



2025

MEMBERSHIP GUIDE



@printingunited

printing.org



ABOUT THE ALLIANCE

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

WHO WE ARE

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 to an all-inclusive model representing printing segments across industry verticals, attracting the attention and engagement by leading like-minded organizations. The Alliance is comprised 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 merging of the Specialty Graphic Imaging Association (SGIA), NAPCO Media, 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 nonprofit leader for its members and the industry at large – **anyone involved in putting ink on anything.**



MEET ALLIANCE
VOLUNTEER
LEADERSHIP



PRINTING United Alliance serves

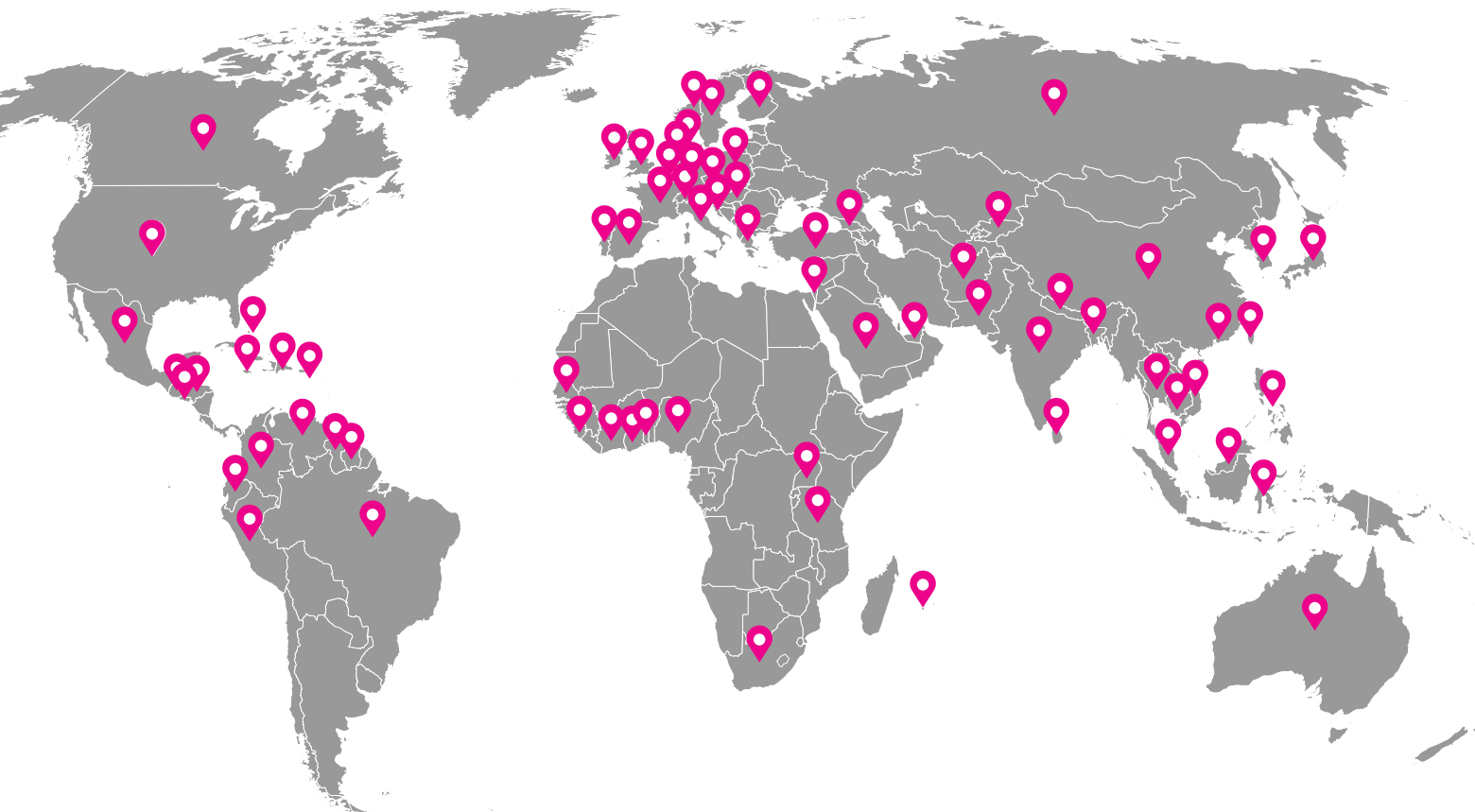
5,510*
organizations

Representing more than

21,733*
industry
professionals

ABOUT THE ALLIANCE

Our members span the globe, driving the print industry forward with a powerful international reach.



SEGMENTS WE SERVE



Apparel Decoration



Brands



Commercial Printing



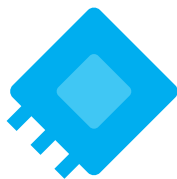
Digital Packaging



Digital Textile



Graphic Production



Industrial Applications
and Printed Electronics



Installation/PDAA



Print/Promotional
Products

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.



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.



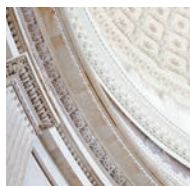
ECONOMICS AND FORECASTING

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 and analysis on talent management, workforce training, education, diversity, equity, and inclusion.



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
Manager*



**ONAMICA
DHAR**

Economist



**JORDAN
GORSKI**

*Vice President,
Global Standards and
Certifications Education,
Training and Technology*



**ADRIANE
HARRISON**

*Vice President, Human
Relations Consulting*



**GARY
JONES**

*Vice President,
Environmental, Health,
