



printandpromomarketing.com

THE ALLIANCE BY THE NUMBERS

PUBLISHES

6 magazines

DELIVERS

15 newsletters

PRODUCES

100+
educational
webinars

HOSTS

50+
live & virtual
events

SUBSCRIBE TO OUR NEWSLETTERS



EXCLUSIVE ALLIANCE PUBLICATIONS

PRINTING United Journal is the premier technical and Association publication for the printing industry. Each issue is carefully cultivated with content from some of the industry's leading experts and consultants. In this quarterly publication, recipients will find technical and business-oriented articles that provide printing operations with key takeaways in their respective markets or prospective areas of interest.

MEMBER BENEFIT HIGHLIGHT:

Members receive quarterly issues of the **PRINTING United Journal** and subscriptions to the Alliance family of newsletters, including **Industry Ink**, **Industry Advocate**, **ColorPro®**, and **Women in Print Alliance**.

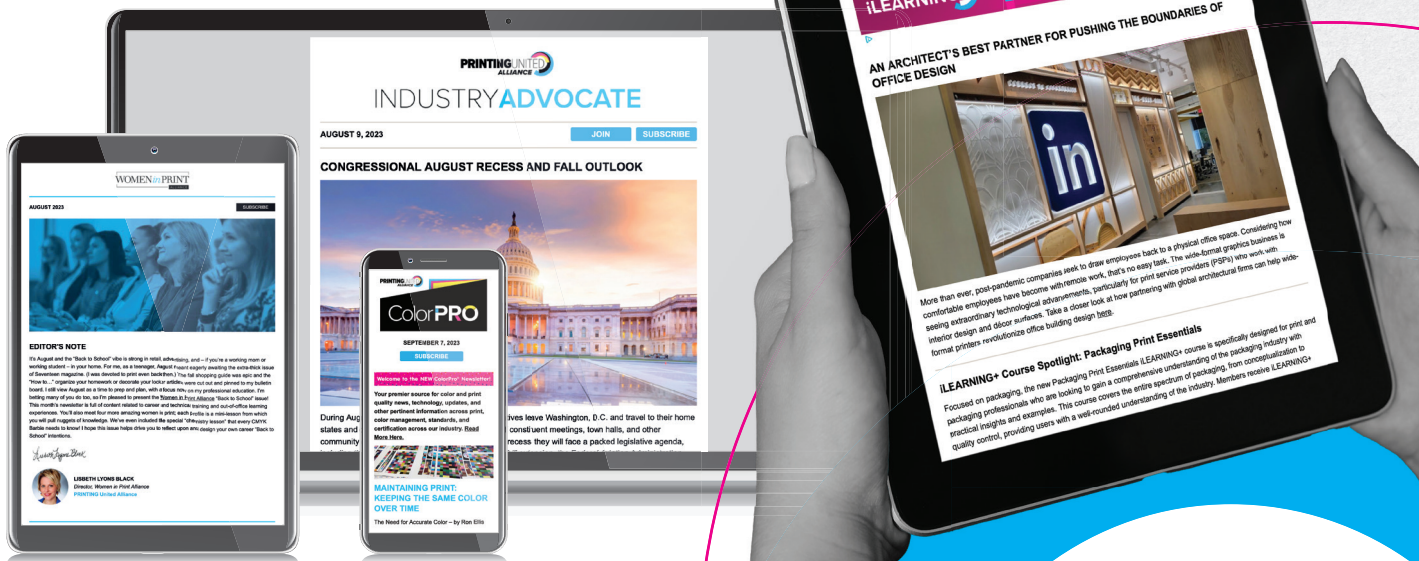
ALLIANCE NEWSLETTERS

Industry Ink: The Industry Ink newsletter is designed to connect printers and professionals in the industrial, graphic, garment, textile, electronics, packaging, and commercial printing markets. If you want a weekly recap of the industry's biggest stories and expert insights, then this free newsletter is for you.

Industry Advocate: This newsletter highlights the Alliance's impact and influence on Capitol Hill and state legislative bodies across the nation. Stay informed of legislative, political, and regulatory news, and analysis on policy issues impacting the printing industry.

