



Bigger. Better. Bolder.

PRINTING United offers opportunities for all print providers to grow their businesses in more ways than ever before.

As the printing industry continues to evolve, print service providers (PSPs), no matter their core services, are looking for their next revenue stream and next avenue for growth and expansion. Convergence — where PSPs offer services and products beyond their traditional scope — is continuing to impact the industry, and PRINTING United (Dallas; October 23 - 25) will help all PSPs navigate the waters of this changing industry.

According to the recent SGIA Quarterly Industry Benchmarking Report on markets and products, companies in every print industry segment are already investigating services outside of their primary business. Printers who identified as serving at least two industry segments ranged from 31.9% (apparel decorators) to 63.3% (commercial printers). According to the data, additional segments may bring in more than one-quarter of revenue, on average, as seen with graphic and sign producers, for whom commercial printing contributed 26.9% of revenue.

“There’s a transformation taking place in the printing industry, a blurring of segment boundaries as PSPs seek out new products and technologies to better serve their customers,” said Mark Subers, President/CRO, Printing and Packaging, NAPCO Media. “Convergence is changing how PSPs and their suppliers do business, the technologies they choose, and the information they need to stay ahead of the competition.”

And PRINTING United is inviting the entire printing community to take part.

Bigger.

PRINTING United brings the universe of printing under one roof, serving markets including apparel decorating, graphics production and installation, industrial and functional printing, commercial printing, packaging printing and in-plants. At the time of publication, more than 600 suppliers have committed to exhibit.

“PSPs who want to improve their businesses and better serve their customers

There’s a transformation taking place in the printing industry, a blurring of segment boundaries as PSPs seek out new products and technologies to better serve their customers.



By Denise M. Gustavson, Editorial Director & Special Projects Editor – Printing & Packaging, Editor-in-Chief, Wide-Format Impressions, NAPCO Media



need access to suppliers and manufacturers. PRINTING United provides this access across market segments. It's critical that PSPs have the opportunity to build their connections," said Ford Bowers, President & CEO, SGIA.

An expo that brings more suppliers under one roof also means less time out of the office for attendees. "They'll reduce travel expenses, but achieve more with access to the equipment, education and networking that drives innovation," said Subers.

Better.

Based on the foundation of the SGIA Expo, PRINTING United is strengthened and extended by NAPCO Media's brands — Printing Impressions, In-plant Impressions, Packaging Impressions, and Wide-Format Impressions.

Education will be key to the PRINTING United experience, with 96 conference sessions, three pre-show intensive workshops (see the adjacent "Intensive Education Sessions" sidebar), special educational breakfast and lunch events (see the "Community Education" sidebar on page 49), and dozens of show-floor amphitheater presentations.

"The education at PRINTING United is designed to give attendees the resources to explore new markets and opportunities — whether inside or outside their traditional segments," said Dan Marx, Director of Content Development, SGIA. "We've structured the programming so there will be something relevant to anyone in attendance at any given time."

The trade show and its educational programming are built on the foundation of its predecessor— but bigger, better and bolder than ever before. "We've ramped up the relevant, innovative education past attendees know to expect, and extended that to the commercial, package, and in-plant printing communities as well," added Marx.

New to PRINTING United will be an exclusive VIP breakfast on Wednesday, October 23. NAPCO Media and SGIA analysts will be presenting key industry trends and new original research from 7:00 AM – 8:00 AM. NAPCO's Vice President of Research, Nathan Safran, Principal Analyst Lisa Cross, and SGIA's Chief Economist Andy Paporozzi will highlight critical industry trends, including the



Intensive Education Sessions

Educational sessions aren't limited to the duration of the exposition. On October 22, the day before PRINTING United opens, three half-day intensive programs (from 1:30 PM to 4 PM) will kick off the experience: "Convergence Power Rankings: Where (and How) to Grow" with IT Strategies' Marco Boer, "Wide Format 101: Strategies for Success" with SGIA's Ray Weiss, and "Digital Textile Printing: What, Why and How" with Keypoint Intelligence/InfoTrends' Ron Gilboa. The PRINTING United half-day intensive workshops require a separate registration fee (\$69 for SGIA members and \$99 for non-members before September 11).

