



# SGIA Journal



The Guide 2020





# 2020: BUILDING ON MOMENTUM, STRENGTHENING THE COMMUNITY

2019 was a pivotal year for SGIA. Historically, the printing industry has been somewhat compartmentalized — by market segment, by technology category, by region — a legacy approach based on printing methodologies that kept trade associations as well as trade shows segregated. For the past two years, we've taken a long, hard look at the state of the industry, and ourselves, and found that there were major gaps in cohesiveness. These gaps have prevented the printing industry from conveying, and delivering, the full weight and importance of its pivotal role in the economy. The industry was asking for a change, a spark, something to reignite the passion and unity our great trade once celebrated.

The result was a celebration of printing — PRINTING United — which brought the phenomenon of convergence to life when it debuted in October in Dallas. In collaboration with NAPCO Media (publisher of Printing Impressions, Packaging Impressions, Wide-Format Impressions and In-Plant Impressions), SGIA invited the entire industry to come together under one roof. Where previous events solely served individual segments (like apparel, wide-format or commercial printing markets), we made the decision to include them all.

To borrow a phrase, it was a bigger, better, bolder event.

The more the SGIA and NAPCO team members worked together on PRINTING United, the more we realized we could do, jointly, to serve all segments of the industry. Our two organizations saw eye-to-eye on a critical point: the importance of connecting people with technology, trends and each other to maximize the benefits of convergence across all segments of printing.

To that end, in August SGIA acquired NAPCO. The acquisition amplifies each group's strength and lays the foundation for organic growth, extending our combined reach. Whether we're presenting events, equipping the market with business-influencing research, technical education or publications to further the awareness of opportunities available to printers today; we have the ability to go deeper and broader as a combined organization. That means we're better able to serve the entirety of the printing industry, delivering those all-important connections and education.

In 2019, we laid the groundwork. In 2020, we are determined to push even farther to deliver a more coherent approach to navigating our industry.

In the year ahead, as SGIA and NAPCO Media move through the integration process, we'll seek out the best paths forward to unearth never before available opportunities to best serve our members, and the industry as a whole. As an association with a successful trade show and a substantial media presence, we are uniquely positioned to deliver value to our members.

In 2020, we will work harder than ever to equip you, your business and our industry with all of the tools and resources to set this great industry of ours up for maximum success — all while navigating the waters together with great enthusiasm, hope and promise.

The Guide is a roadmap designed to guide members through their journey with SGIA as we head into 2020, complete with all the exciting stops along the way. This look ahead will show you all of the services and resources you have available at your fingertips, and how you can further enrich and maximize your involvement with SGIA. Keep The Guide handy to refer to it throughout the year, so you know exactly how and where you can tap into this vibrant community.

Cheers to the new year as we celebrate this incredible industry of ours — bigger, better, together!



**Ford Bowers**  
President & CEO, SGIA

## Editor-in-Chief

Kate Achelpohl

## Managing Editor

Lauren Searson

## Art Director & Cover Illustration

Les Lien

## Graphic Designer

Carrie Cassinelli

## Printing and Mailing

LSC Communications

## Advertising Sales

Mike McGowan  
mcgowan@sgia.org  
703-359-1362

John Woodstock  
jwoodstock@sgia.org  
703-359-1332

## Published by:

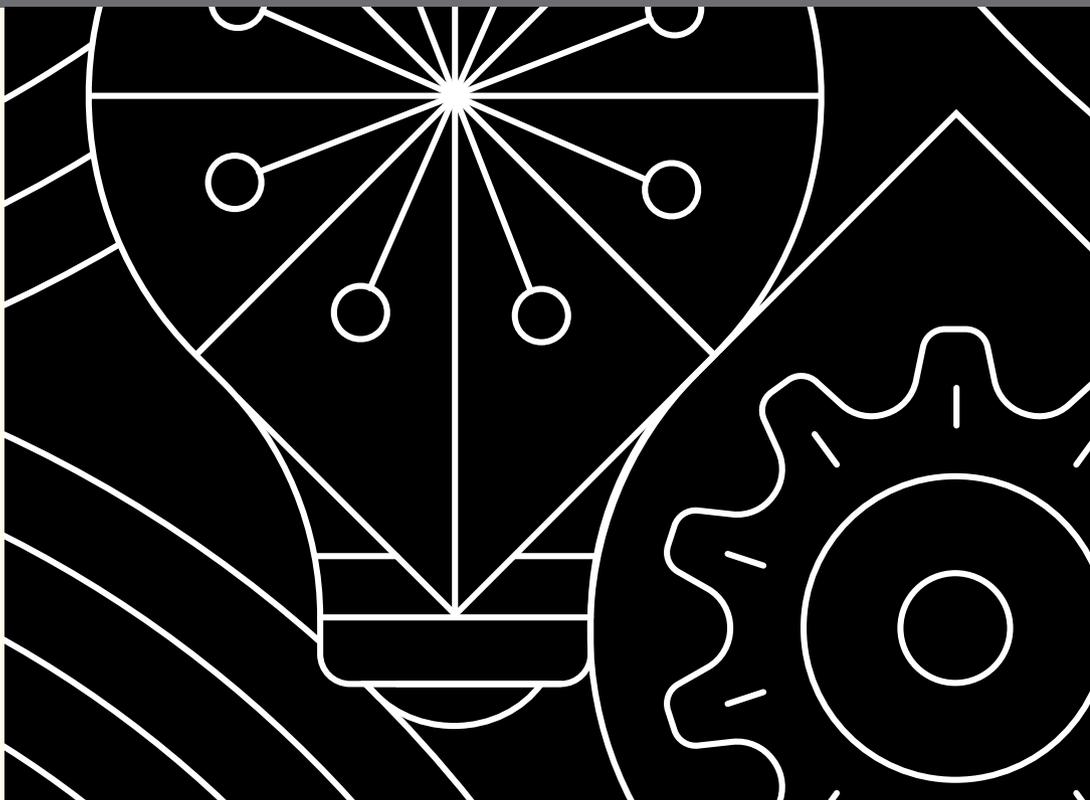
Specialty Graphic Imaging Association  
10015 Main Street  
Fairfax VA 22031-3489 USA  
Phone: 703-385-1335  
Fax: 703-273-0456  
sgia@sgia.org • SGIA.org  
© Copyright 2020 Specialty Graphic  
Imaging Association. All rights reserved.

## Article Submissions Welcome:

The SGIA Journal serves as an essential source of information for the printing industry. Feature articles are written by industry experts, covering topics including new technology, business management and industry trends. Submitting an article for the SGIA Journal is an excellent opportunity for industry exposure. SGIA welcomes informative, non-commercial articles from member companies. To propose a topic or to submit a completed article, contact Kate Achelpohl at journal@sgia.org or 703-359-1364.

## SGIA Journal, Volume 24, Issue 1, January/February 2020:

The SGIA Journal (ISSN: 1546-4431) is published bimonthly by the Specialty Graphic Imaging Association, 10015 Main Street, Fairfax, Virginia 22031.3489 USA. Periodicals postage at Fairfax, Virginia and additional mailing offices. POSTMASTER: Send address changes to the SGIA Journal, 10015 Main Street, Fairfax, Virginia 22031.3489 USA. Phone: 703-385-1335. Fax: 703-273-0456. Email: sgia@sgia.org. Web: SGIA.org. SGIA membership investment includes \$50 annual subscription rate for the SGIA Journal.



Use your phone's camera to scan the QR codes and learn more.

## CONTENT

03

FOR MAXIMUM VALUE, ENGAGE

Scott Crosby, Transcontinental .  
holland & crosby

04

LEADERSHIP & COMMUNITY

14

PRINT TECHNOLOGY & TRAINING

22

RESEARCH

28

EVENTS

38

MEDIA & RESOURCES

# FOR MAXIMUM VALUE, ENGAGE

Transcontinental . holland & crosby (originally Holland & Neil) has been an active SGIA member since the association's founding as the Screen Printing Association in 1948.

Back in those early years, the association now known as SGIA was the source for technical knowledge of the screen printing process — from film projection to screen making to print production. SGIA provided hands-on training and support for the entire process. Their technical manuals were “must haves” to be successful. The workshops were the place to send your staff to be trained in the latest techniques.

We've all seen the growth and adoption of digital print technology, and with it, the need for training and education in the process of printing has transitioned largely to equipment manufacturers. The misconception that you can simply send a digital file to a digital printer and press the green button has displaced the notion that there needs to be any further training.

So, if training was perceived as one of the big benefits of joining the association back then, how does the association provide value to its members today? In a word: Platform.

SGIA is the platform to connect your business to anything and everything that is relevant in the world of printing. Most obviously, SGIA produces the largest trade show of printing technology in the Americas. PRINTING United is the place to be for three days of the year.

But it's the other 362 days of the year where membership really matters — conferences tailored to specific market segments, committee work, webinars on every topic affecting printing, the Journals, color management and graphics installation certifications, screen printing training, updates on issues related to workplace health and safety, digital equipment evaluations and so much more.

Those are valuable benefits that I personally take advantage of. However, the biggest benefit of SGIA's platform is the opportunity to connect with peers and industry leaders. Regardless of what your business looks like — small or large, graphics, apparel or offset, screen printing, digital or a combination of technologies — membership provides the connective tissue to form relationships with people who are walking paths like yours.

As a member, you can form relationships that last a lifetime. It doesn't matter which community you call home — we business owners face similar challenges, and we can learn from each other. Whatever people or process issues you're dealing with now, someone else has been there before.

This benefit doesn't come without a cost, however. You can't get more out of membership than you put into it.

To find the value in membership, you have to make the time to engage and work “on” your business instead of spending all of your time working “in” your business.

Over the years, I have spoken to many people whose involvement in the association was limited to attending the trade show every few years. Not surprisingly, they don't see the value of membership.

What's more, they are spending so much of their time in the trenches of operations that they haven't taken a high-level look at the playing field. It's too bad, because that's where you begin to envision your next move, notice obstacles and decide how to keep your business growing and flourishing.