and Safety Affairs*



**JOE
MARIN**

*Senior Vice President,
Member Services*



**SARA
OSORIO**

*Environmental, Health and
Safety Affairs Coordinator,
Government and
Regulatory Affairs Dept.*



**ANDY
PAPAROZZI**

Chief Economist



**RAY
WEISS**

*Vice President, eLearning
and Certifications
Education, Training and
Technology Dept.*

Over 1,300 Member Assist Sessions
With Our Industry Experts in 2024

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.

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

→ piworld.com

Packaging Impressions

→ packagingimpressions.com

APPARELIST

→ apparelist.com

In-plant Impressions

→ inplantimpressions.com

Wide-format Impressions

→ wideformatimpressions.com

Promo Impressions

→ promoimpressions.com

PRINTING

→ ai.printing.org

THE ALLIANCE BY THE NUMBERS

In 2025 the Alliance...

PUBLISHED

5 magazine titles

DELIVERED

12 newsletter titles

RELEASED

20-plus research reports

PRESENTED

60-plus educational webinars

HOSTED

12 live events

EXCLUSIVE ALLIANCE PUBLICATIONS

PRINTING United Journal is the premier technical 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 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.

Women in Print Alliance: This dedicated newsletter empowers women in the printing industry with expert insights and resources in advocacy, career development, executive leadership, diversity, equity and inclusion, and work-life balance.



SUBSCRIBE
TO OUR
NEWSLETTERS



EDUCATION, TRAINING, AND CERTIFICATIONS



The Leader in Print Industry Training and Education

iLEARNING+ provides access to the most comprehensive eLearning library tailored for the diverse needs of the printing industry. Covering topics like color management, prepress, wide-format printing, estimating, and customer service, our platform equips you and your team with the tools needed to excel. iLEARNING+ addresses the training demands at every level, from new hires to seasoned professionals.