"These two-and-a-half hour intensive workshops provide in-depth, interactive education on different printing markets and opportunities," said Dan Marx, Director of Content Development, SGIA. "With industry thought leaders sharing essential considerations for excelling and expanding one's business, all three workshops will help shape attendees' PRINTING United educational and show floor experience."

"Convergence Power Rankings: Where (and How) to Grow," addresses the blurring industry segment lines behind PRINTING United's "under-one-roof" approach. Led by IT Strategies' Vice President, Marco Boer, the workshop will be broken into three segments, starting with an overview of synergistic opportunities from a technology perspective. "For example, if you're in commercial printing, what are the synergies with wide-format in terms of substrates, ink, finishing, etc.? Is it reasonable to go from your current industry to the next?" said Boer.

Secondly, he said, the workshop will evaluate the "attractiveness" of prospective markets: how big they are, their growth or decline rates, and the competition. These discussions will ultimately culminate in an on-stage debate as Boer shares anecdotes, real-life examples and strategies for exploring PRINTING United's show floor.

"This is essentially a brainstorm session helping the audience through the thought process," he said. "Industry convergence is a complicated topic, and there's no right or wrong answer. The point is to open up ideas in attendees' minds on where they should invest their energies while at PRINTING United."

"Wide Format 101: Strategies for Success," a popular workshop featured at the past four SGIA Expos, moderated by Ray Weiss, Director of Digital Print Programs, SGIA. Designed for printers currently offering or considering wide-format, this workshop's panel of industry experts will share essential knowledge for success in this growing industry, from selecting the right equipment and employee recruitment to color management and pricing strategies

"Digital Textile Printing: What, Why and How" led by Ron Gilboa, Group Director, Production Technology, Keypoint Intelligence/InfoTrends, and accompanied by seasoned professionals will discuss digitally printed textiles' impact in the graphics and sign, apparel decoration and industrial printing markets.

"This workshop will be an in-depth exploration of digital textiles, including workflow, market opportunities and equipment development," said Marx.



adoption of digital printing equipment, and trends in finishing, staffing and operations. Stay tuned for more information on how to be a part of this invite-only event.

For the in-plant community, In-plant Impressions' Editor-in-Chief Bob Neubauer will be presenting three special sessions as well: two luncheons (October 23 and October 24), and a breakfast session on October 24. Final program details and registration information will be available through In-plant Impressions as the show nears. Registration will be required for entry.

Additionally, in prominent locations on the show floor, PRINTING United's three amphitheatres will feature research and exhibitor-led presentations addressing all print industry communities. Details on the education in these amphitheatres will be available closer to show dates.

Conference sessions are accessible with a PRINTING United Expo + Education Pass, which is free for SGIA members, and available for non-members for \$99 through September 10. The intensive workshops, as well as the special breakfast and lunch events, require separate registration fees.

Bolder.

The PRINTING United show floor is more than a comprehensive view of the latest printing technologies. The more than 720,000-square-foot show floor will feature global product debuts, as well as new products seen for the first time in the United States. Be sure to keep an eye on the pre-show news to get a glimpse of some of



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The Experience Zone (Booth 10530)

Attendees will have the opportunity to walk through The Experience Zone and get inspired by the range and creativity of the print applications on display.

the game-changing innovations that will be on display at PRINTING United.

The show floor is also home to The Experience Zone (Booth 10530), a 4,000-square-foot exhibit with more than 100 printed applications that demonstrate how printing shapes consumers' lives. Attendees will have the opportunity to walk through The Experience Zone and get inspired by the range and creativity of the print applications on display. A special magazine will also be on hand to help guide attendees and provide details on how each application was printed.

"Our industry touches everything around us," Subers said. "The Experience Zone will put a face on it, with displays from in-home, out-of-home and retail environments. We want the PSPs visiting The Experience Zone to leave inspired to try new product lines and markets."

Sponsors of The Experience Zone are excited to take place in this special exhibit, eager to help provide attendees with a special "experience" at the show. "It's all about the experience," said Gregory Pas, Director of Product Marketing, FUJIFILM North America Corporation, Graphic Systems Division. "You want attendees to walk away with positive and

energetic thoughts, as this will help drive them to come back and share via word-of-mouth driving additional attendance."