ColorPro®: The ColorPro® newsletter provides valuable color information tailored exclusively to subscribers. It delivers curated, top-tier content relevant to those responsible for accurately and consistently producing color throughout the print production supply chain. It also includes the PRINTING United Alliance training, eLearning, and color resources while fostering a strong community among readers.

Women in Print Alliance: The monthly e-newsletter provides women in the printing industry with expert advice and information designed to enhance their personal and professional lives.



EDUCATION, TRAINING, AND CERTIFICATIONS

The Alliance continues to grow, evolve, and support the printing industry with its premier technical programs. Explore the most respected and distinguished awards programs, best-in-class eLearning courses and certifications, and immersive, in-person workshops.



Learn. Explore. Grow.

iLEARNING+ is the place for professionals to grow, stay relevant, and adapt to evolving industry demands. iLEARNING+ is a collection of the most complete educational offerings and resources in the printing industry. Find eLearning courses and certifications, reports on industry trends and best business practices, quality control devices, and EHS resources.

FEATURED COURSES

- + DTG/DTF Printing Technology Essentials
- + How to Evaluate and Communicate Color
- + Orientation to the Graphic Arts
- + Packaging Print Essentials
- + Screen Printing Ink Essentials for Graphic Applications

MEMBER BENEFIT HIGHLIGHT:

Members receive 20% off their purchase of any iLEARNING+ products, including courses, certifications, reports on industry trends, best business practices, and quality control devices. There is also a library of free resources exclusive to members only.



FEATURED CERTIFICATIONS

- + Color Management Professional®: Fundamentals Certification
- + Color Management Professional®: Flexo Certification
- + Color Management Professional®: Sales Certification
- + Color Management Professional®: Wide-Format Certification
- + Customer Service Professional Certification
- + Print Planning & Estimating: Master Certification

LIVE VIRTUAL AND IN-PERSON TRAINING

The Alliance's live training is the perfect way to keep up with the latest trends, creative applications, and techniques. From interactive, live virtual presentations right from your computer, to in-person, hands-on sessions with industry experts. Don't miss these exclusive educational events.

- + G7
- + PDAA

EXPLORE iLEARNING+



AFFINITY PROGRAMS

Exclusive for Members

The Alliance partners with leading companies to offer exclusive member benefits and discounts. Through its nationwide presence, the Alliance proudly passes on its widespread buying power to members for businesses including, but not limited to:



LRI offers member flexible equipment financing solutions.



Clients First offers members a FREE Cybersecurity Threat Management Test for up to five business email accounts. This is a real-life demonstration of how hackers could get into your business network and steal or lockdown your information.



Offers a fresh take on customer artwork. An industry-specific graphics productivity tool built for print, promotional products, and decorated apparel business.



An all-in-one eCommerce platform that provides easy, professional online sales tools that empower your business to sell more merchandise.



Smarter production management software to automate your workflow, from approvals to payments and more.



Members receive 50% off FedEx Express and 30% off FedEx ground shipments.



Helps members reduce their LTL freight costs and ship smarter.



Service First provides members exclusive benefits that are designed to reduce the cost of credit card processing while improving the level of service and support.



Talogy provides members with discounts on its most popular employment testing.



APPI works on behalf of members to negotiate and monitor energy utility suppliers to ensure the best price for their business.



Administered by



The Alliance has partnered with USI, a national leader in insurance, to create this program specifically tailored to our member companies and their staff. As a member, you have unparalleled access to business and personal insurance solutions from A-rated carrier partners with special member perks.

LEARN MORE



RESEARCH, ECONOMICS, AND FORECASTING

PRINTING United Alliance research is the “go-to” resource for timely, accurate analysis of the printing industry’s performance and prospects. Throughout the pandemic, Alliance Chief Economist Andy Paparozzi and the veteran research team helped members and the industry at large stay apprised of up-to-the-minute analysis, and critical forecasting to help printers navigate the uncertainty during COVID-19.