84% growth in 2024

iLEARNING+ BY THE NUMBERS

7,000+

TOTAL LEARNERS IN OVER
60 countries

38

 educational institutions

HAVE ADOPTED iLEARNING+

48

 courses and certifications

MORE NEW RELEASES
PLANNED FOR THIS FALL

SINCE LAUNCHING IN APRIL,
"DOTTIE"—THE iLEARNING+
CHATBOT—HAS SUPPORTED

325+

 unique user conversations

TOP COURSES/CERTIFICATIONS IN 2024

- + Print 101: Introduction to the Printing Industry
- + G7® Expert Recertification
- + Color Management Professional®: Fundamentals
- + Customer Service Professional Certification
- + Color Management Professional®: Master Print Certification
- + G7+™ Expert Training and Certification Upgrade
- + How to Evaluate and Communicate Color
- + Color Management Professional®: Sales Certification
- + Color Management Professional®: Cut Sheet Digital Certification
- + Print Production for Designers

NEW COURSES/CERTIFICATIONS ADDED TO iLEARNING+ IN 2024

- + Acrobat Tools for Print Production (update)
- + Color Management Professional Fundamentals: Spanish version
- + Creating PDFs for Print Production (update)
- + Expanded Color Gamut Printing
- + G7+ Upgrade Certification
- + Hazard Communication
- + Print 101: Introduction to the Printing Industry

EXPLORE iLEARNING+



MEMBER BENEFIT HIGHLIGHT:

Members receive 20% off their purchase of any iLEARNING+ products. There is also a library of free resources exclusive to members.



Elevate Your Print Quality With G7+™ Expert Certification Training

Unlock the secrets to superior print consistency and drive your business success with the G7+™ Expert Certification program.

Whether you prefer the dynamic interaction of live training or the flexibility of our on-demand eLearning courses, our comprehensive training equips you with the skills to master any print-related challenges. This certification is crucial for printing industry professionals responsible for consistent color reproduction and print quality. The knowledge gained in earning a certification translates to increased production efficiency, cost savings, customer satisfaction, and compatibility with global print standards.

CHOOSE YOUR TRAINING FORMAT:

+ Live In-Person Training

+ Live Online Training

+ On-Demand Training

WHO THIS TRAINING IS FOR:

+ Brand Managers

+ Offset Press Operators

+ Production Managers

+ Color Managers

+ Operations Managers

+ Quality Assurance Managers

+ Digital Press Operators

+ Packaging Engineers

+ Screen Printers

+ Direct-to-Garment Printers

+ Prepress Technicians

+ Wide-Format Operators

+ Flexographic Press Operators

+ Pressroom Managers

BENEFITS:

+ **Consistent Color Accuracy** –

Ensures colors match perfectly across different printers, materials, and printing processes.

+ **More Efficient Printing** –

Reduces waste, saves ink, and speeds up production with better color accuracy and fewer adjustments.

+ **Enhanced Customer**

Satisfaction – Visually appealing print to the numbers leads to fewer customer complaints and reprints.

PDAA

Earning a PDAA certification is invaluable for installers in the signage and graphics industry. These certifications verify an installer's expertise and proficiency in handling diverse installation challenges. The rigorous testing and demonstration of skills involved in these certifications underscore an installer's competence and capability, instilling confidence in clients seeking reliable and skillful professionals for their signage and graphic installation needs.



GET G7+ CERTIFIED



PARTNER 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:



MEMBER BENEFIT HIGHLIGHT:

PRINTING United Alliance's Affinity Partner Programs offer exclusive members-only discounts on popular products and services that help keep your printing business running efficiently including:

- + Insurance
- + ERP solutions
- + HR and training support
- + Hiring and development assessments
- + Equipment financing
- + Discounted shipping rates
- + Credit card processing
- + Access to our exclusive promotional products partner
- + Utility cost management
- + EHS compliance and training
- + Artwork software
- + Production management software
- + E-commerce platform for branded merchandise

EXPLORE PARTNER PROGRAMS



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.

The Research team regularly reports on sales by market segment, confidence, profitability, and other key business indicators; 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.

