



Press Release

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NEW NAME AND LOGO ANNOUNCED FOR NEW TERRITORY

Printing and Imaging Association of New York State becomes . . .



Merriam-Webster Online defines an alliance as follows:

Alliance - (noun) - “an association to further the common interests of the membership; a bond or connection between families, states, parties, and individuals . . . ”

or graphic communications firms.

The Board of Directors of the Printing and Imaging Association of New York State, Inc. is pleased to announce that the organization’s name is being changed to a new name that reflects its new trade territory, the diversity of the industry and the economic strength that is represented in its constituency. That name is:

Printing Industries Alliance
*Serving Graphic Communications Firms
in New York State, Northern New Jersey
and Northwestern Pennsylvania*

New Name, New Territory

Printing Industries Alliance (PIA) serves a trade territory that is the largest in the United States, if not the world. Geographically the territory includes New York State in its entirety, Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Somerset, Sussex and Union counties in Northern New Jersey and Erie County in

Printing Industries Alliance Serving Graphic Communications Firms in New York State, Northern New Jersey and Northwestern Pennsylvania

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Pennsylvania. From an economic standpoint, the Printing Industries Alliance territory encompasses world-class graphic communication firms, publishers, agencies, industry suppliers, paper manufacturers and distributors, in-plants, mailers, finishers and educational institutions. In terms of the graphic communications firms only, this region boasts over 10% of firms (4,566), employees (115,138) and annual sales volume (\$18 billion) in the United States.

Industry Unity is Essential

There is no question that the graphic communications industry faces significant challenges from a number of different directions. Competition from non-print marketing and communication media, the strengthening labor movement, governmental regulations, rising costs of health care and energy, foreign competition, intense capital demands, shrinking profit margins and difficulties finding qualified employees are all issues that can be addressed by pooling the talent and energy of committed, like-minded graphic communications executives.

Already major new association initiatives are being developed to address these issues, including innovative programs in the area of lean manufacturing, sustainable printing, energy conservation and more.

Printing Industries Alliance Serves Members

Printing Industries Alliance provides a variety of consultative, educational, informational and expense saving services for its membership. Affiliated with Printing Industries of America/ Graphic Arts Technical Foundation, the Printing Industries Alliance is one of only four regional PIA affiliates to add membership since 2001.

Stephen R. Zenger, Printing Industries Alliance Chairman and President of The Zenger Group (Buffalo, NY) commented on this telling statistic,

“The success of the PIA in carrying out its mission and attracting new members when other comparable organizations were closing, merging or shrinking can be attributed to several factors. First, the PIA staff is experienced and committed to providing an excellent value proposition and unparalleled member service. With the opening of our new office in Cranford, New Jersey and the addition of Vicki Keenan to our staff, Printing Industries Alliance members can now access a staff of six people with over 125 years of industry and association experience. Second, we have been blessed to have had a succession of outstanding volunteer leaders serving on our Board of Directors and associated committees.

These leaders have set a standard of excellence that has incorporated strategic positioning of association resources to best serve the membership, coupled with strong financial management and control.

Printing Industries Alliance has a number of unique value added services that can save you thousands on business services, help solve your problems with government regulators, help you avoid bad debt and collect your overdue accounts, keep you up to date on the latest industry trends, educate your staff on key issues, give you direct (and often no cost) access to one of the best labor law firms in the country and much more.”

Printing Industries Alliance - Printing Industries of America/Graphic Arts Technical Foundation — Two Organizations, One Goal

As a PIA/GATF affiliate, Printing Industries Alliance works tirelessly with our national affiliate to support our members' success. Together these two organizations have access to a world of technical, legal, economic and management-oriented services and information. Graphic Communications firms joining Printing Industries Alliance automatically become members of Printing Industries of America/Graphic Arts Technical Foundation, at no additional cost.

Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF)
200 Deer Run Road, Sewickley, PA 15143
(800) 910-4283 * www.gain.net

Future Plans

Printing Industries Alliance Board of Directors is committed to the following for the New York City, Long Island, Northern New Jersey territory:

- Develop appropriate representation from the area to participate on the Printing Industries Alliance Board.
- Establish a steering committee to develop meaningful local activities and services.
- Pool resources to develop services and staff to support industry initiatives.
- Continue to maintain strong financial management practices and program oversight.
- Insure that the Franklin event continues to be the premier networking event in the industry.
- Emphasize membership growth and retention.
- Develop effective and credible membership and industry print and electronic communication vehicles.

Printing Industries Alliance is headquartered in Amherst, New York with a regional office in Cranford, New Jersey.