

# PRINTING United Alliance

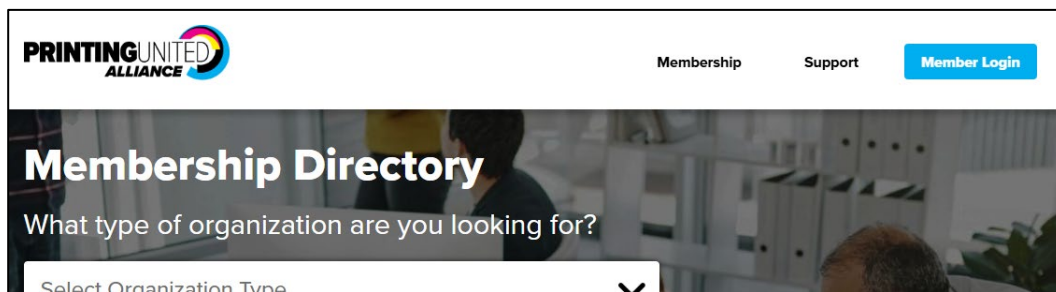
## Standard Operating Procedure – Directory Listing Update & Edit

This SOP is designed to help users navigate, update, and edit online directory listings on [directory.printing.org](http://directory.printing.org).

Below are the steps for the Company Manager or Primary contact of an active Alliance member company to log in to [printing.org](http://printing.org), locate the company directory listing, update the company directory listing, and edit company details. Also detailed below are the steps for choosing Capabilities and Equipment. These drive search results for directory users looking for industry-related goods, services, or equipment.

### Logging in to [directory.printing.org](http://directory.printing.org)

1. From [directory.printing.org](http://directory.printing.org), click **Member Login** in the upper right-hand corner.



2. Enter your PRINTING United Alliance membership email address and password.

**VISITING FOR THE FIRST TIME OR RETURNING USER?**

Currently a member of PRINTING United Alliance, please Sign In below to continue.

If you attended a prior Expo, Alliance or SGIA event, an Educational Course, or been certified with us, you most likely have an account. Please use the "Forgot My Password" link below to reset your password in our system. If your email exists in our system, an email link will be sent to you, and you may need to check your spam account.

If you have never visited our site, please select the "Create an Account" button below.

Still unable to login? Contact PRINTING United Alliance by phone (888) 385-3588 or email [assist@printing.org](mailto:assist@printing.org).

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**LOG IN**

Email

Password

**LOG IN**

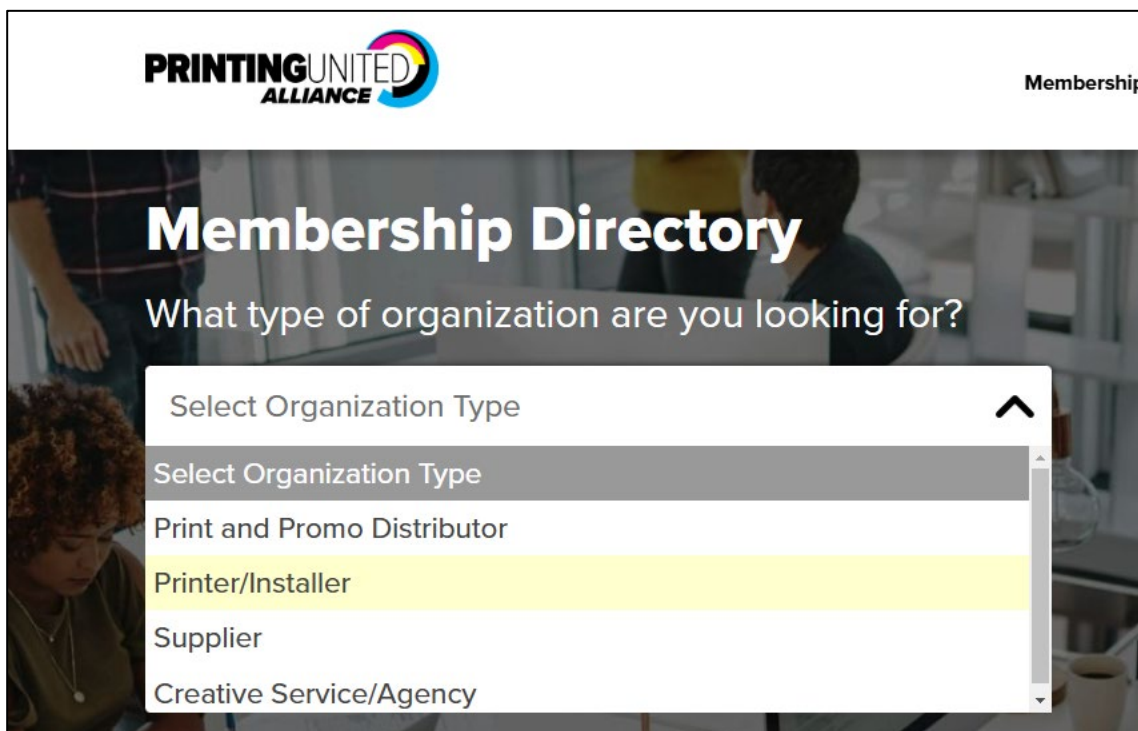
[Forgot My Password](#)