Lou Stricklin, Director, Marketing Communications, OKI Data Americas, said, "We want to have a part in what inspires creativity in others, and this new Experience Zone will creatively illustrate the impact of visual communications."

Top Value Fabrics feels The Experience Zone will provide show attendees and brands a showcase of the tremendous amount of applications with total customization achievable through printing — especially digital print. "For this reason, we are proud to be a sponsor and will highlight our new, 100% waterproof Deko-Tex SUN, custom printed and utilized as an outdoor patio umbrella, fitting in nicely with The Experience Zone theme and initiative to illustrate what is possible through digital printing with our full line of digital print media," said Michael E. Compton, Print Media Product Marketing Manager, Top Value Fabrics.

In the Pulp & Stock Sports Bar and Grill section of The Experience Zone, Ultraflex will have its graphic flooring and wallcovering media front and center,



Community Education and Connections

Similar to previous years, PRINTING United will feature special printing community-specific breakfasts and luncheons. These special educational events on the first two days of the Expo allow community members to learn and network with like-minded peers. Separate tickets (\$30) are required for these events and are available while registering for PRINTING United.

**October 23,
12:00 PM - 1:30 PM**

Functional & Industrial Printing Luncheon

Printers and innovators interested in functional printing — often from the Industrial Applications and Printed Electronics communities — will explore the functional printing community, a collaborative environment in which to address business needs and gain valuable insight from peers. Presenter Erik Stie, Principal, CliftonLarsonAllen LLP, will discuss simpler ways of determining profitability and improving performance.

**October 23,
12:00 PM – 2:00 PM**

Sustainability Strategies Luncheon: Inside and Out

Sustainability stories are on the agenda at the Sustainability Strategies Luncheon: Inside and Out. However, these aren't the "sustainability journey" stories commonly heard at such events.

"We want to inspire action," said Mike Compton, Print Media Product Marketing Manager, Top Value Fabrics, who chairs SGIA's Sustainability, Safety, Heath and Personnel Advisory Council. "Our presenters will discuss strategies attendees can integrate into marketing plans and conversations with customers."

Central to the luncheon are in-depth discussions about how companies are

engaging around sustainable print and how they're addressing customers' reactions. Attendees will hear from a functional printer, a print buyer and a substrate supplier:

Dale Crownover, CEO, Texas Nameplate Company, will talk about sustainability as a "given" in today's world, describing his customers' reactions to conversations he starts. Texas Nameplate manufactures nameplates attached to products and equipment to educate and protect users.

Jenny Dela Cruz, COO and Co-Founder, Snowball Print Marketing, will talk what customers say when the topic of sustainability comes up — and what they're really asking for when they say they want to work with a sustainable supply chain.

Brett Thompson, Sign and Graphic Market Manager, Piedmont Plastics, a substrate supplier, will discuss what it means to be sustainable and how he communicates that with customers.

"The conversation will revolve around what they're doing to move sustainability up and down the supply chain, and how they're overcoming obstacles," Compton added.

**October 24,
7:30 AM - 9:45 AM**

Women in Print Alliance Breakfast

Ariel Swedroe, a 15-year-old fashion designer, will start the day on an inspirational note as the Women in Print Alliance Breakfast's keynote speaker. Swedroe will speak about her life's journey, her passion for fashion and how she brings artwork to life in the fabrics and apparel she designs. Sponsored by Stahls', the event will also include presentations from members of the SGIA's Women in Print Alliance advisory council. Topics will include staying focused and motivated when crisis hits, knowing your value and holding conversations with confidence. Speakers include Kristin Lanzarone-

Scribner, Owner, WrapStar Pro; Heather Roden, Strategic Account Manager, Zund Americas; Tiffany Rader Spitzer, Operations and Technical Product Manager, Roeder Industries; and Michelle White, Technical Market Manager, Vycom Plastics.

**October 24,
12:00 PM – 1:30 PM**

Apparel Decorators Luncheon

Brian Adam, President and Owner of Olympus Group, will address employee engagement during this special event.