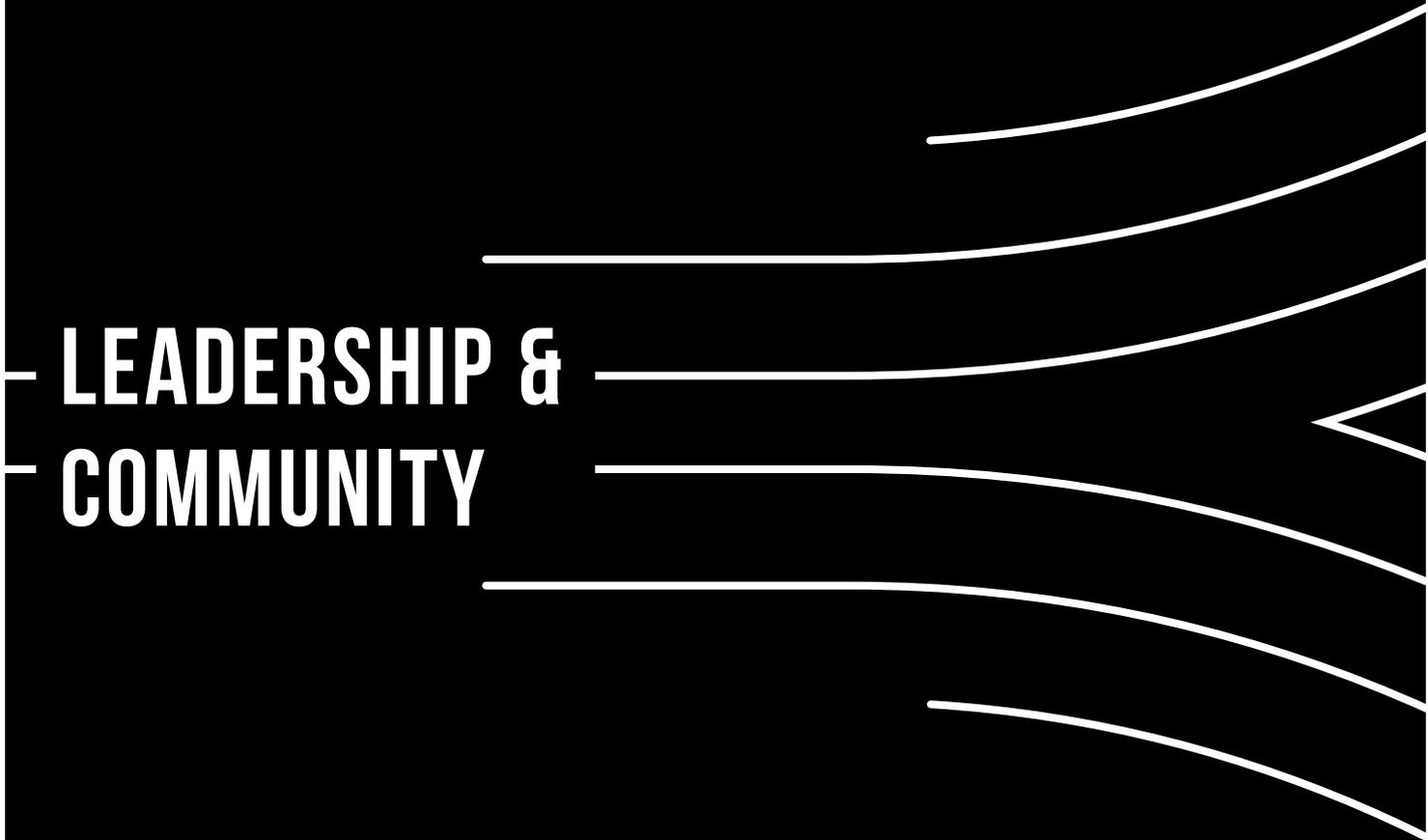
Building those relationships and working on your business is where SGIA membership is your greatest asset. Apply to join a committee and learn how you can contribute to your industry community. Attend webinars on the topics that are relevant to where you are in your business today. Connect with other members on PRINTERLink. Contact SGIA's Member Services team to find out how they might be able to connect you with people who can have an impact on your business. You'd be amazed at what you can learn by connecting with peers and looking outside your world.

My point? The more you put in, the more you get back, and the things you couldn't find time for before become the things you can't imagine going without.

The value proposition of membership in SGIA is a simple equation: The benefits are directly proportional to the level of engagement. The platform is there for you to get involved. The rest is up to you!

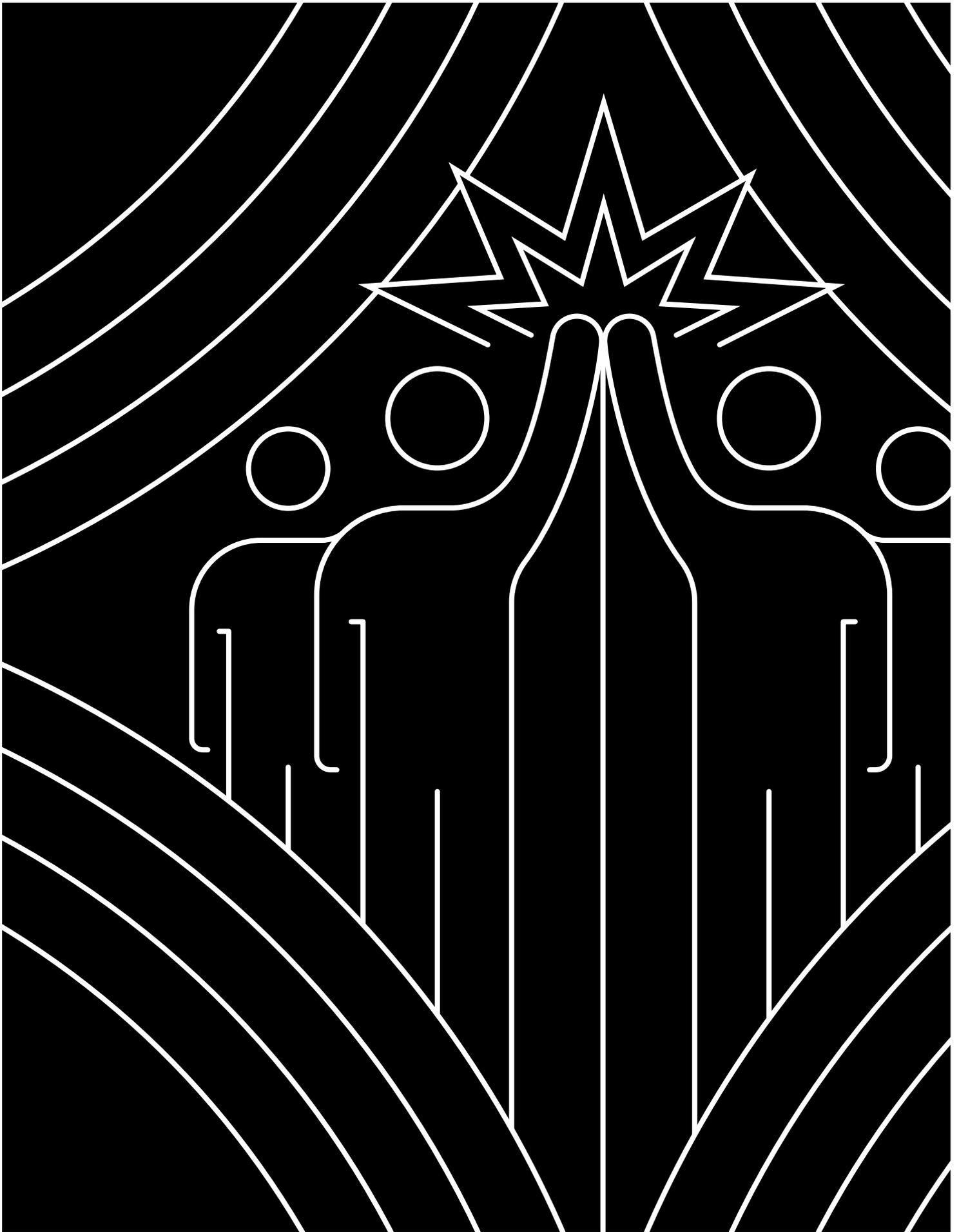


**Scott Crosby**  
VP, Sales & Marketing,  
Transcontinental .  
holland & crosby  
Chairman, SGIA Board  
of Directors



# LEADERSHIP & COMMUNITY

SGIA connects the leaders of the  
printing industry.



# SGIA MEMBERSHIP: AN INVESTMENT FOR THE FUTURE



Join now at [SGIA.org/membership](https://sgia.org/membership)  
Questions? Contact Member Services:  
[membership@sgia.org](mailto:membership@sgia.org) or 703-385-1335.

SGIA is the leading trade association for the printing industry, offering powerful year-round resources including up-to-the-minute education, training, conferences, technical workshops and certifications. SGIA has something for everyone, from those just beginning their journey in printing to industry experts looking to hone their skills and stay current with the latest trends and economic conditions.

In 2019, SGIA's acquisition of NAPCO Media equipped members with the best resources, research and education across all industry segments. SGIA members now have the latest information and training on commercial printing and packaging applications, in addition to the core industry segments — functional, apparel, wide format, digital textile printing, installation — upon which the association was founded.

SGIA's Board of Directors, committees and advisory councils guide the association's direction, products and services.

## SGIA Communities, Committees and Advisory Councils: Year-Round Access to Industry Peers

SGIA communities are as rich, diverse and varied as the printing technologies they represent. SGIA communities provide a home for printers to discover, support and connect:

- Apparel Decoration
- Commercial Printing
- Digital Packaging
- Digital Textile
- Students and Educators
- Functional Printing
- Graphics Production
- Installation/PDAA

SGIA committees are integral to the association. They connect SGIA with the industry at large and provide insight into trends, challenges and concerns within each of the market segments they represent. In this aspect, the committees and advisory councils within SGIA give voice to each industry segment.

SGIA advisory councils provide expertise and advice in targeted areas. Issues addressed by the advisory councils span the industry and touch many of the communities represented by the SGIA committees. SGIA advisory councils include:

- Ink and Chemical Manufacturers Advisory Council
- SGIA Next Generation Advisory Council
- Supplier and Manufacturer Advisory Council
- Sustainability, Safety, Health and Personnel Advisory Council
- Women in Print Alliance

The Congress of Committees is an annual gathering of the SGIA committees and advisory councils. Each group meets for a day in January to engage in strategic planning around their respective communities and areas of focus and establish the group's vision for the year ahead.

## SGIA MEMBER RESOURCES

---

SGIA members have limitless access to leading industry articles, reports on economic trends and statistics, and information at their fingertips about the most talked about topics. Members can reach experts directly about technical questions on technologies, print challenges, safety, environmental and personnel. Even more value can be had with significant discounts on business services, group-buying power and access to exclusive industry events.

### Education and Events

SGIA members have an advantage in business: They're armed with the latest trends, certifications and total business solutions available thanks to SGIA and NAPCO Media webinars and workshops. Members receive exclusive access and pricing to some of the best events the industry has to offer, including PRINTING United, the largest and most comprehensive printing event in North America, coming to Atlanta October 21 - 23, 2020. A full calendar of events, from face-to-face meetings to virtual seminars, offers a comprehensive lineup of educational sessions for all market segments. See [SGIA.org/events](http://SGIA.org/events) for details.

### Group Buying Power

With strong group buying power, SGIA negotiates a wide array of benefits and discounts. Members save on a range of products including day-to-day operational expenses, such as shipping, office supplies and utilities — for greater value on the bottom line.

### PRINTERLink Online Community Platform

One of SGIA's newest resources — PRINTERLink — is an online community where users can connect with peers in any market segment. Here, members and nonmembers can tap into the network for ideas or support, or simply start a conversation anytime, 24/7/365.

### Priming the Next Generation

SGIA heavily invests in, and supports, printing's young professionals. Supported by generous donations from endowment investors and industry leaders through the SGIA Foundation, the SGIA scholarship program provides support to students studying graphic communications and seeking a career in the printing industry.

SGIA and NAPCO Media have also established the PRINTING United Annual Scholarship in Graphic Communications at Clemson University, a need-based scholarship that began with the 2019 - 2020 academic year.

In 2019, SGIA implemented its first Student Ambassador



## SGIA'S 2019 - 2020 BOARD OF DIRECTORS

---

### Executive Committee

Chairman: Scott Crosby, Transcontinental .  
holland & crosby

First Vice Chairman: Christopher Bernat,  
Vapor Apparel/Source Substrates LLC

Treasurer: Tom Davenport, Motion Textile

Secretary: Dean DeMarco, IDL Worldwide

Immediate Past Chairman: Thomas Cooper,  
WestRock

Chairman, Chairman's Advisory Council:  
Edward Cook Jr., ECI Screen Print Inc.