- i. If you are unsure of your password, click **Forgot My Password**

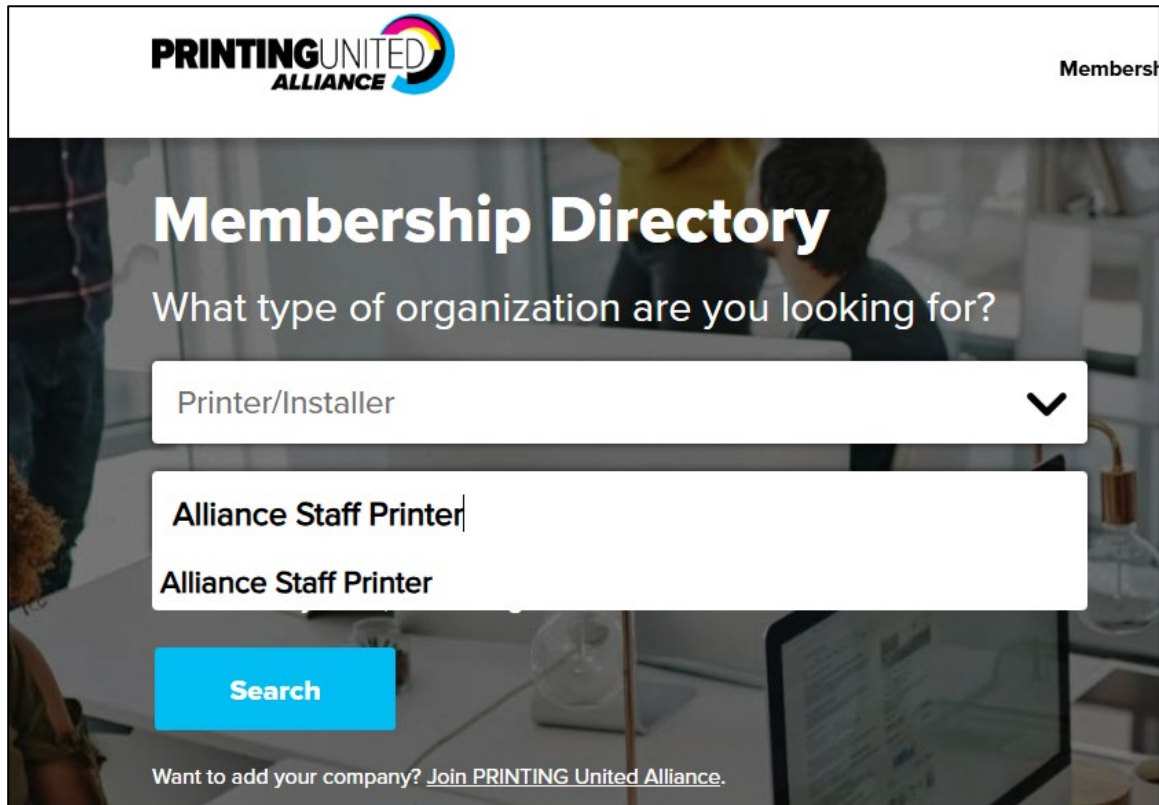
- 3. If you are unsure if you are the Primary Contact or Company Manager for your membership, please contact the PRINTING United Alliance Membership Department
  - i. By phone 1 (888) 385-3588
  - ii. By email [membership@printing.org](mailto:membership@printing.org)