In the stabilizing market, the Research team regularly reports on sales by market segment, confidence, profitability, and other key business indicators are trending; capital investment plans; hiring plans; compensation rates by job title; printing establishments and sales by state; and the developments — whether economic, technological, demographic, or social — that are redefining the industry.

MEMBER BENEFIT HIGHLIGHT:

Access to Research

This year, the Alliance, in partnership with sponsor Canon U.S.A., has produced the invaluable “State of the Industry” research, a series of quarterly, panel-based reports addressing current print market and economic conditions, economic sentiment, and the strategic decisions being made across the varied segments of printing.

For the first time ever, in addition to the comprehensive “State of the Industry” research series, a segment-specific ‘Print Business Outlook’ series is offered, produced specifically for commercial, graphic and sign, and in-plant printing.



State of the Industry Update
First Quarter 2023



Sponsored by Canon U.S.A., Inc. **Canon**

Produced by the PRINTING United Alliance and HARSCO Research for its members.

JUNE 2023



Wages, Salaries, and Benefits Report

Alliance Members - \$199 | Nonmembers - \$399
© 2022 PRINTING United Alliance

printing.org

BROWSE REPORTS AND SURVEYS



ALLIANCE EVENTS

Take advantage of face-to-face networking and the best educational programming in the industry by attending the Alliance's world-class events and conferences throughout the year.



PRINTING UNITED EXPO

THE MOST DYNAMIC AND COMPREHENSIVE
PRINTING EVENT IN THE WORLD.

JOIN THE ENTIRE PRINTING INDUSTRY, SEPT. 10-12, 2024 in Las Vegas.

Experience over 1 million sq. ft. of equipment, solutions, and the latest trends in one place. Walk the show floor to see your favorite vendors and uncover new ones, have meaningful conversations with printers and manufacturers, and discover what's next for your organization – infinite opportunities await you— **IT'S ALL HERE.**

2024 EVENT CALENDAR



PPM Power Meetings | Power House Power Meetings

Coeur d'Alene, ID - March 25-27
Austin, TX - May 20-22 | Napa, CA - Aug. 19-21
Chicago - Sept. 23-25 | Park City, UT - Oct. 28-30
pmpowermeetings.com



PRINTING United Leadership Summit

Palm Beach Gardens, FL | Feb. 12-14
leadershipsummit.printing.org



PRINTING United Technical Event Series

Dallas | March 12-14
technicalseries.printing.org



Inkjet Summit

Orlando | April 22-24
ijsummit.com



Apparel Decoration Summit

Nashville | June 3-5
summit.apparelist.com



Wide-format Summit

Miami | July 29-31
wideformatsummit.com



Digital Packaging Summit

Ponte Vedra, FL | Nov. 11-13
digitalpackagingsummit.com

MEMBER BENEFIT HIGHLIGHT:

Members of the Alliance get a complimentary pass to the Expo and free Paid Education Sessions! For other paid live events and conferences, members receive a 20% discount off the ticket price.*

**Exclusions apply based on membership type*

ATTEND AN EVENT



GOVERNMENT AFFAIRS

Advocacy in Action

The Alliance Government Affairs team serves as the “eyes, ears, and voice” of the printing industry in the nation’s capital and in state legislatures across the country. Our experienced team of professionals regularly engage with lawmakers and key stakeholders, sharing insights and fostering discussions to shape legislation and advance industry priorities. All communities in the printing industry have benefited from the Alliance’s work, but only members have a seat at the table where decisions are being made that affect your organization, your industry, and your stakeholders.

FEDERAL REPRESENTATION

Members enjoy federal representation through ACG Advocacy, one of Washington’s premier bipartisan government affairs and strategic consulting firms. In February 2023, the Alliance retained ACG Advocacy to extend its presence on Capitol Hill and increase its lobbying efforts.

STATE AND LOCAL REPRESENTATION

At the state and local level, the Alliance shapes the policy of influential decision-making organizations, partners with outside experts and stakeholder groups, and influences the enactment and/or defeat of state and local legislation and regulations.