Associate Vice Chairman: Scott Schinlever,  
Gerber Technology

### Directors

Brian Adam, Olympus Group

Brett Bowden, Printed Threads

Nick Buettner, American Cut and Sew

Kristen Danson, MitoGraphics Inc

Kevin Gazdag, KG Graphics Decor

Brooke Hamilton, NPI

Lane Hickey-Wiggins,  
Douglass Screen Printers Inc. dba DPRINT

Brian Hite, Image Options

Brent Moncrief, FUJIFILM

Edward Pidcock, Chillybears

Heather Poulin, Ricoh USA

Timothy Saur, Durst Image Technology US  
LLC (Durst US)

Elaine Scrima, GSP Companies

Mike Wagner, Butler Technologies Inc.



**James Martin**  
Executive Vice President  
jmartin@sgia.org



**Melissa Ferrari**  
Senior Vice President,  
Member Services  
melissa@sgia.org



## NOT A MEMBER? JOIN TODAY!

As an SGIA member, you have premier access to invaluable industry resources and instant connections that support your business. Your business will soar as you network with other industry professionals, expand your knowledge of industry trends and developments, and engage in new and exciting opportunities.

Join today at [SGIA.org/membership](https://sgia.org/membership).

## PRICING

Printers	Cost
Individual*	\$119
Corporate	\$300

\* Non-transferrable, non-refundable

### Suppliers (manufacturers, distributors, consultants)

#### Annual Revenue Less Than \$999,999

United States	\$475
International	\$300

#### Annual Revenue \$1,000,000 plus

United States	\$800
International	\$500

#### Global Supplier

United States	\$1,000
International	\$1,000

**Note to International Exhibitors: Exhibiting International Members must pay minimum dues of \$500.**

Program, where 10 students were selected to attend PRINTING United to gain exposure to the industry. This successful program will continue in 2020. SGIA also launched the Next Generation Advisory Council, where young professionals at the beginning of their careers in the printing industry can have a voice in the community, access to the latest resources and a trajectory toward a successful, long-term career in printing.

### Awards and Competitions

Every year, SGIA honors the exceptional work and contributions of individuals and companies in the printing industry through a variety of awards programs and other forms of recognition. Visit [SGIA.org](https://sgia.org) for more information about how to spotlight member products and innovations in 2020, to increase company visibility and capabilities.

### Certifications

SGIA certification programs give professionals and companies a major advantage over their competition to further tout knowledge, skills and abilities. SGIA certifications signify that the holder has met specific standards in the industry and displays a high level of professional expertise and advanced qualifications and business practices. Certifications are currently available in the following areas:

- Color Management
- Installation PDAA
- Sustainable Green Partnership

SGIA equips all industry players with a voice into the community. We strive to give members of the industry the tools needed to maximize business success and the means to be an active member of the printing community, tapping into all aspects of what that entails for each professional's unique journey.

Whatever your business and professional development goals are for 2020, make SGIA your go-to partner along this journey.

**Everything you need to know about SGIA membership and its benefits can be found at [SGIA.org](https://sgia.org).**

# THREADX

powered by SGIA

Feb. 23 – 25  
2020

The Saguaro Hotel  
Scottsdale, AZ

APPAREL DECORATION *IS MORE*  
THAN INK ON T-SHIRTS.

THREADX delves into the world beyond the presses — company culture, subscription models and using data for efficiency and profitability — to give you **real takeaways**.

## 2020 Speakers



**Jay Baer**  
Convince & Convert  
Founder



**Scott Wozniak**  
Swoz Leadership  
CEO



**Pete Lovelace**  
Booster Spirit Wear  
General Manager

Make **THREADX**  
your own with our  
add-on events!

THREADX covers **innovative marketing techniques** and will teach you to turn customers into fans. Experience THREADX in an intimate conference setting where you can **connect** with growth-minded peers over the questions and challenges you face every day.



**Design Workshop**  
*Things No One Talks About  
in Graphic Design*  
**Aaron Draplin**  
Draplin Design Company LLC  
Owner & Founder



**Beer and Brats at Brat Haus**  
**Networking from 5-7 PM**  
*Arizona's most welcoming  
beer garden with a total of 28  
craft beers on tap.*



REGISTER TODAY!

**THREADXCONFERENCE.COM**

# THE IMPACT OF GOVERNMENT AFFAIRS

Extended producer responsibility, sustainability, and environment, health and safety issues are shaping SGIA's Government Affairs priorities in 2020.



Learn more at [SGIA.org/advocacy](https://www.sgia.org/advocacy)

From inks and substrates to power and people, SGIA's Government Affairs work centers on the ways printing companies impact the environment and their communities. Activities range from advocacy on the state and federal levels to providing resources and expertise in areas such as sustainability and environment, health and safety (EHS). SGIA's advocacy includes educating local, state and federal regulators about the intricacies of the printing process, helping them to understand the true benefits of particular substances or activities, and the ramifications of eliminating or altering them.

## **Sustainability: Many Shades of Green**

"Sustainability" is often shorthand for environmental stewardship, but there's more to it than that. Sustainable businesses strike a balance between people, planet and profits. That triple bottom line and encouraging profitable, sustainable business practices — such as incorporating innovative manufacturing methods, systems and materials — are at the core of SGIA's sustainability effort.

In 2019, legislators and regulators took a stand on sustainability issues, including bans on certain single-use plastics. Strategies like extended producer responsibility (EPR), which puts the onus for the environmental impacts of a product on the producer, also gained momentum. EPR is put into action through legislation like the Bottle Bill and Container Deposit Laws that make beverage container manufacturers share a portion of the container's recycling costs. The rules have significant impact on printers, who are part of the manufacturing process. While actions last year were largely on the state and local levels, for 2020, SGIA expects to see more activity on the national stage.



**EHS: Critical Concerns**

Print service providers (PSPs) are under constant scrutiny for their EHS practices. With an ever-changing sea of regulations, keeping up can be a daunting task.

PSPs are considered manufacturers of items such as printed apparel, promotional products and children’s products. Rule makers are also concerned about chemicals in consumer products — especially if those products are for children. While SGIA is concerned about the health, safety and well-being of consumers, reporting requirements and fees can be cumbersome and inhibit growth.

SGIA will continue to work with state and federal regulatory agencies to ensure that the required regulatory reporting provides meaningful information that is useful for the development of key policy trends and decisions.

**Take EHS to the Next Level**

SGIA’s EHS Consulting Service helps PSPs address Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) requirements that need more than a quick phone call to get the right answer. The association’s expert staff and a national network of EHS consultants who know printing can help members find answers, decipher regulations and if necessary, fight citations and fines.

PSPs want their employees to stay safe and the environment uncontaminated. Compliance with OSHA and EPA rules increases efficiency, protects facilities and employees, and reduces waste and consumption. Turn to SGIA and its team of expert staff and consultants to navigate the maze of regulations.

**Email [govtaffairs@sgia.org](mailto:govtaffairs@sgia.org) for more information.**

Keeping up with an ever-changing sea of regulations can be a daunting task. That’s where SGIA comes in.



**Marci Kinter**  
Vice President,  
Government Affairs



**Gary Jones**  
Director, Environmental,  
Health, and Safety Affairs



**Heather Nortz**  
Government Affairs  
Assistant

**Questions? Contact [govtaffairs@sgia.org](mailto:govtaffairs@sgia.org).**



## LO/TO TASK FORCE MEMBERS

---

- Association of Independent Corrugated Converters (AICC)
- APTech
- Flexographic Technical Association (FTA)
- Graphic Arts Association (GAA)
- Graphic Media Alliance (GMA)
- Great Lakes Graphics Association (GLGA)
- Pacific Printing Industries Association (PPI)
- Printing Industries of New England (PINE)
- Printing Industries of America (PIA)
- Printing & Graphics Association MidAtlantic (PGAMA)
- Printing & Imaging Association of MidAmerica (PIA MidAmerica)
- Printing Industries Association of the South, Inc. (PIAS)
- Printing Industries Association Inc. of Southern California (PIASC)
- Printing Industry of the Carolinas Inc. (PICA)
- Printing Industry Midwest (PIM)
- SGIA
- Tag and Label Manufacturers Institute (TLMI)

### Lock Out/Tag Out

SGIA will continue to work with national, state and local agencies such as OSHA and EPA to ensure printers can continue operating equipment safely and efficiently. The association will take the lead on programs like Lock Out/Tag Out (LO/TO) and Hazard Communications (HazComm), guaranteeing members are represented and understand what is required of them.

In 2019, the association organized an industry-wide task force that provided comments on OSHA's proposed updates to The Control of Hazardous Energy standard (LO/TO). While the task force acknowledged the importance of regulations like LO/TO, which keeps employees who operate equipment safe, they also expressed concern that proposed revisions could actually jeopardize PSPs' ability to operate equipment efficiently and safely.

## RECOGNIZING PROGRESS

---

### Sustainable Business Recognition

Effective Period: January 1 - December 31

Annually, SGIA's Sustainable Business Recognition program recognizes SGIA member companies for their commitment to implementing sustainable business objectives such as reducing their environmental footprint and improving employee safety and well-being — all while optimizing the bottom line. This year, the association tied those individual efforts to worldwide efforts by aligning the program with the United Nations (UN)



Sustainable Development Goals (SDG). SGIA will recognize member companies that have worked toward any of the 17 SDGs, but especially:

- Good Health and Well-being
- Decent Work and Economic Growth
- Responsible Consumption and Production

To be eligible, projects must have been completed in the preceding year, and applications submitted by December 31 of that year. SGIA's Advisory Council on Sustainability, Safety, Health and Personnel reviews the applications in January. Recipients are announced in the week surrounding Earth Day, April 20.