"Apparel decorators want to know how to make their shops thrive," said Christina Rosado, Community Development Manager, SGIA. "Employee engagement — getting people to really care about what they're doing — is key to achieving this goal."

Adam has been recognized by Glassdoor as one of the top 25 CEOs to work for in the United States. During this engaging networking luncheon, he'll share a collection of easy-to-implement engagement-boosting practices.

**October 24,
12:00 PM - 1:30 PM**

Graphics Production Luncheon

Graphic production printers use wide-format, digital and screen printing to assist clients with the visual communication of their messages. This luncheon will combine the opportunity to network with peers with three short presentations specifically tailored for this printing community. The presentations, presented in a rapid-fire style, address business management, sales and company culture: "10 Attributes of High-Growth Companies" presented by Jim Russell, New Direction Partners; "Selling to the Top Level" by Barbara Pellow, Pellow & Partners; and "Your Team: The True Leading Indicator" from Mike Philie, The Philie Group.



Get Ready to Rumble

Installers will put their skills to the test in the PDAA Pro Team Relay at booth 7250. The two-day (October 23 and 24) special event will see two-person installer teams competing in a series of testing stations in hopes of ultimately winning \$2,000.

“The 2018 SGIA Expo’s Wrap Team Challenge was a really exciting event — for the competitors and judges as well as the crowds it drew in,” said the competition’s head judge Jeremy Conner, Owner, Who Did That Inc. “This year, SGIA’s PDAA Installers Committee has changed up the competition to make for an even more intense event showing what these skilled installers are really capable of.”

In the PDAA Pro Team Relay each team must complete four stations in a relay-style format. The first two stations will include a car’s quarter panel and a rivet wall. The third station will challenge installers with a two-panel graphic on a rough texture surface, while the last station will test alignment skills with two-color vinyl on acrylic. Judges will monitor the competition at each station both days and, based on time and quality, determine which three teams will go head-to-head at the end of the second day. The two individuals on the winning team will receive \$1,000 each.

Along with the competition, PDAA’s booth will include the Wrap Quest area, an interactive experience for practicing different surface applications with materials from some of PRINTING United’s exhibiting companies.

“PDAA’s PRINTING United booth is all about showcasing what’s happening now and what’s in store for the installer community in terms of applications and opportunities,” said Ray Weiss, Director of Digital Print Programs, SGIA. “This is a growing market, and SGIA and the PDAA Installers Committee look forward to continuing to help educate and enhance the skills of this community.”

PDAA Pro Team Relay participation is \$50 per individual, and can be added while registering for PRINTING United.



allowing visitors the ability to experience the versatility, durability and print quality of its media as well as visualize creative uses of its products. “It was a unique opportunity we couldn’t pass up,” said Matt Loede, Vice President of Sales and Marketing, Ultraflex Systems Inc. “We are delighted to showcase ‘real life’ applications through our sponsorship of the PRINTING United Experience Zone.”

Work Hard. Play Hard.

The motto “Work Hard. Play Hard.” certainly comes into play at PRINTING United. With the expansive show floor and multitudes of educational sessions, attendees have their work cut out for them if they want to see everything in three days. But as hard as they might be working during the day, the evening hours offer unique opportunities to relax and enjoy this year’s host city, Dallas.

Of special note is the PRINTING United Opening Night Party at the iconic Gilley’s Dallas. After the show closes on October 23, attendees can head over to

Gilley’s Dallas (badge required for entry) and enjoy food, drink and networking as they experience a Dallas staple.

“The launch of PRINTING United is something to celebrate,” Bowers said. “It encompasses and serves today’s printing industry better than any event in the printing and packaging space has before. If you’re part of the industry, you need to be there from the start.”

To learn more and register to be part of this inaugural event, visit PRINTINGUnited.com today.

With 20 years of experience in the visual communication markets, Gustavson has in-depth knowledge of the issues, challenges and technologies of the industry. During her career, she has steered and implemented major brand updates for several industry publications, launched new publications into niche markets, coordinated successful multi-year award programs, managed a high-profile industry show daily featuring a complete multi-channel approach, and successfully launched the first multi-channel SGIA Expo Daily in 2017.