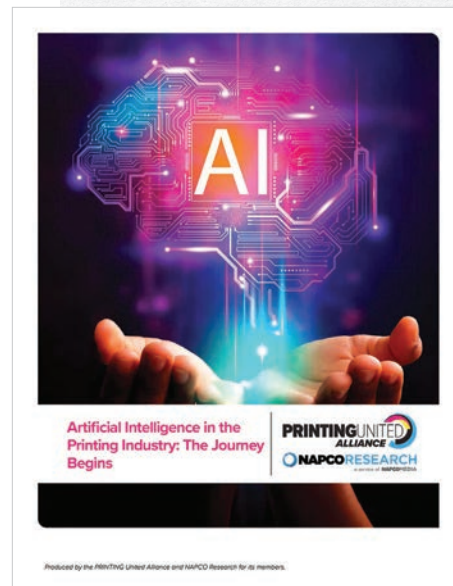
A LANDMARK RESEARCH STUDY ON AI ADOPTION, INVESTMENT PLANS, AND BEST PRACTICES

Artificial intelligence (AI) is poised to be the next big printing industry disruptor. As the printing industry is in the early stages of AI adoption, the Alliance Research Team conducted a comprehensive study on AI application and future use within the printing industry. This research combines quantitative and qualitative research to identify the current status of AI use, the functions where it is being implemented, the benefits it is delivering, the strategies for its execution, and the broader, longer-term implications of AI for industry firms.

MEMBER BENEFIT HIGHLIGHT:

Access to Research

Members can tap into the full scope of insights, including the renowned “State of the Industry” research series, plus the segment-specific Print Business Outlook series.



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.



THE MOST DYNAMIC AND COMPREHENSIVE PRINTING EVENT IN THE WORLD.

SEPT. 23-25, 2026. IN LAS VEGAS. The Alliance brings together the entire printing industry in one place to experience over a million square feet of equipment, solutions, and the latest trends! 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!**

EVENT CALENDAR



Digital Packaging Summit
Ponte Vedra Beach, FL | Nov. 10-12, 2025
digitalpackagingsummit.com



PRINTING United Leadership Summit
San Diego, CA | Feb. 23-25, 2026
leadershipsummit.printing.org



Inkjet Summit
San Antonio, TX | April 27-29, 2026
ijsummit.com



Legislative Fly-in
Washington, D.C. | Spring 2026
flyin.printing.org



Apparel Decoration Summit
Nashville, TN | June 22-24, 2026
summit.apparelist.com



Wide-format Summit
Bonita Springs, FL | July 27-29, 2026
wideformatsummit.com



ATTEND AN EVENT



MEMBER BENEFIT HIGHLIGHT:

Get the Member Experience at PRINTING United Expo! Members of the Alliance get a complimentary pass, free paid education sessions, access to the Member Lounge, reserved seating at keynote presentations, and more.

GOVERNMENT AFFAIRS

Advocacy in Action

We help members stay open for business by protecting, promoting, and growing the printing industry.

OUR INFLUENCE

The Government Affairs team plays a vital role in the Alliance's advocacy efforts and effectiveness through legislative lobbying, subject matter expertise, strategic relationship engagement, coalition participation, and policy monitoring, analysis, and reporting. We understand what's important to our members' businesses and advocate on their behalf to create sustainable business growth for the industry.

HILL LEADERSHIP

The Alliance's contracted lobbying firm, ACG Advocacy, brings expertise and strategic acumen to shape strategy, build alliances, and drive effective advocacy on both sides of the aisle through direct Capitol Hill engagement.

RELATIONSHIP BUILDING

Central to the work of the Government Affairs team is building stronger relationships with members of state legislatures and members of Congress that foster trust, support decision-making, enhance credibility and expertise, and promote collaboration to enable effective long-term legislative success.

THE ADVOCACY CENTER

Get involved and make a difference! The Advocacy Center allows you to take action on legislation that matters to you, sending messages directly to your federal or state representatives. Learn about our key public policy issues and join your colleagues in educating lawmakers and moving the needle on legislation impacting the printing industry.

FROM OUR MEMBERS

"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.