### **Safety Recognition**

Effective Period: January 1 - December 31

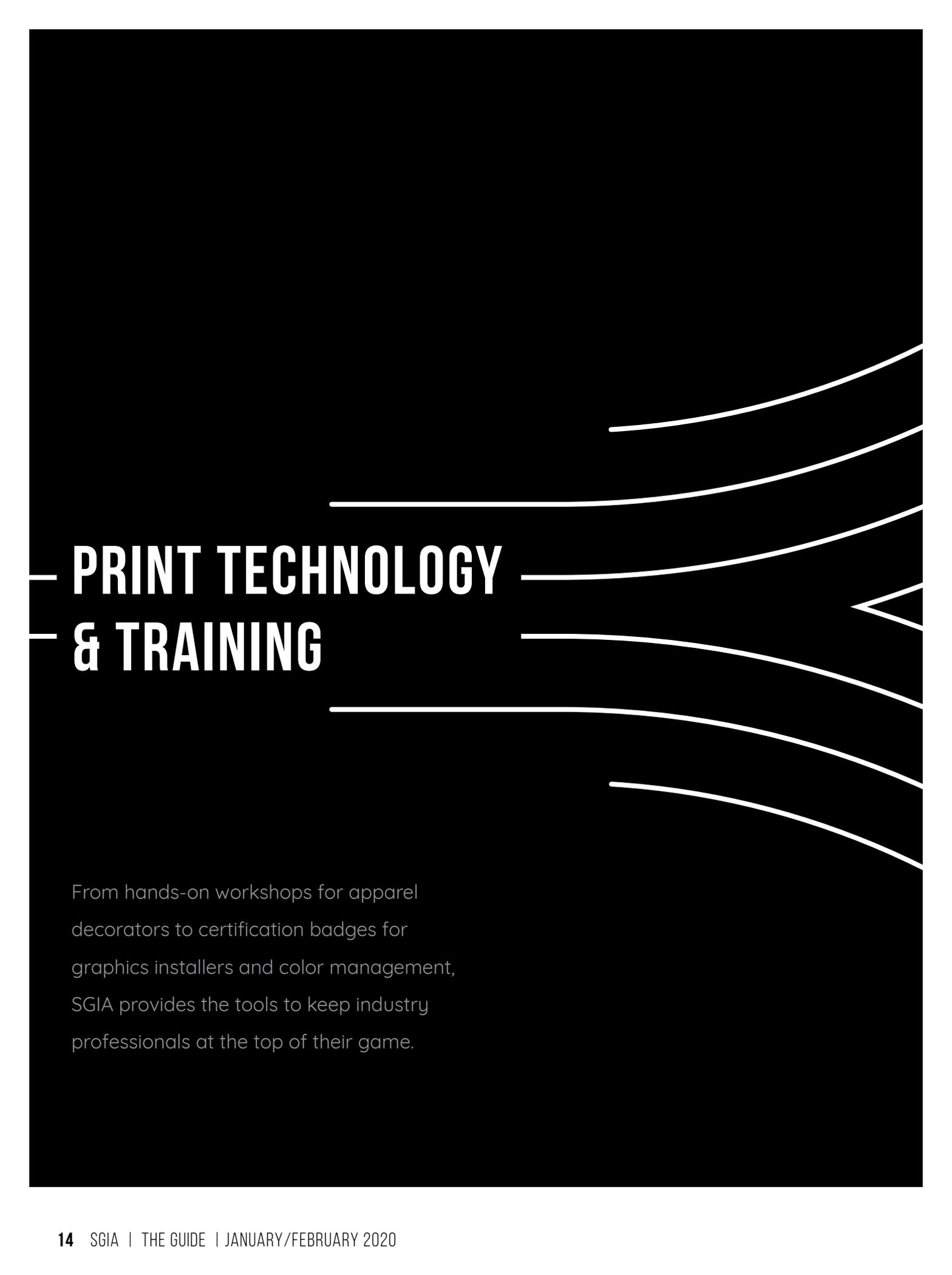
SGIA's Safety Recognition Program ensures that employers and employees alike are aware of the necessity of maintaining a safe work environment and the need to comply with all applicable state/provincial and national safety laws and standards. The program focuses members' efforts to achieve a safer workplace throughout the year, awarding points for specific activities and recognizing those companies who reach a level of 80 points or more.

---

**For more information on SGIA Government Affairs, visit [SGIA.org/advocacy](http://SGIA.org/advocacy) or contact [govtaffairs@sgia.org](mailto:govtaffairs@sgia.org).**

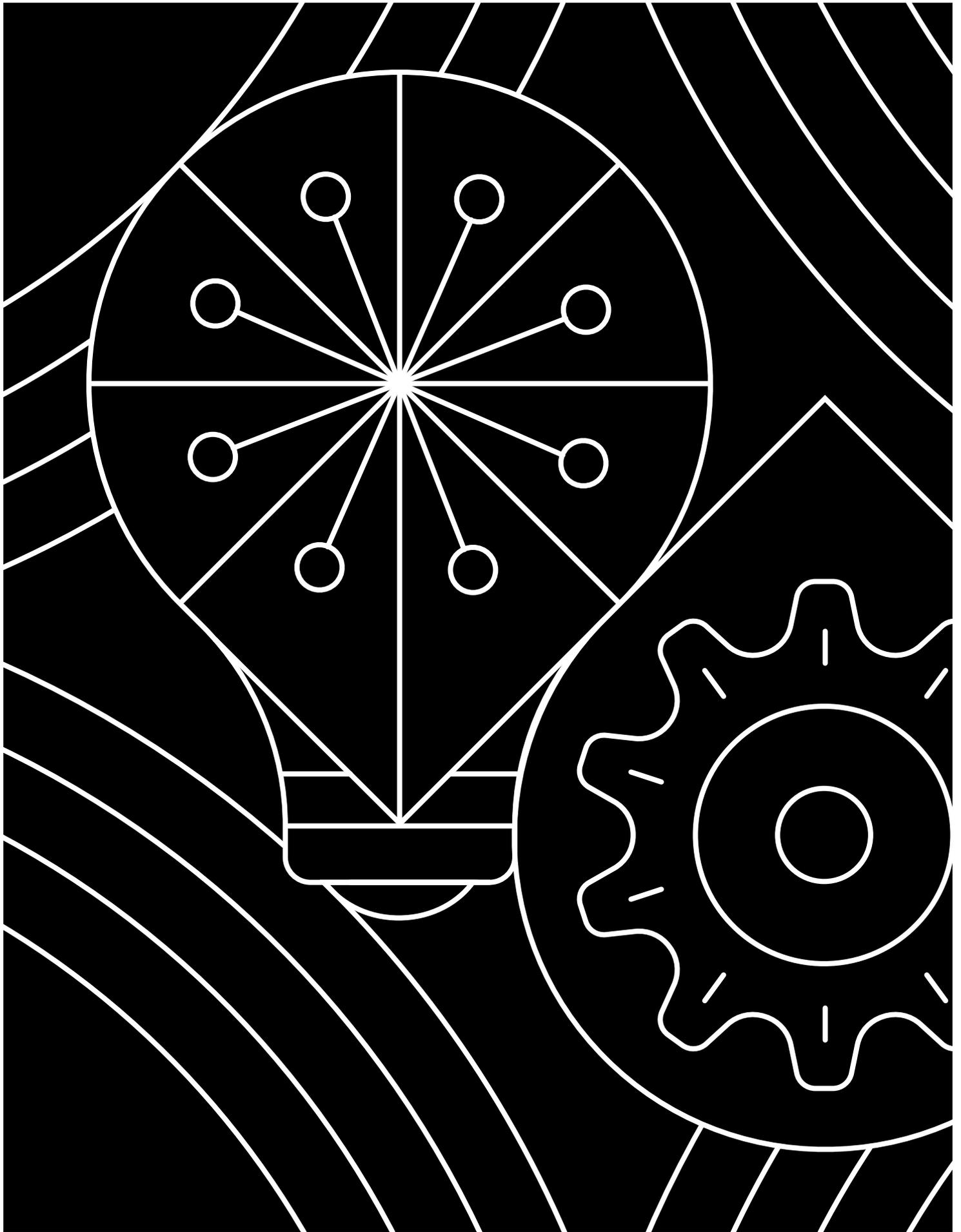
“Critical issues face our industry, and SGIA is here to address them. Through our advocacy efforts, we’re working on the forefront of efforts to ensure our own responsible use of resources and the health of the industry overall.”

**— Marci Kinter, Vice President,  
Government Affairs**



# — PRINT TECHNOLOGY — & TRAINING

From hands-on workshops for apparel decorators to certification badges for graphics installers and color management, SGIA provides the tools to keep industry professionals at the top of their game.





# PRINT TECHNOLOGY & TRAINING

Essential, relevant  
education for an  
evolving industry



Learn more at  
[SGIA.org/education/workshops](https://SGIA.org/education/workshops)

Regardless of experience level, industry segment or markets of interest, education is an ongoing necessity in the ever-changing landscape of print. SGIA supports that need, and the industry's advancement, through education, hands-on training, professional certifications and resource development. With knowledge and expert connections gained over decades of industry experience, Johnny Shell, Vice President, Print Technology & Training, and Ray Weiss, Director of Digital Print Programs, lead and facilitate workshops, certification programs and industry competitions while supporting printing's future workforce.

As an industry evolves, so must its education, and for 2020, SGIA has ramped up its programming and resources, introducing new initiatives to contribute to the success and growth of today's top printers and installers.

## **Industry- and Nation-wide Education and Certification**

Over the years, SGIA workshops have delivered color management, apparel decorating, sublimation and graphic installation education through their unique mix of lecture and hands-on training in small group settings conducive for optimum learning. SGIA workshops are vendor-agnostic and are designed to enhance attendees' techniques and knowledge with the goal of putting learners one step closer to certification and ultimately boosting their businesses' bottom lines as a result. SGIA's certifications not only showcase an individual's achievements and knowledge in

their respective fields, but certified professionals get priority listing in the association's directories for prospective customers. Though SGIA membership is not required for workshops and certifications, members receive significant discounts off registration fees. A schedule of 2020 events can be found on page 38 and online at [SGIA.org](http://SGIA.org).

This year's workshop offerings will continue spanning industry segments and state lines. With state-of-the-art equipment generously loaned by manufacturers, the lab at SGIA's Fairfax, Va., headquarters hosts the multi-day events for apparel decorators and graphics producers. However, SGIA has also teamed up with industry partners to continue bringing certain workshops and certification programs to locations across the U.S. and in Canada.

For the apparel community in particular, 2019 saw the introduction of WB/Camp, a two-day summit on printing with water-based ink that featured a lineup of expert-led presentations and live demonstrations in Motion Textile's California facility. And this year, SGIA has added "Introduction to Digital Printing" to its workshop roster. This workshop will be a must for anyone considering integrating digital printing into their shop. It's a crash course in printer formats, ink chemistries, workflows, applications and more.

In addition to hands-on experiences, SGIA has offered educational tidbits online through its "Tech Tips" videos. Shell, Weiss and a slew of industry experts have provided brief video clips touching on various topics for different industry segments, including white ink maintenance, pre-treat weighing and vinyl cutting. SGIA always welcomes "Tech Tip" ideas and videos from the industry. Contact Shell at [jshell@sgia.org](mailto:jshell@sgia.org) for more information.

### The Full Gamut in Color Management

SGIA continues to forge a path in the color management arena, adding to its educational offerings and supporting the industry-wide Digital Specification Working Group.

The Digital Specifications Working Group, formed by SGIA in 2019 to address the lack of common color targets in digital printing, expects to release its recommendations and targets for dye sublimation in the early part of the year. Following, efforts will shift to commercial high-speed packaging. The group, a true industry-wide effort, includes representatives from companies including FUJIFILM, Mimaki, Ricoh, Transcontinental Holland & Crosby and X-rite Pantone. The Sonoco Institute at Clemson University is the independent third-party measuring



**Johnny Shell**  
Vice President,  
Print Technology & Training  
[jshell@sgia.org](mailto:jshell@sgia.org)



**Ray Weiss**  
Director of Digital Print  
Programs  
[ray@sgia.org](mailto:ray@sgia.org)



site and Chromix Maxwell provides the data collection software.

Led by SGIA-certified instructors, Color Management Boot Camps delve into all aspects of color control — from color theory to device calibration to brand specifications and print validations. This workshop has even gone global, with SGIA having teamed up with the Specialty Graphic Imaging Association of Australia (SGIAA) in 2019 to present and lay the groundwork for its boot camp program. In addition to those at SGIA’s headquarters, boot camps this year will be taught throughout the U.S. by SGIA-certified instructors, Nazdar’s Travis Barcelona, Alder Technology’s Dan Gillespie, ColorCasters’ Jim Raffel, RPI Imaging’s Dan Reid and color management consultant Shelby Sapusek.

