



# Wages, Salaries, and Benefits Report

## 2024-25

### Executive Summary

April 2025

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Throughout the year, PRINTING United Alliance's research team creates top-notch reports for the industry and works with consultancies to conduct commissioned research.

PRINTING United Alliance members get unlimited access to the resulting reports that reflect the scope of the printing industry.

Visit: [printing.org/library/business-excellence/economics-forecasting](https://printing.org/library/business-excellence/economics-forecasting)

If you have any questions, please contact [researchteam@printing.org](mailto:researchteam@printing.org).

# Executive Summary

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Employee shortages are a reality for many in the printing industry. This leaves employers struggling to find and hire workers as well as needing to understand the incentives that will retain them long-term. To help employers in the printing industry understand where their employee programs and benefits fit into the landscape, PRINTING United Alliance launched a benchmark study to measure benefits, bonuses, and compensation.

During October and November 2024, over 500 printing companies from across the United States and Canada participated in the *Wages, Salaries and Benefits 2024-25 Survey*. Participants included commercial printers, graphic and sign producers, apparel decorators, package printers and converters and functional printers. Annual sales range from less than \$250,000 to more than \$500 million. A report on the survey results summarizes the compensation practices of 512 printing companies and includes data on 12,967 personnel across 63 job titles. Compensation data are presented in detail first for all companies surveyed and then by primary printing segment, geographic zone, and company size. Survey topics included:

- **Employee Benefits:** Every company in the survey offers at least one paid benefit—either fully or partially covered. In total, over 20 types of benefits are available, including paid holidays, health insurance, and paid time off.
- **Retirement Plans:** About 72% of companies provide retirement options. Most offer 401(k) plans (84%), while some also provide Simple IRAs (19%) and pensions (14%).
- **Bonuses:** 58% of companies give out bonuses. Of those, most (85%) are based on how the company performs, 38% reward individual achievements, and around 10% are tied to department goals.
- **Sales Compensation:** Just over half (53%) of in-house sales staff focus only on sales, while 20% handle other duties too. About 14% are paid by commission only, and 13% receive just a salary.

Overall, these findings reflect the various compensation structures across different company sizes and printing segments, highlighting a focus on benefits, performance-based incentives, and sales compensation strategies.

Complete results of the survey are presented in the *Wages, Salaries, and Benefits Report 2024-25*. Participants in the survey receive a complimentary copy of the report. Individual copies are priced at \$199 for PRINTING United Alliance members and \$399 for nonmembers. **The full report is available for purchase from the PRINTING United Alliance iLEARNING+ platform [here](#).**



# Key Financial Ratios Program

The PRINTING United Alliance Key Financial Ratios Program (KFR) tracks 10 vital financial metrics, including gross profit, payroll, selling expenses, and EBITDA, each expressed as a percentage of sales. Data are collected through a secure online survey.

Program participants receive an interactive Excel spreadsheet that calculates the metrics by company size, primary printing segment, and revenue composition. The spreadsheet and program results are only available to participants.

To view a sample Key Financial Ratios Survey [click here](#).

Participation begins by completing the [Key Financial Ratios Candidate Profile](#). After completing the profile, an eligible candidate receives a four-digit participant code. For added security, only that code, never the candidate's name, company name, email, or other personal information appears on a KFR survey.

Participation in KFR is open to PRINTING United Alliance members and nonmembers. There is no charge to participate.

For more information on the program please contact Andy Paparozzi, Chief Economist, [apaparozzi@printing.org](mailto:apaparozzi@printing.org), or Onamica Dhar, Economist, [odhar@printing.org](mailto:odhar@printing.org).