

2024

# MEMBERSHIP GUIDE





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PRINTING UNITED ALLIANCE

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Exclusive Special

# A LETTER FROM THE CEO

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Dear Member and Industry Colleague,

Welcome to the 2024-25 PRINTING United Alliance Membership Guide, a resource that symbolizes our collective journey towards growth, innovation, and excellence in the printing industry. As members of the Alliance, you are part of a powerful community that is shaping the future of print. Our industry is evolving at an unprecedented pace, and with that comes the need for adaptability, creativity, and collaboration.

This Guide is more than just a catalog of products and services; it is a gateway to unlocking your full potential. Whether you are seeking information about the latest industry trends and research, professional development opportunities through our unmatched iLEARNING+ platform, guidance on critical EHS, OSHA, HR, and advocacy issues, thought-provoking content, or ways to connect with like-minded professionals through our numerous event offerings; you'll find it all within these pages. Our commitment to providing you with the best resources and support is unwavering, and we are here to help you navigate the challenges and seize the opportunities that lie ahead.

I encourage you to explore, engage, and make the most of what the Alliance has to offer. Together, we can elevate our industry, drive innovation, and build a brighter, more sustainable future.

Thank you for being an integral part of our vibrant community. Here's to a year of growth, success, and shared achievement.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ford Bowers'. The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

Ford Bowers  
CEO, PRINTING United Alliance

# 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. In 2024, our organization further joined forces with Brand Chain and PERF, and announced a strategic partnership with the Advertising Specialty Institute® (ASI). 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 (SMEs) 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*, and *Apparelist*.



PRINTING United Alliance serves

**4,000+**  
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," and was named a *TSE* Gold 100 finalist as one of the largest shows in the United States in 2023.

# 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



**ONAMICA DHAR**  
Economist



**JORDAN GORSKI**  
Vice President, Global Standards and Certifications Education, Training & 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 & Safety Affairs Coordinator  
Government & Regulatory Affairs Dept.



**ANDY PAPPOZZI**  
Chief Economist



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

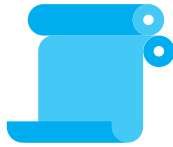
# PUBLICATIONS AND MEDIA BRANDS

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



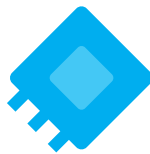
Digital  
Textile



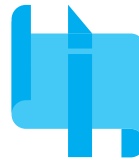
Educators  
& Students



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](http://piword.com)

### In-plant Impressions

[inplantimpressions.com](http://inplantimpressions.com)

### Packaging Impressions

[packagingimpressions.com](http://packagingimpressions.com)

### Wide-format Impressions

[wideformatimpressions.com](http://wideformatimpressions.com)

### APPARELIST

[apparelist.com](http://apparelist.com)

## THE ALLIANCE BY THE NUMBERS

PUBLISHES

**5 magazines**

DELIVERS

**14 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 dedicated 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

- + Print 101: Introduction to the Printing Industry
- + Screen Printing Basics for Apparel
- + Wide Format Printing Essentials
- + How to Evaluate and Communicate Color
- + DTG/DTF Printing Technology Essentials

### 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
- + Customer Service Professional Certification
- + Print Planning & Estimating: Master Certification
- + BrandQ® Manager Certification
- + Color Management Professional®: Sales 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

- + Architectural Films
- + Vehicle and Fleet Wrap Installation
- + Rigid Signage

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.



GMG EnviroSafe offers specialized environmental, health, and safety services to members of the PRINTING United Alliance, including a 10 percent discount on all bundled services. Offerings include a diverse range of compliance programs, on-site risk assessments, and print industry training that will provide you peace of mind!



Exclusive savings on PC's and Printers for PRINTING United Alliance members. Dedicated U.S. sales team to assist with bulk pricing and account management.



This leading national consulting and training firm specializes in equipping you with the business consulting support and people skills you need to grow - no matter what challenges arise along the way. From recruiting to HR support and everything in between, find insightful guidance that is tailored to your unique needs.



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



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.

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.

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

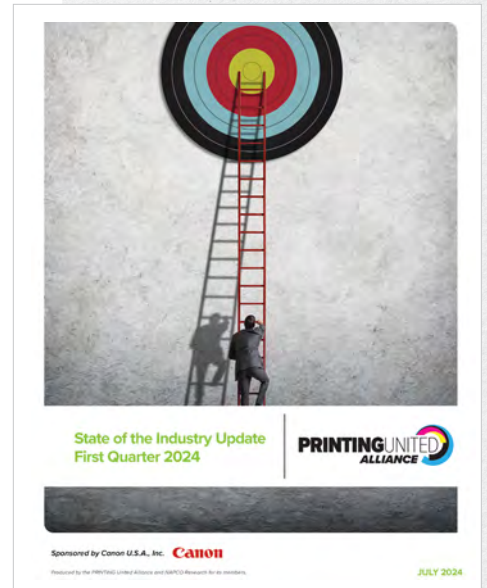
Artificial Intelligence is poised to be the next big printing industry disruptor. As the printing industry is in the early stages of AI adoption, the combined PRINTING United Alliance and NAPCO Research team conducted a comprehensive study on artificial intelligence (AI) application and future use within 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

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.