The association will also add an Advanced Color Management Boot Camp — for those with a Qualified Digital Color Professional status — that will cover profiling for capture devices, Adobe Creative Cloud workflow and CxF Spectral Values, among other subjects.

These workshops are a key first step in achieving an SGIA Digital Color Professional Certification — a two-tiered credential verifying that a print service provider (PSP) can achieve consistent color. An SGIA Qualified Digital Color Professional certification entails passing a written exam. An SGIA Certified Digital Color Professional certification takes it one step further, with recipients successfully printing a test image for which specifications are verified by the Sonoco Institute at Clemson University.

#### **A New Installment of PDAA Certification**

PDAA Certification is a means to differentiate installers from their competition by verifying they’ve proven their skills and knowledge through online and hands-on

testing and by boosting their presence on SGIA’s “Find an Installer” search site. The program has evolved, transitioning in 2020 to a badge program. The three different badge designations — Commercial Graphics (vehicle wraps), Architecture Level 1 (retail, trade shows, etc.) and Color Change (color change vinyl wrapping/installations) — more accurately reflect installers’ specialties and match them with customers based on application needs.

With this change brings a revamped education training program centered on two-day workshop and testing events throughout the year — each geared toward a specific skill set. Workshop/testing events will be conducted at SGIA headquarters and other U.S. locations by Ken Burns of Axis Graphic Installations Inc., Chad Huhman of CNJ Wraps and Nate VanderVliet of Exotic Vehicle Wraps.

#### **Hands-on, Unparalleled Education for Apparel Decorators and More**

For apparel decorators looking to learn industry-leading trends and techniques, SGIA continues to offer the workshops “Screen Making: Basic to Advanced” with KIWO Inc.’s Dave Dennings and Chromaline Screen Print Products’ Art Dobie; “Totally T-Shirts: Apparel Screen Printing” with Shell and Charlie Taublieb of Taublieb Consulting; and the recently introduced “Art & Separations for Screen Printed Apparel” with Great Dane Graphics’ Dane Clement. For 2020, SGIA will expand on this industry’s programming to cater to all experience levels with the additions of “Apparel Screen Printing Crash Course” (Toronto) with Shell and Taublieb and “Master-Level Screen Printing” with Graphic Elephants’ Lon Winters.

SGIA is also working toward the development of an Apparel Screen Print Press Operator certification, which



would verify an apparel decorator's skills and knowledge in press setup, solving on-press problems for optimum results and screen printing parameters, among other aspects of managing this equipment.

### **Recognizing Industry Excellence**

In addition to providing essential education and resources, SGIA conducts highly regarded annual competitions that highlight the industry's best products and applications.

Open only to PRINTING United exhibitors, the Product of the Year competition recognizes the leading technologies and products on the market in that respective year. With over 200 entries, the 2019 competition featured 87 categories spanning commercial hardware, software, consumables and industrial and screen equipment. Industry volunteer judges evaluate entries at SGIA's headquarters. (Digital inkjet entries are evaluated using measurement reports produced by the Sonoco Institute at Clemson University.) Winners are announced in the summer, allowing exhibitors time to market their awards before PRINTING United, and buyers to take note for their shops.

The Golden Image Competition recognizes printing excellence and allows printer members to show their capabilities (and accolades) to their customers. From magnets and membrane switches to backlit signs, shirts and ceramics, the competition's 50-plus categories cover the full scope of printed products. In 2019, 71 companies submitted a total of 231 entries. Entries are judged by industry volunteers during PRINTING United, and Gold winners are considered for "Best of Show" in either apparel, creativity, digital or graphics. Show attendees choose from all entries when they vote for the "People's Choice."

All Product of the Year and Golden Image entries are featured in the PRINTING United Awards Gallery.

### **Cultivating the Next Generation**

For SGIA, supporting the printing industry's advancement means also focusing on its future workforce.

Along with the Golden Image and Product of the Year Competitions, SGIA conducts the annual ASDPT Student Printing Competition — an opportunity open to students at SGIA Educational Institution Member schools. All entries, which can be screen or digitally printed, are displayed and judged on-site in the PRINTING United Awards Gallery. In 2019, the association received 72 entries; 13 post-secondary and 12 secondary students received awards. This year's competition will expand the entry categories to include more industry segments — including commercial and packaging — with first place in each ultimately considered for the Best of Show honor, awarded to one secondary and one post-secondary student. Each Best of Show winner receives a cash prize for themselves and another for their schools' graphic arts programs.

SGIA will also participate for a ninth year in the annual SkillsUSA National Leadership and Skills Conference (NLSC) (June 22 - 26, 2020; Louisville, Ky.). The NLSC gathers the nation's top career and technical education students to test their skills in their respective trades. Of the 103 competitions that will take place, Weiss, Shell and SGIA member volunteers coordinate, judge and provide prizes for the Graphics Imaging-Sublimation and Screen Printing Technology competitions. Those interested in judging or supporting this event can contact Shell at [jshell@sgia.org](mailto:jshell@sgia.org).

---

**For more information on SGIA's Print Technology & Training's offerings, visit [SGIA.org/education/workshops](https://sgia.org/education/workshops).**

# PARTNERS



# IN PRINTING

EXPO • 2020

# JULY 21-23

LA CROSSE, WI



## REGISTER TODAY!

[www.empirescreen.com](http://www.empirescreen.com)  
PIP2020

### REACH

key decision makers and innovative leaders from the printing industry.

### REINFORCE

relationships with customers and vendors who view this expo as the preferred source for product information.

### INTRODUCE

yourself to new prospects and connect with industry experts.

### SHOWCASE

and see new, innovative products and services from leading vendors and print service providers.

### NETWORK

in an environment with activities, events and education on and off the show floor.

### PARTNER

Establish connections that will grow and strengthen business relationships.



Brought to you by Empire Screen Printing,  
with support from SGIA



# 2020 CONTINUOUS IMPROVEMENT CONFERENCE

## Developing Your Playbook For Success

APRIL 5-8 • COLUMBUS, OHIO



At the 2020 Continuous Improvement Conference, you can expect to:

- Learn how to plan for the future and protect your company's survival
- Hear real stories of how companies used advanced approaches to cut costs and increase productivity
- Be inspired from nationally-known authorities in operational excellence
- Grow your management skills in cultural transformation and leading through change