## Navigating to your Directory listing

- 4. From [directory.printing.org](http://directory.printing.org), select your membership type by clicking on the **Select Organization Type** drop-down arrow and clicking on your membership type.

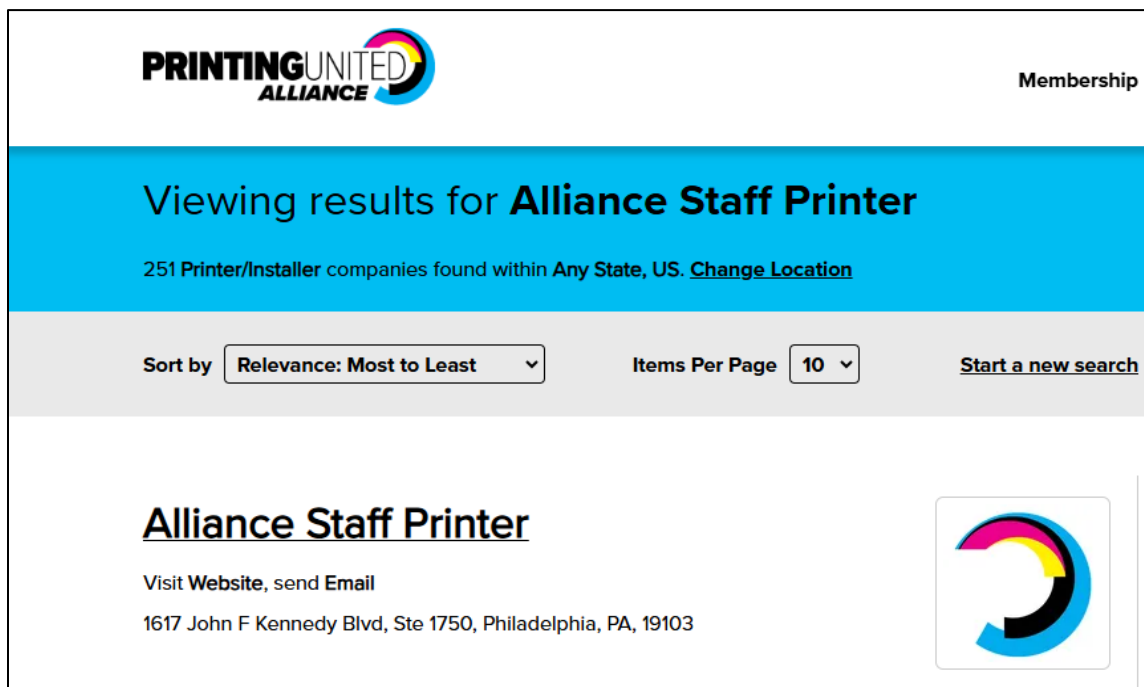


5. Enter your company name in the **Search Terms** field and click **Search**.



The screenshot shows the top of the website with the logo and a 'Members' link. Below is a large banner with the text 'Membership Directory' and 'What type of organization are you looking for?'. A search dropdown menu is open, showing 'Printer/Installer' as the current selection and 'Alliance Staff Printer' as a suggested option. A blue 'Search' button is visible below the dropdown. At the bottom of the banner, there is a link to 'Join PRINTING United Alliance'.

6. From the Results view, verify that your company name appears correctly.



The screenshot shows the search results page. The header includes the logo and a 'Membership' link. A blue banner at the top of the results area reads 'Viewing results for Alliance Staff Printer' and '251 Printer/Installer companies found within Any State, US. Change Location'. Below this is a search filter bar with 'Sort by Relevance: Most to Least', 'Items Per Page 10', and a 'Start a new search' link. The first result is for 'Alliance Staff Printer', with a link to 'Visit Website, send Email' and the address '1617 John F Kennedy Blvd, Ste 1750, Philadelphia, PA, 19103'. A logo for the company is shown to the right of the result.