## 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.

**JOIN THE ENTIRE PRINTING INDUSTRY UNDER ONE ROOF!** 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



#### PRINTING United Leadership Summit

[leadershipsummit.printing.org](https://leadershipsummit.printing.org)



#### Inkjet Summit

[ijsummit.com](https://ijsummit.com)



#### Apparel Decoration Summit

[summit.apparelist.com](https://summit.apparelist.com)



#### Wide-format Summit

[wideformatsummit.com](https://wideformatsummit.com)



#### Digital Packaging Summit

[digitalpackagingsummit.com](https://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:

- + American Society of Association Executives (ASAE)
  - Tomorrow’s Workforce Coalition (TWC)
- + The Coalition for a Democratic Workplace (CDW)
- + The Coalition for Workplace Safety (CWS)
- + Coalition for a 21st Century Postal Service (C21)
- + Keep US Posted
- + The National Association of Manufacturers (NAM)
  - Council of Manufacturing Associations (CMA)
  - Manufacturers for Sensible Regulations (MFSR)
- + Two Sides North America
- + U.S. Chamber of Commerce

### 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.*

### INAUGURAL CONGRESSIONAL PRINTING CAUCUS

Representatives Claudia Tenney (R-NY-24), Mark Pocan (D-WI-2), Lori Chavez-DeRemer (R-OR-5), and Jared Golden (D-ME-2) will serve as co-chairs of the inaugural 118th Congressional Printing Caucus.

This first-of-its-kind bipartisan Caucus will focus on advancing a public policy agenda that benefits and protects America’s printing industry and its rich, diverse, and varied communities. Additional members that have officially joined the Caucus include Representatives Lloyd Doggett (D-TX-37), Scott Fitzgerald (R-WI-05), Jen Kiggans (R-VA-02), and Marc Molinaro (R-NY-19). ACG Advocacy, the lobbying firm representing the Alliance, is in the process of identifying additional Members of Congress that share an interest in the public policy challenges and opportunities in the printing industry.



# 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.

- + Our membership program is designed to provide enhanced benefits and greater accessibility for women at all stages of their careers. The new program aims to foster a supportive community, offer professional development opportunities, and advocate for the advancement of women in printing and graphic arts.
- + 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.**

### JOIN US!

The Women in Print Alliance invites all women in the printing and graphic arts industry to join the community and take advantage of the new membership program that caters to students, emerging professionals, and industry veterans alike. Benefits include:

- + Exclusive Invites
- + Elevated Members-Only Content
- + Access to a Professional Network
- + Much More!



[womeninprintalliance.org](http://womeninprintalliance.org)

# ALLIANCE LEADERSHIP

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## ALLIANCE BOARD OF DIRECTORS

**Brooke Hamilton**, Board Chair  
President & CEO, NPI

**Lane Hickey-Wiggins**, First Vice Chair  
President & CEO, Douglass Screen Printers Inc dba DPRINT

**Brian Hite**, Second Vice Chair  
Principal, Co-Founder, Image Options

**Roger Chamberlain**, Treasurer  
Assistant Vice President, Administrative Services & Facilities,  
The Cincinnati Insurance Company

**Brian Adam**, Secretary  
President, Olympus Group

**Dean DeMarco**, Immediate Past Chair  
Director of Operations, Middlestreet Graphics and Displays

**Scott Schinlever**, Associate Vice Chair  
COO, Global Inkjet Business, EFI

**Ford Bowers**, Ex Officio  
CEO, PRINTING United Alliance

**Mark Bailey**, Director  
Senior Manager, Channel Sales-Decorator & Digital Solutions,  
SanMar

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

**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

## ALLIANCE SUPPLIERS AND MANUFACTURERS COUNCIL (SMC) MEMBERS

**Michael Brice**, Chair, INX International Ink Co

**Eric Tischer**, Vice Chair, Value Vinyls

**Carleen Gray**, Immediate Past Chair, STAHL'S

**Kimberly Daugherty**, Advanced Color Solutions Inc

**Scott Fisher**, Fisher Textiles

**Ross Hunter**, ROQ US

**Kenneth Keyte**, Komori America

**Larry Moore**, ESKO

**Jason Murphy**, SanMar

**Ken VanHorn**, Mimaki USA Inc

# Join Your 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 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](https://printing.org/membership)