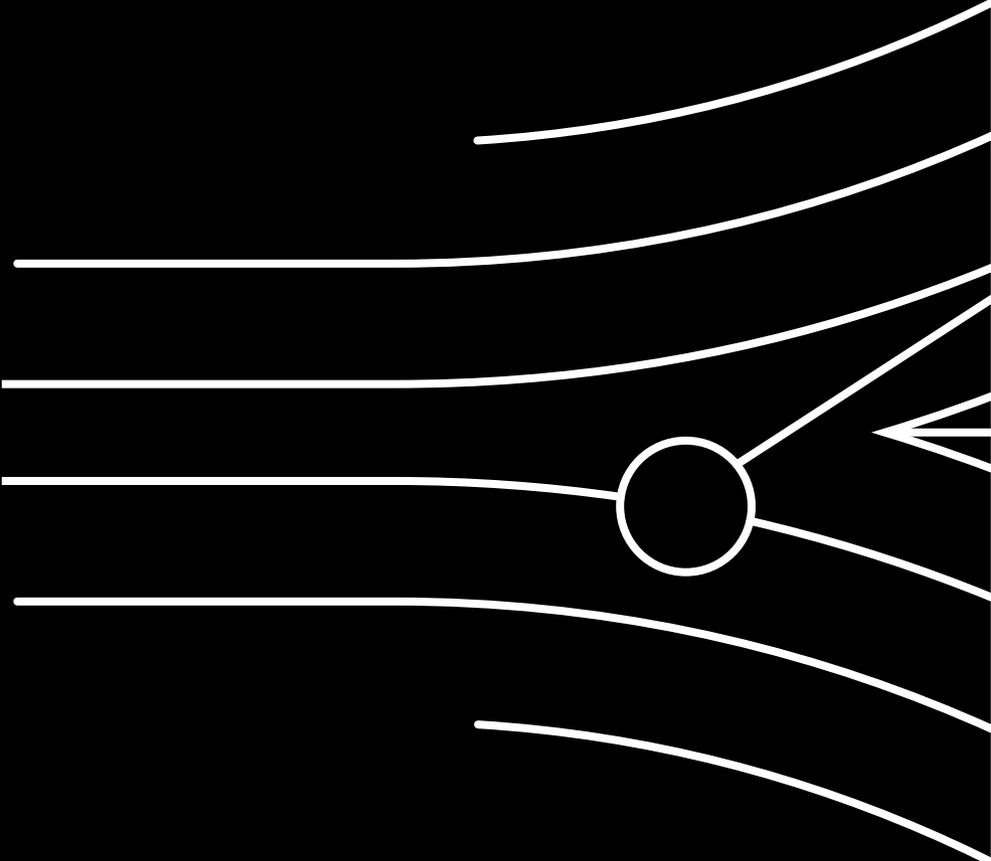
PRESENTED BY



CONFERENCE PARTNERS

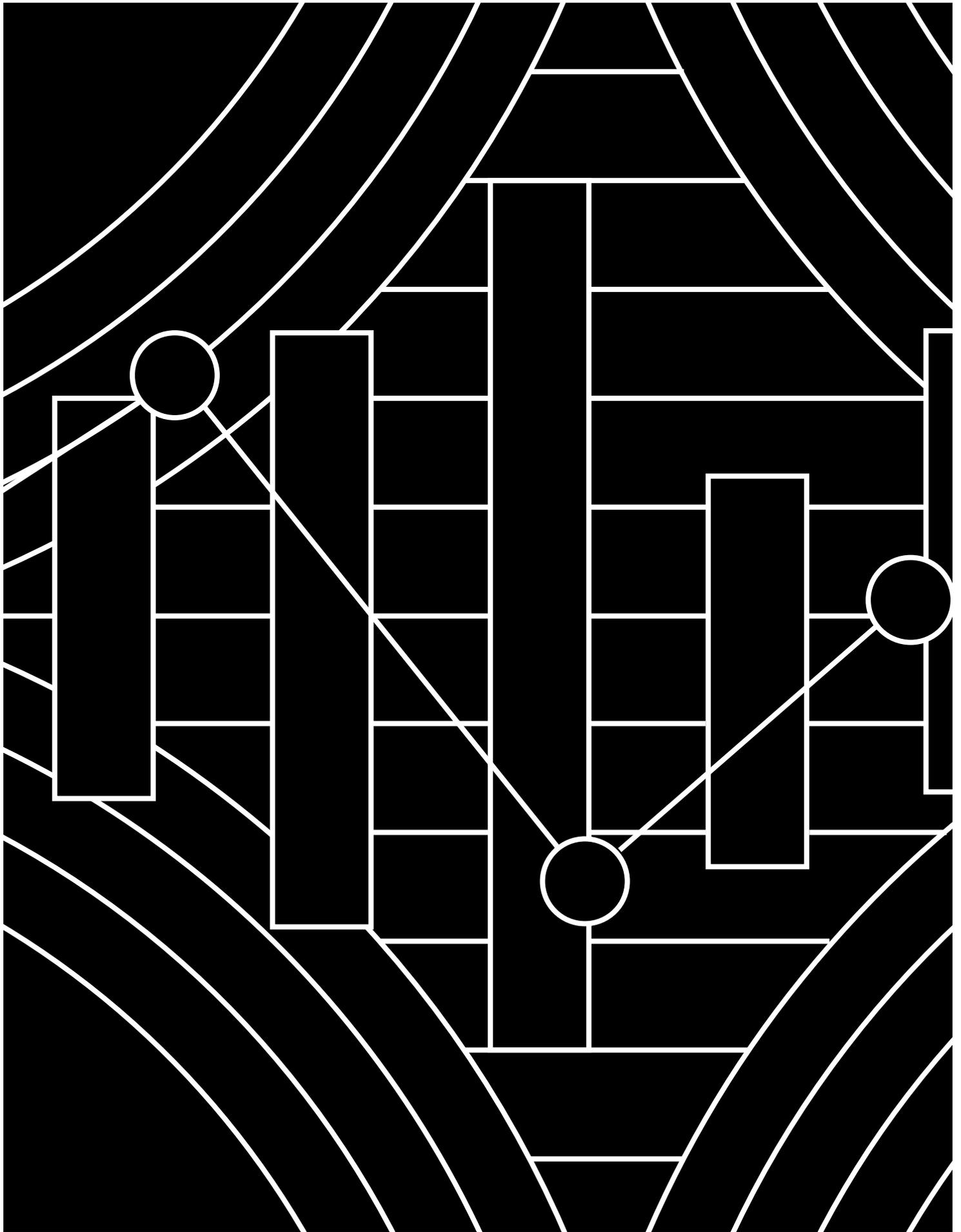


[CI.PRINTING.ORG](http://CI.PRINTING.ORG)

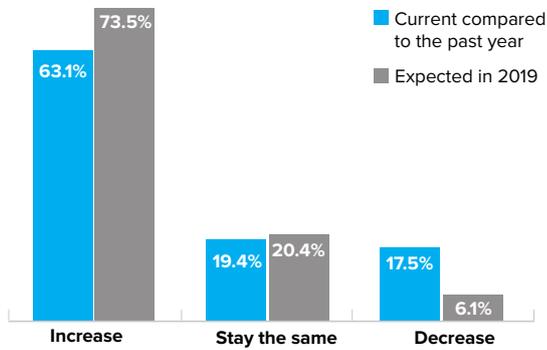


# RESEARCH

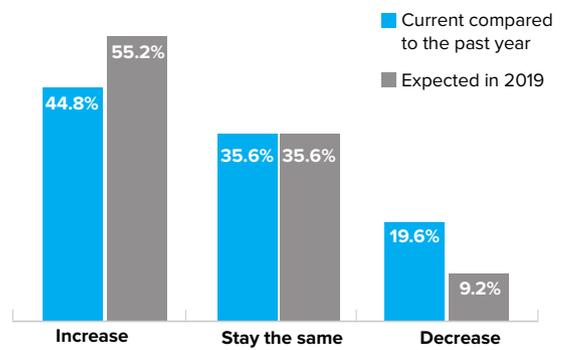
Original research provides the information printing industry professionals need to make powerful business decisions.



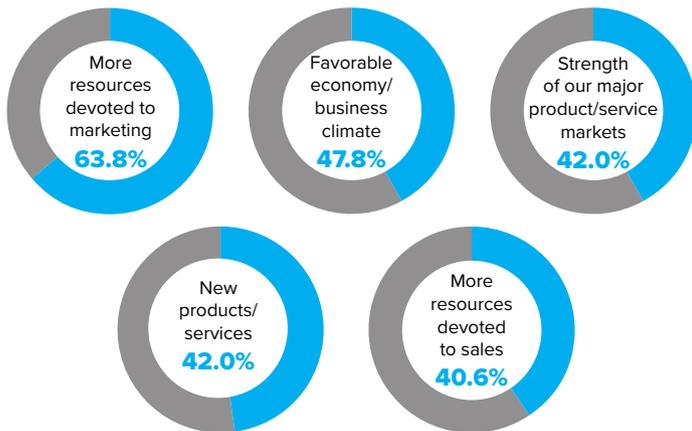
**SALES**



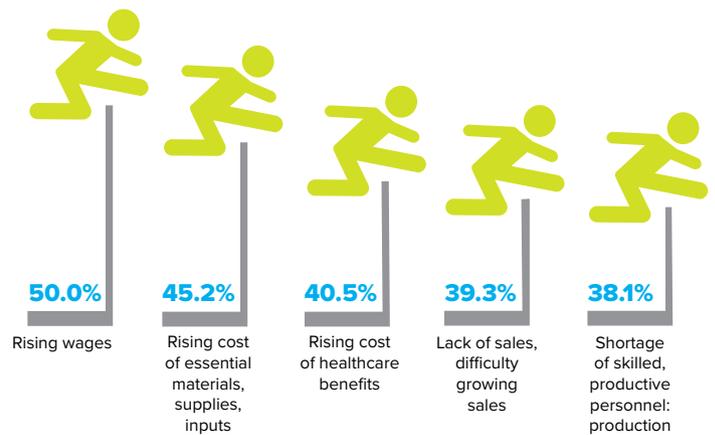
**PRE-TAX PROFITABILITY**



**WHY SALES ARE EXPECTED TO INCREASE**



**TOP OBSTACLES TO HIGHER PROFITABILITY**



# DELIVERING KEY INDUSTRY INSIGHTS

From wages and sales to growth strategies and markets served, SGIA research investigates what’s behind what’s happening in the industry.



Learn more at  
[SGIA.org/resources/research](https://SGIA.org/resources/research)

Data, in context, informs the best business decisions, and SGIA’s research team is committed to providing the information printing industry businesses need to excel. With information from SGIA’s quarterly research reports and by working in tandem with NAPCO research — due to SGIA’s acquisition of NAPCO Media in August 2019 — the association will further strengthen its efforts and the value of its research findings to continue benefiting members and the industry at large.

## Year-Round Data

SGIA's research reports are designed to be business tools, providing data and supporting context so printers are able to compare their businesses with their peers'. Each of the quarterly surveys focuses on a specific aspect of business, and the corresponding reports are tailored to the apparel, commercial, graphic and sign, functional/industrial, package printing/converting, and supplier and manufacturer segments.

Q1: Markets and Products — Examining the markets and products each segment serves and other areas in which they see an opportunity.

Q2: Financial Performance — Surveying companies about their financial performance and their strategies for increasing sales and profits and overcoming obstacles.

Q3: Wage, Salary and Sales Compensation — Assessing companies' compensation policies and their strategies and challenges for hiring and retaining skilled staff.

Q4: Growth Strategies and Capital Investment — Evaluating current business/economic conditions along with companies' strategies for management, marketing and production and their equipment needs and purchases.

It's important to note when SGIA conducts surveys and prepares reports, all company-specific information is kept confidential, and all participants receive the full survey report. The quarterly benchmarking surveys each have executive summaries, scorecard infographics and full reports available on [SGIA.org](http://SGIA.org). The full reports can be accessed only by SGIA members.

## A More In-Depth Approach

Numbers need context to provide insight, so SGIA has added a longitudinal approach to its research. Starting with the 2019 Quarterly Benchmarking Surveys, the association began developing panels of regular survey respondents who also participate in telephone interviews that provide critical qualitative information, such as opinions, behaviors and experience, to complement the quantitative data. The panels improve participation, minimize non-response bias and maximize data consistency for more meaningful, reliable results and stronger relations with the industry.

## Keeping Watch

SGIA's Economy Watch appears regularly in the SGIA Journal. The column helps members understand the latest economic trends and what they mean for businesses moving forward. (You can see a preview on page 26.)

SGIA is also developing its "Best in Business Intelligence" analysis for panel members that will outline actions for printers to take to build and maintain significant profit margins. This will take a look at increasing clients and retention, finding/retaining employees, evaluating new opportunities based on a print provider's resources and capabilities, and creating and maintaining a competitive advantage.

## Full Team, Full Scope

SGIA's acquisition of NAPCO Media brought together two organizations with the same mission: to build a stronger community and provide year-round resources that will help printers in any industry segment succeed. Joining the industry and research expertise as well as the audience reach of the SGIA and NAPCO Research teams enables the association to expand and enhance the scope and value of its research offerings as the go-to business tools for the industry.

Like SGIA, NAPCO's research team has a well-established reputation and a history of conducting significant research that explores what drives industry investments, the markets for print, buyer trends and the services printers are providing. Of note, the 2018 study "Convergence in the Print Industry" highlighted the printing industry's shifting dynamic and how printers are seeking to provide services outside of their traditional scope — the very idea behind the PRINTING United expo's efforts to bring all industry segments under one roof. Other topics have included production inkjet printing adoption, defining sales success factors in today's print shops, and web-to-print solutions.

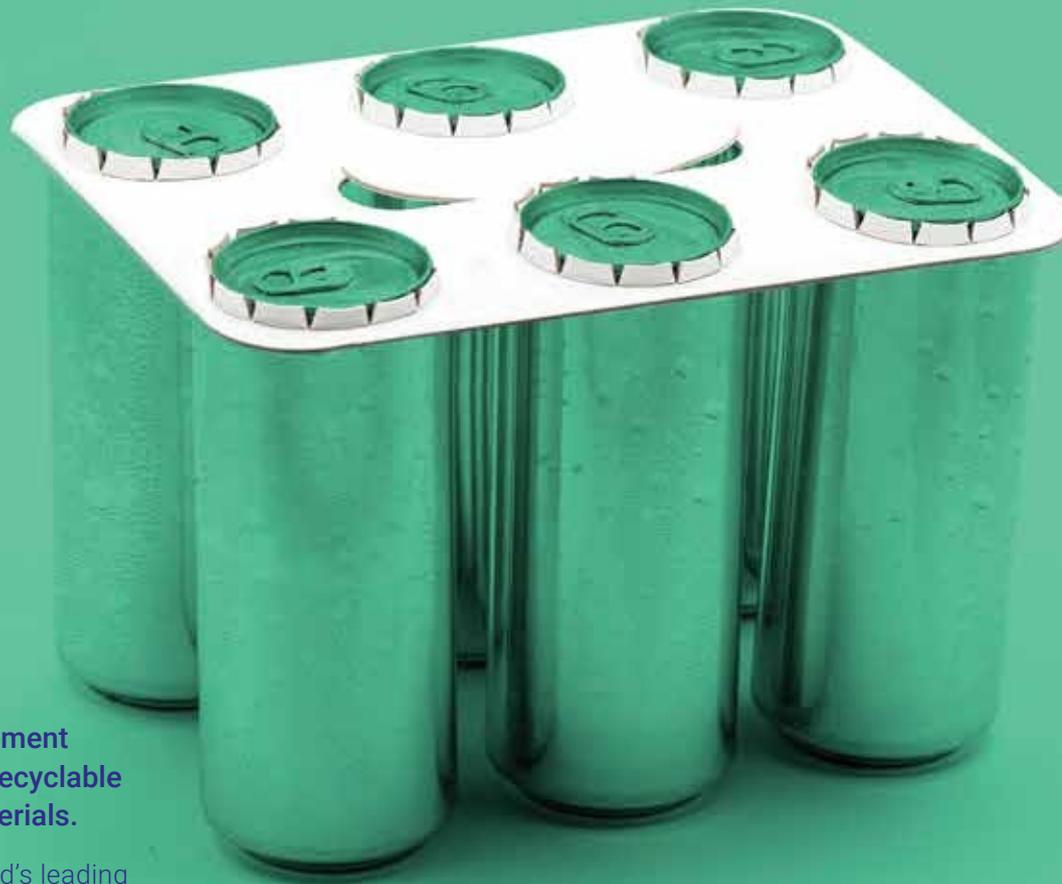
As 2020 progresses, the NAPCO and SGIA Research team will continue working with the industry, bringing together subject matter experts, experienced researchers and excellent data to empower deeply informed decision making.