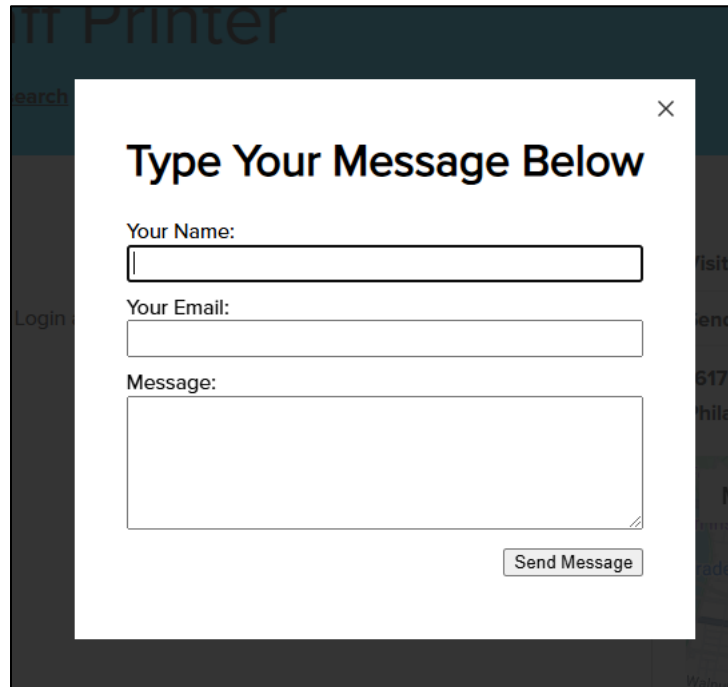
## Updating your Company's Directory Profile

1. Click on your company name from the results to view your full directory listing where you can manage your directory profile.

The screenshot shows the directory profile for 'Alliance Staff Printer'. At the top, there is a navigation bar with the logo, 'Membership', 'Support', and a user profile for 'Joshua Carruth'. Below this is a blue header with the company name 'Alliance Staff Printer' and a 'Printer/Installer' category. A 'Back to Search Results / Start a new search' link is present. The main content area is divided into sections: 'About', 'Capabilities', and 'Equipment & Software'. The 'About' section describes the alliance. 'Capabilities' lists various printing services like 50/50, Apparel, Cardigans, etc. 'Equipment & Software' lists types like Carousel/Rotary, Digital Hybrid, etc. On the right side, there is a map and contact information for '1617 John F Kennedy Blvd, Ste 1750, Philadelphia, PA, 19103'. Five red arrows with numbers #1 through #5 point to specific interactive elements: #1 points to the company name, #2 to 'Visit Website', #3 to 'Show Phone Number', #4 to 'Send Email', and #5 to 'Manage This Member Listing'. At the bottom, there is a footer with the logo, navigation links, social media icons, and contact information.

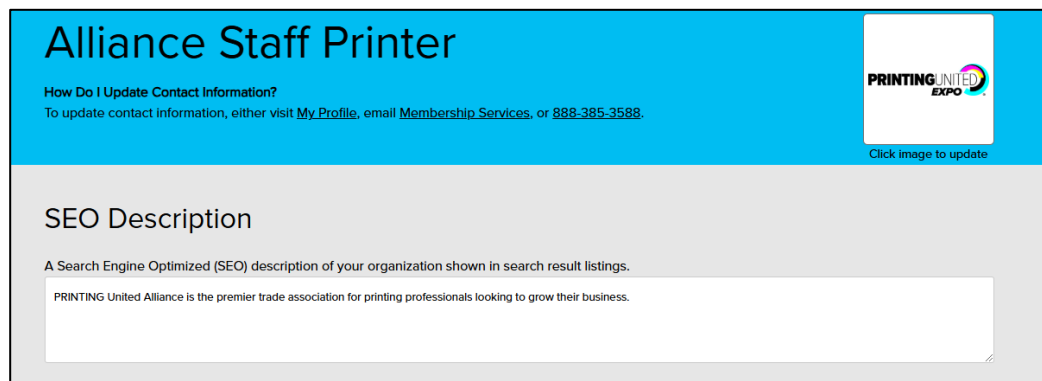
2. Click **Visit Website** to verify the company website is linked correctly. The website will open in a separate browser window.
  - i. The company website can be updated or added to your company profile.
3. Clicking **Phone Number** will display the Company Phone Number