67 Coalition Partners

11 Action Alerts in 2025

20 Meetings With Members of Congress in 2025

4 Site Visits For Members of Congress in 2025

Lend Your Voice!

EXPLORE THE ADVOCACY CENTER

- + Send a message to your legislators
- + Sign up for Action Alerts
- + Find key legislation
- + View your election center
- + Participate in surveys
- + View legislative scorecards
- + Read the latest blogposts



COMMUNITIES AND DIRECTORIES

Connecting and Elevating the Printing Industry

For members, both Online Communities and the Membership Directory provide unmatched networking and business-building opportunities — ensuring you're always connected to the people and companies that matter most.



printerlink.printing.org

PRINTING United Alliance's exclusive member-only, online communities are designed to bring printing industry professionals together in one powerful networking hub. Whether you're seeking expert advice, industry insights, or connections with peers, it is easier than ever to engage with the community.

- + **Instant Industry Connections** – Engage with like-minded professionals, share experiences, and build relationships with experts across all printing segments.
- + **Knowledge Sharing and Problem Solving** – Ask questions, get answers, and learn from the collective expertise of industry leaders and peers.
- + **Industry-Specific Discussions** – Connect with professionals in your specific role or printing segment to discuss the topics that matter most to you.

MEMBERSHIP DIRECTORY

directory.printing.org

The PRINTING United Alliance Membership Directory is the go-to resource for finding and connecting with businesses, suppliers, and service providers across all segments of the printing industry.

- + **Streamlined Search** – Quickly find industry professionals, services, and solutions tailored to your needs.
- + **Comprehensive Listings** – Explore a vast network of members, from suppliers to manufacturers, all in one place.
- + **Enhanced Profiles** – Dive deeper with detailed profiles showcasing expertise, certifications, and more.

MEMBER BENEFIT HIGHLIGHT:

Alliance Online Communities are exclusive, member-only forums where you can engage in industry discussions and share insights. While the Membership Directory is accessible to the entire industry, only PRINTING United Alliance members have the benefit of being listed, ensuring greater visibility and connection opportunities.

LEARN MORE!



As a vital community within PRINTING United Alliance, our Women in Print Alliance leverages the Alliance's resources and expansive network to provide unique opportunities and support for women globally throughout their print career journeys.

CONNECTING AND ADVANCING WOMEN IN THE PRINT COMMUNITY

Women in Print Alliance champions, supports, and celebrates women working in the printing industry by providing an unparalleled mix of events, education, and networking opportunities. With the guidance of our expert advisory council, our community's immediate needs are always at the forefront, and we're excited to continue delivering innovative and purposeful value.

Our organization is dedicated to its mission of attracting, advancing, and advocating for women at every stage in their careers in print all while promoting a supportive, inclusive industry culture in which those women can thrive and shine.

Celebrating 1 Year of Membership

There's never been a better time
to be part of the Women in Print community

JOIN TODAY →



**LISBETH
LYONS BLACK**
*Director,
Women in Print
Alliance*

Become a Member

At Women in Print Alliance, we believe that together, we can cultivate a bright future for all women in our industry. Join us today and become part of our dynamic and growing community.

As a member you receive:

- + Exclusive Event Access and Discounted Registration
- + Members-Only Content and Educational Resources
- + Unparalleled Networking Opportunities
- + And so much more...



Stay Connected With The Alliance



From the *Industry Advocate* to Online Communities and the Membership Directory. From iLEARNING+ to PRINTING United Expo. From the Alliance Speakers Bureau to in-person workshops and webinars. PRINTING United Alliance offers countless ways for the printing community to connect, learn, and grow.

While many of our resources are available to the entire industry, members enjoy exclusive benefits — including Affinity Partner programs, a free quarterly publication, discount pricing, and direct access to subject matter experts. If you're not yet a member, it's time to see what you're missing and why now is the time to join.



EXPLORE MEMBER BENEFITS
printing.org/membership