---

**To learn more about SGIA and NACPO's research programs, visit [SGIA.org/resources/research](http://SGIA.org/resources/research) and [napco.com/we-do/research](http://napco.com/we-do/research).**



# Eco-Friendly & Reliable, Now That's Refreshing.



**Finally,** a sustainable replacement to plastics, synthetics, and non-recyclable outdoor sign and packaging materials.

Introducing, Mako-Board™, the world's leading environmentally friendly, moisture resistant paper board for indoor and outdoor use.



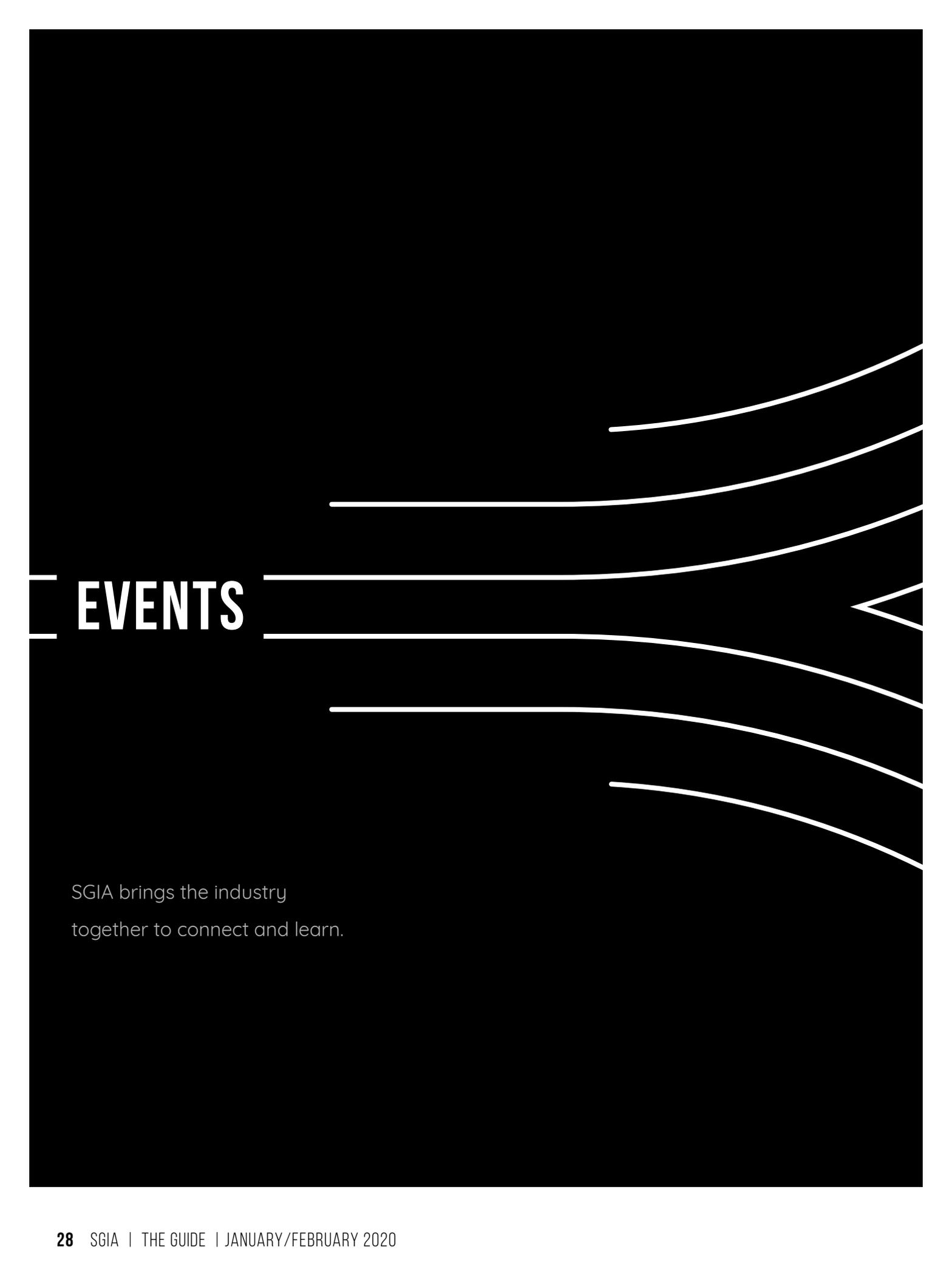
100%  
RECYCLABLE



**MAKO-BOARD.COM**

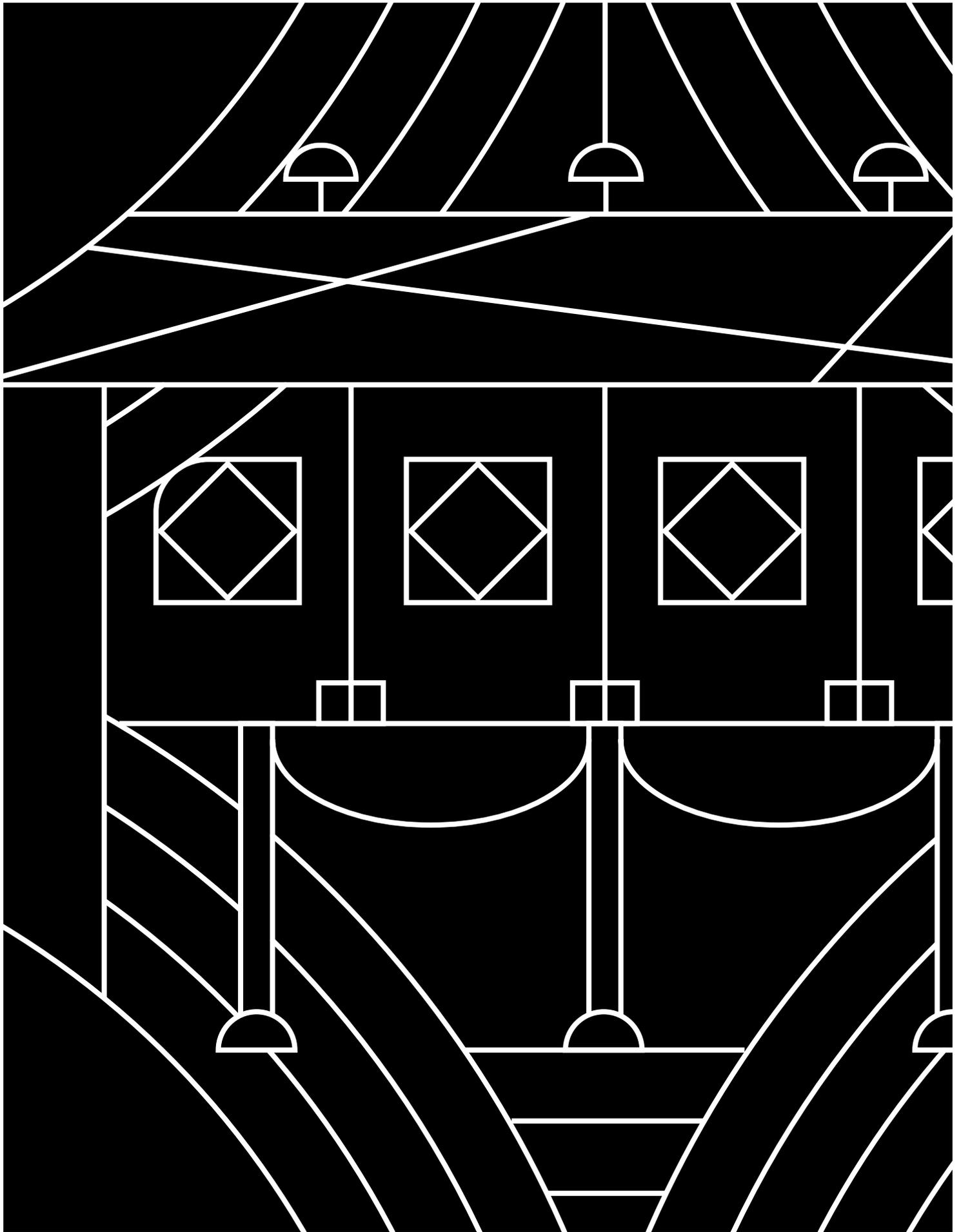


Ready to give it a try? Call today 843.606.2333 or email [FBC@MAKO-BOARD.COM](mailto:FBC@MAKO-BOARD.COM)

The background of the page is black, featuring several white, curved, horizontal lines that sweep across the right side of the page. The word "EVENTS" is written in a bold, white, sans-serif font on the left side, with a vertical line to its left.

# EVENTS

SGIA brings the industry  
together to connect and learn.



# PRINTING UNITED 2019

Taking the industry to the next level



Plan Now to Attend  
**PRINTING United 2020**  
October 21 - 23, Atlanta



Learn more at [PRINTINGUnited.com](https://www.printingunited.com)

The PRINTING United show floor featured an array of equipment, software and consumables to meet printers' — and their customers' — needs.

On October 23, 2019, PRINTING United opened its doors and the printing industry trade show landscape changed. Built upon the solid foundation and success of its predecessor, the SGIA Expo, the inaugural PRINTING United brought two years of careful planning to fruition when it welcomed nearly 30,000 individuals representing all facets of the printing industry to the Kay Bailey Hutchison Convention Center in Dallas.

Occupying 724,000 gross square feet, the bigger, better and bolder event — developed by the Specialty Graphic Imaging Association (SGIA) and NAPCO Media as an answer to industry demand — featured a sold-out show floor of more than 680 exhibitors, over 100 educational sessions and multiple special events where the industry could connect.

#### **The Industry Asked. PRINTING United Delivered.**

SGIA and NAPCO Media — which was acquired by SGIA in 2019 — partnered to develop this next-generation trade show model and fill a major gap in industry event offerings. The trade show landscape had gone dry and fragmented. Print service providers (PSPs) and suppliers were becoming restless. As a result, the industry had become a bit disconnected.

SGIA and NAPCO teams blanketed the marketplace to ask important questions about what PSPs, OEMs and suppliers were craving: What aspects of a trade show are most important to you as an attendee? As an exhibitor? What is the industry trade show scene lacking? What do you want to see more of? Less of? What if we brought all industry segments together under one roof for easy access to one another?



The tremendous flood of responses, enthusiasm and support came from across the industry, touching every vertical from wide-format, specialty, apparel and functional printing to commercial printing, packaging and in-plant. Convergence in the industry is real, and the degree to which the industry embraced this “under one roof” concept at PRINTING United proved it.