4. Clicking **Send Email** will send a directory lead email to the primary contact of your membership.



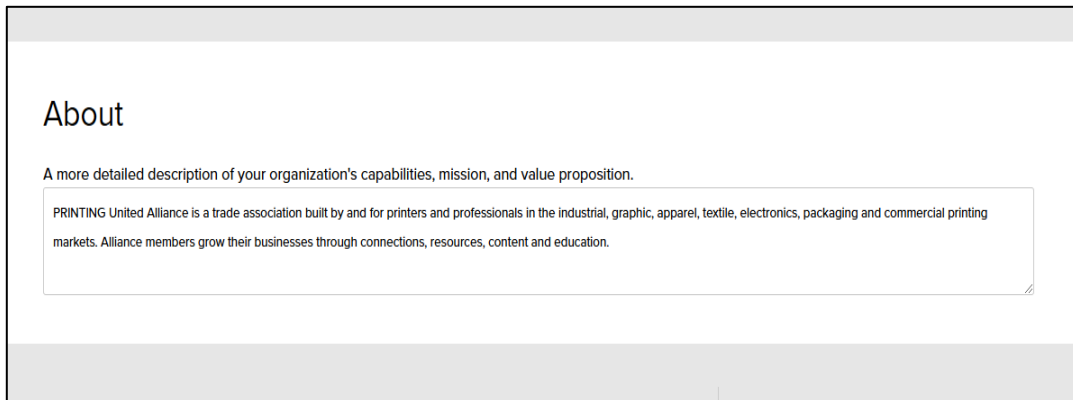
The image shows a modal window titled "Type Your Message Below" with a close button (X) in the top right corner. The form contains three input fields: "Your Name:" (a single-line text box), "Your Email:" (a single-line text box), and "Message:" (a multi-line text area). A "Send Message" button is located at the bottom right of the form.

5. Being logged in as a Company Manager or Primary Contact for the company will allow you to Click **Manage this Member Listing** and update the following:
  - i. **Company Logo:** Click on the logo to edit. A browser will appear for you to upload a new logo. Click **Open** to save the file.
  - ii. **SEO description:** Search Engine Optimized descriptions are the descriptions shown in general internet search results. 'Optimized' with keywords that are determined to be relevant to the business. This will be a compelling description of your organization's values and capabilities.



The image shows a company profile page for "Alliance Staff Printer". The header is blue and contains the company name, a link "How Do I Update Contact Information?", and instructions: "To update contact information, either visit [My Profile](#), email [Membership Services](#), or [888-385-3588](#)". There is a "PRINTING UNITED EXPO" logo in the top right corner with a "Click image to update" link below it. The main content area is grey and titled "SEO Description". It includes a sub-header "A Search Engine Optimized (SEO) description of your organization shown in search result listings." and a text box containing the text: "PRINTING United Alliance is the premier trade association for printing professionals looking to grow their business."

- iii. **About description:** A more detailed description of your organization's capabilities, mission, and value proposition(s).



- iv. **Capabilities:** Using the Universal Printing Taxonomy (UPT) select the range of products and formats made possible by the equipment and services you provide
  - i. Use the search tool to quickly locate terms from the full list.
  - ii. Or browse the entire list by clearing all terms from the search field.