COALITION PARTNERS

The Alliance is proud to partner with coalitions to leverage a rich network of voices and resources that affect policy decisions impacting the printing industry. Here is a partial list of the coalitions we belong to:

- + Keep US Posted
- + The National Association of Manufacturers (NAM)
 - Council of Manufacturing Associations (CMA)
 - Manufacturers for Sensible Regulations (MFSR)
- + The Coalition for a Democratic Workplace (CDW)
- + The Coalition for Workplace Safety (CWS)
- + Tomorrow’s Workforce Coalition (TWC)
- + U.S. Postmaster General’s Mailing and Technical Advisory Committee (MTAC)

INAUGURAL CONGRESSIONAL PRINTING CAUCUS

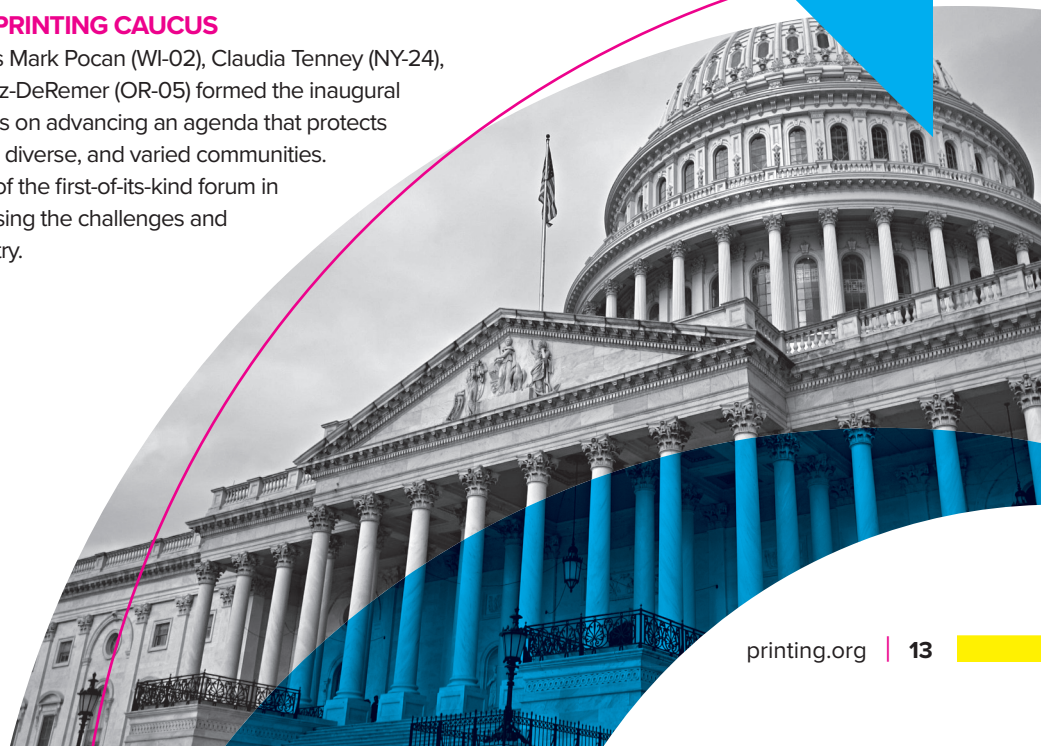
On July 27, 2023, U.S. Representatives Mark Pocan (WI-02), Claudia Tenney (NY-24), Jared Golden (ME-02), and Lori Chavez-DeRemer (OR-05) formed the inaugural Congressional Printing Caucus to focus on advancing an agenda that protects America’s printing industry and its rich, diverse, and varied communities. The Alliance applauds the leadership of the first-of-its-kind forum in Congress and looks forward to discussing the challenges and opportunities facing the printing industry.

FROM OUR MEMBERS

One notable achievement in 2023 can be attributed to our members in Washington state that responded to a call to action.

“This bill would devastate our business, and all other printing businesses in the state, let alone the downhill effect on the industries we serve and the public. I am grateful to PRINTING United Alliance for monitoring the situation and leading the industry to educate the lawmakers to a reasonable outcome,”

states Reid Baker, president, superGraphics in Seattle.