## Search or Browse Capabilities

Based on the Unified Printing Taxonomy (UPT) for applications that describes the wide range of products and formats made possible by the equipment and services you provide.

t-shirt

- ☐  Apparel
  - ☐  Infants & Toddlers
    - Baby T-Shirts*
  - ☐  *T-shirts & Tanks*
    - 50/50
    - Long-Sleeved
    - T-Shirts*
    - Tank Tops
    - Tie-Dyed
    - V-Neck T-shirts*
    - Women's T-Shirts*
    - Women's Tank Tops

### Selected Capabilities

**Apparel**

Aprons, Athletic & Sportswear, Athletic Shorts, Athletic Sweatshirts, Athletic Tank Tops, Athletic Windshirts, Performance Shirts, Pullovers, Running Shorts, Sweatpants, Team Apparel, Women's Golf Shirts, Bathing Suits, Blouses, Caps & Headwear, Bandannas, Beanie Caps, Caps, Hat Bands, Hats, Headbands, Sweatbands, Visors, Comfortwear & Intimates, Nightgowns, Pajamas, Robes, Underwear, Dresses, Embroidery, Footwear & Accessories, Athletic Shoes, Boots, Flip-Flops, Sandals, Shoe Horns, Shoe Shine Kits, Shoelaces, Shoes, Gloves, Exam Gloves, Mittens, Hoodies & Sweatshirts,

- iii. To view general Capability categories. Click on the + to expand and view more connected capabilities.
- iv. Selected Capabilities will be listed to the right of the capability categories under Selected Capabilities.

- v. **Equipment & Software:** Using the Universal Printing Taxonomy (UPT) select from a range of equipment and software that best describes the production services, techniques, and equipment used to produce your products and services.
  - 1. Use the search tool to quickly locate terms from the full list.
  - 2. Or browse the entire list by clearing all terms from the search field.



## Types of Equipment & Software

Based on the Unified Printing Taxonomy (UPT) for equipment and software that describes production services, techniques, and equipment you use.

- Consumables
  - Adhesives and Glues
  - Blanks
  - Bookbinding Materials
  - Chemicals and Other Additives
  - Films and Foils
  - Finishing
  - Ink, Varnish, Toner
  - Other Substrates
  - Paper, Cardboard, Board
  - Paper, Cardboard, Board for Packaging
  - Paper, Cardboard, Board for Technical and Special Use
  - Plates
  - Polystyrene
  - Roll Fabrics/Textiles

## Selected Equipment

### Presses and Printing Equipment

Digital Printing - Direct-to-Shape,  
Carousel/Rotary - Automated,  
Carousel/Rotary - Manual,  
Digital Hybrid, Sheetfed Automated,  
Sheetfed Manual, Transfer, Webfed,  
Special Application Printing

3. To view general equipment & software categories. Click on the + to expand and view more connected capabilities
  4. Selected equipment & software will be listed to the right of the screen under Selected Equipment
- vi. **Saving your Updates:** \*Note- If you see the message below, your selections have **NOT** been saved

Your changes haven't been saved yet. Please click the 'Submit' button at the bottom of the page to save your updates.

- i. To save and publish your updated directory listing by scrolling to the bottom of the page and clicking Save

## Types of Equipment & Software

Based on the Unified Printing Taxonomy (UPT) for equipment and software that describes production services, techniques, and equipment you use.

- Consumables
- Facility Infrastructure
- Industrial Technologies
- Postpress
- Premedia/Multichannel
- Prepress Equipment
- Prepress Software
- Press and Printing Support and Accessories
- Presses and Printing Equipment
- Productivity Software
- Support Services

## Selected Equipment


### Presses and Printing Equipment

Screen Printing,  
Carousel/Rotary - Automated,  
Carousel/Rotary - Manual,  
Digital Hybrid, Sheetfed Automated,  
Sheetfed Manual, Transfer, Webfed

- ii. Once saved, the banner at the top of the page will appear in green with the text Company profile saved successfully!

## Updating your Company Contact Information or Company Roster

1. You can update your company profile one of these three ways:
  - i. Visit My Profile by clicking the link under your Company Name from your profile page
  - ii. Email Membership Services: [membership@printing.org](mailto:membership@printing.org)
  - iii. Call us at: **888-385-3588**

Membership

# Alliance Staff Printer

**How Do I Update Contact Information?**  
To update contact information, either visit [My Profile](#), email [Membership Services](mailto:membership@printing.org), or [888-385-3588](tel:888-385-3588).