WOMEN IN PRINT ALLIANCE

Connecting and Advancing Women in the Print Community

The Women in Print Alliance mission is straightforward: to attract, retain, advance, and advocate for women in the printing industry through education, personal and professional development, networking, and community building.

Though we primarily advocate and promote women in the industry, we also seek to educate the broader printing industry community on the business and societal benefits of increased Diversity, Equity, and Inclusion — because bridging gender-based gaps and creating an industry culture in which women can thrive is a collective effort.

- + Women in Print Alliance educational programs focus on topics like career development, mentoring, work-life balance, and executive leadership.
- + Our events include a mix of in-person and virtual presentations and workshops geared toward advancing women in print, along with social and professional networking opportunities that foster a greater sense of community.
- + We also strive to be a voice for women in print by advocating for policies and initiatives that help attract more women to the industry and promote a more positive, gender-friendly workplace environment.

WE BELIEVE THAT BY WORKING TOGETHER, WE CAN CREATE A BETTER FUTURE FOR ALL WOMEN IN PRINT.

STAY CONNECTED

Did you know that Women in Print Alliance has a monthly newsletter? It gives women in the printing industry expert advice and information designed to enhance their personal and professional lives. Topics include:

- + Advocacy
- + Career Development
- + Diversity, Equity, and Inclusion
- + Executive Leadership
- + Work-Life Balance



womeninprintalliance.org

ALLIANCE LEADERSHIP

ALLIANCE BOARD OF DIRECTORS

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Director of Operations, Middlestreet Graphics and Displays

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President & CEO, NPI

Lane Hickey-Wiggins, Second Vice Chair
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Principal, Co-Founder, Image Options

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Assistant Vice President, Administrative Services & Facilities,
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Ford Bowers, Ex Officio
CEO, PRINTING United Alliance

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Senior Manager, Channel Sales-Decorator & Digital Solutions,
SanMar

Jaime Herand, Director
Vice President of Graphic Operations, Orbus Exhibit
& Display Group

Carla Johanns, Director
President, Simpson Screen Print Ltd.

Eric Kahle, Director
Chief Revenue Officer, Visual Marking Systems Inc.

Michael Magerl, Director
President, Trabon

Timothy Saur, Director
Managing Director North America, Durst Image Technology
US LLC (Durst North America)

Elaine Scrima, Director
Vice President of Operations, GSP Companies

Danny Sweem, Director
CEO, M&R Printing Equipment Inc.

Michael Wagner, Director
Chief Operations Officer, Butler Technologies Inc.

Tim Williams, Director
Chief Customer Officer, CreateMe Technologies

Tom Wittenberg, Director
Large Format Industry Relations and Events Manager,
North America, HP Inc.

ALLIANCE SUPPLIERS AND MANUFACTURERS COUNCIL (SMC) MEMBERS

Michael Brice, Chair, INX International Ink Co.

Eric Tischer, Vice Chair, Verseidag/Serge Ferrari

Carleen Gray, Past Chair, STAHL'S

Donna Covannon, Xeikon

Kimberly Daugherty, Advanced Color Solutions Inc.

Scott Fisher, Fisher Textiles

Ross Hunter, ROQ US

Kenneth Keyte, Komori America & MBO America

Larry Moore, ESKO

Felix Mueller, Heidelberg USA

Ken VanHorn, Mimaki USA Inc.



Join The Community!

STAY CONNECTED WITH THE ALLIANCE

From the *Industry Advocate* to the Technical Event Series. iLEARNING+ to PRINTING United Expo. Alliance Speakers Bureau to in-Person Workshops and Webinars. The Alliance provides the printing community ample opportunities to interact, connect, and engage with the entire industry while also giving our members their own exclusive Affinity Partner programs, free quarterly publication, discount pricing, and access to the subject matter experts themselves. You don't have to be a member to take advantage of some of the resources and tools we have to offer, but it's worth exploring what you're missing out on and why you shouldn't wait any longer to join!



EXPLORE MEMBER BENEFITS
printing.org/membership