To meet the overwhelming call for a program tailored specifically for print buyers, BRAND United took place concurrently with PRINTING United on the first two days of the expo. This comprehensive program educated designers, print buyers, marketers and agencies about omnichannel marketing strategies and the innovative print technologies that can be implemented at each stage of the customer journey to create a united brand experience. The popularity of this program has solidified BRAND United as a PRINTING United staple and the cornerstone of a larger, more comprehensive platform.

### Debuts Around Every Corner

The PRINTING United show floor featured an array of equipment, software and consumables to meet printers’ — and their customers’ — needs. Many products were worldwide debuts; others were shown in North America for the very first time. The unique PRINTING United attendance model also created powerful business value for what proved to be a heavy buying show.

In the heart of the show floor, the 4,000-square-foot PRINTING United Experience Zone delivered a refreshingly interactive experience showcasing different applications and products, especially coming from the textile and corrugated industries. This exhibit guided attendees through simulated home, retail, restaurant and outdoor environments to highlight print’s presence in everyday life. Attendees could touch, take in and be inspired by the various printed applications. Printed guides described how each piece was printed and pointed attendees to the booths where they could learn more about how to produce



**Mark Subers**  
President, PRINTING United



**Lexy Olisko**  
Vice President, Expositions

**Questions about exhibiting? Email [exhibit@printingunited.com](mailto:exhibit@printingunited.com).**

## THANKS TO THE SPONSORS WHO MADE PRINTING UNITED 2019 POSSIBLE.

**Diamond Sponsors:** Fujifilm, Heidelberg, HP, Konica Minolta, OmniPrint International, Ricoh

**Platinum Sponsors:** Agfa, Durst, EFI, Mimaki, MindFire, S-One Holdings Corporation, Ultraflex

**Gold Sponsors:** 3M, GSG, Kornit Digital, OKI Data Americas, Orbus Exhibit & Display Group, Stahls’, Top Value Fabrics, Vanguard Digital Printing Systems, Xerox



the items on display. Sponsors were Canon, Drytac, EFI, Fisher Textiles, FUJIFILM, Konica Minolta, Kornit Digital, OKI Data Americas, Ricoh, S-One Holdings Corporation, Stahls', Top Value Fabrics, Ultraflex and Xeikon.

### Setting the Standard

A slew of competitions prior to, and during, PRINTING United highlighted the industry's best. Attendees had the chance to see entries for the annual ASDPT Tom Frecska Student Printing, Gold Ink, Golden Image, In-Print, Packaging Impressions Excellence and Product of the Year competitions.

Judged by renowned industry volunteers, ASDPT Student Printing and Golden Image Award winners were announced on-site, while the Gold Ink, In-Print and Packaging Impressions Excellence awards were announced prior to the show. Results from the Product of the Year competition, which is open only to PRINTING United exhibitors, were announced in August to allow companies to share their winning products prior to the show and display their award jewels in their booths.

On the show floor, the PDAA Pro Team Relay saw two-person teams compete relay-style across four stations, each with different applications and surfaces. A significant purse went to the victorious team.

But no matter where you stood, excitement was all over PRINTING United 2019. In 2020, and in years to come, the show floor will continue to reflect the hottest trends and topics in the industry and deliver the experiences attendees seek.

### Heightened Learning

The 2019 PRINTING United educational experience kicked off with three half-day intensives held the day before the show launched: "Digital Textile Printing: What, Why,

How," "Convergence Power Rankings: Where (and How) to Grow," and "Wide Format 101: Strategies for Success."

Once the doors officially opened, tracks for the graphics, apparel, functional/industrial, in-plant, commercial and packaging communities offered nearly 100 conference sessions specifically designed so that at any given time any attendee would find a relevant, expert-led educational session. Informative presentations featured at prominently placed show-floor amphitheatres augmented the educational tracks. In all its formats, educational content explored industry trends, business strategies, and the latest applications and technologies.

Education and networking were also on the menu for special community-focused events during PRINTING United. The Apparel Decorators Luncheon addressed how culture can be a competitive advantage, and the Graphics Producers Luncheon's three rapid-fire presentations covered sales, culture and business management. The "Sustainable Strategies Luncheon: Inside and Out" and the Functional/Industrial Printing Luncheon shared ideas on how to apply best practices within printers' business models.

Among a comprehensive schedule of in-depth specialty presentations, the sold-out Women in Print Alliance Breakfast was an especially inspirational session. ST Media's Adrienne Palmer interviewed teen fashion designer Ariel Swedroe. A lineup of industry-leading women followed up by sharing their personal journeys in printing.

### Engaging Youth

2019 was also an inaugural year for SGIA's Student Ambassador program. SGIA invited 10 currently enrolled students to experience PRINTING United firsthand. Throughout the show, students attended educational

tracks, walked the show floor, experienced special events and awards ceremonies, met key industry professionals, and saw the very latest technology the industry has to offer. Students were selected for the program based on a variety of criteria, including letters of recommendation, minimum grade point average and demonstrated interest in pursuing a career in the printing industry. The program was met with overwhelming success and interest and is planned to continue in 2020.

To track all of the interest and highlights of this year's show, and best plan for the future, PRINTING United worked with exhibitors to implement beacon technology on the show floor. Each attendee badge was outfitted with a small beacon device, which tracked attendee movement throughout the show floor and within exhibitor booths to help organizers understand which areas were in highest demand. This data will be analyzed and used when planning for future events and show features, to best fulfill attendee interest and offer relevant trends.

#### **PRINTING United 365: The Future of Printing**

To meet these next-generation offerings — aimed at continuing to unite and bolster the industry — PRINTING United 365 has taken shape. This model of 365 days a year of constant education, programming and events includes a trinity of platforms: BRAND United, PRINTING United and a brand-new concept called PRINTING United User Experience (PRINTING United UX).

PRINTING United UX allows companies to maximize their investments by hosting a complete, packaged event/meeting alongside PRINTING United and BRAND United. The new platform will provide OEMs, industry groups and associations with a comprehensive, end-to-end customer engagement offering. PRINTING United UX will book speakers, entertainment, food and beverage, transportation, event space and more, so that participating companies can focus on connecting and spending time with their audience. Of significant value, those attending PRINTING United UX will have early, VIP access to PRINTING United on opening day. Stay tuned for more to come on this new event offering and PRINTING United 365 as 2020 progresses.

#### **PRINTING United 2020: Bigger, Better, TOGETHER**

PRINTING United 2020 will take place October 21 - 23 at the Georgia World Congress Center in Atlanta. This year's show will occupy 1 million gross square feet and showcase an even greater display of the latest printing technologies and supplies, education, programming and services. As of press time, exhibitors had already snatched up about two-thirds of available exhibit space.

SGIA is committed to providing the best trade show and events experience in the industry. A full calendar of events can be found at the back of this issue and at [SGIA.org](http://SGIA.org)

**Stay updated on information about PRINTING United 2020 by visiting [PRINTINGUnited.com](http://PRINTINGUnited.com).**

**ORBUS**  
EXHIBIT & DISPLAY GROUP

INTRODUCING  
**OVER  
100 NEW  
DISPLAYS**

**HELP YOUR CLIENTS  
LIGHT UP THEIR SPACE!**

**DIGITAL BANNERS | DYNAMIC LIGHT BOXES**

**ORBUS.COM | THEEXHIBITORSHANDBOOK.COM**

The advertisement features a woman in a black top and grey skirt standing next to a digital display. Behind her are several dynamic light boxes with vibrant, colorful designs, including a woman's face with purple and orange accents, a woman's face with yellow and blue accents, and a woman's face with green and blue accents. The background is a bright, modern exhibition space with a high ceiling and industrial lighting.



Learn more at [SGIA.org/events](https://www.sgia.org/events)

# CONNECT AND FOCUS WITH SGIA

While PRINTING United provides a broad overview of industry convergence, SGIA's conferences speak to specific market segments in intimate settings that put learning and connecting with peers front and center.

Our acquisition of NAPCO Media in August 2019 widened the lineup of events, adding summits for senior-level executives who are seeking out opportunities to connect with peers and suppliers. The summits will be a major component of SGIA's conference roster in 2020 — with the goal, as always, to present a range of options that inform and connect members in every printing industry segment.

In 2019, SGIA's conference roster included SPIRE, THREADX, Functional Printing, Process and Products (FP3) and the Digital Textile Printing Conference (in partnership with the American Association of Textile Chemists and Colorists (AATCC)), plus three conferences presented in alliance with the Printing Industries of America (PIA).

Since 2018, SGIA has partnered with the Printing Industries of America (PIA) on its premier conferences — Color, TAGA Technical Conference and the Continuous Improvement Conference. The partnership has allowed SGIA to enhance what it offers members as it brings critical information to the community and reflects the phenomenon of convergence in the printing industry.

## 2020 SGIA CONFERENCES



SPIRE provides high-level insights for CEOs and top executives in the graphics segment. This unique network and invitation-only event attracts leaders in retail, point-of-purchase, OEM, transit, outdoor and other industry segments for two days of intensive learning and engagement. **February 16 - 18 in Scottsdale, Ariz.**



Designed by and for leading apparel decorators, THREADX is SGIA's premier conference for this dynamic community. In addition to an optional workshop with acclaimed designer Aaron Draplin, the 2020 event will include talks on creating subscription services, avoiding lawsuits, corporate culture, engaging employees and converting critics into repeat customers. **February 23 - 25 in Scottsdale, Ariz.**

**PARTNERS**



**IN PRINTING**

EXPO • 2020

Empire Screen Printing has hosted this biennial vendor fair and sales meeting at their Wisconsin facility since 2010. The event has grown each year, transforming from a single-day training experience into a three-day learning and networking event. Supported by SGIA, the 2020 event will bring the functional printing community together. **July 21 - 23 in La Crosse, Wis.**



AATCC and SGIA curate a program packed with industry leaders and technical experts in the burgeoning digital textile printing arena. Typical topics include workflow, color management, design, ink technologies and industry overviews. **December 2020 in Raleigh-Durham, N.C.**

## Digital cutting at an industrial level.

- **Over Cutter Camera OCC system:** now available for **all** Zünd cutter series (G3/D3/S3)
- Powerful 3.6 kW RM-L with auto tool changer for exceptional **routing productivity**
- **Fully automated** BHS150 Board Handling System



**ZÜND**  
swiss cutting systems

Contact us for details and a personal demonstration.

www.zund.com infous@zund.com T: 414-433-0700



## 2020 PIA CONFERENCES



No matter the platform or process, print service providers (PSPs) live and breathe by accurate, consistent color. With more than 48 educational sessions, Color20 delivers answers, insights and best practices for successful color management. **January 11 - 14 in San Diego.**



The Technical Association of the Graphic Arts (TAGA) is an international association of industry professionals and academics dedicated to scientific research and technological innovation in graphic communications. Its annual technical conference allows industry leaders, innovators, researchers, scientists and end users to understand the latest developments — and evaluate how they can affect their own businesses. TAGA 2020 will recognize the most prestigious advancements in the field. **March 15 - 18 in Oklahoma City.**



The Continuous Improvement Conference is printing's only event focused on operational excellence and designed for custom manufacturers — such as printing and converting companies — that are starting or building on a structured process improvement program. This conference highlights principles of Lean Manufacturing and other management/quality improvement systems and is known for presenting concepts that lead directly to lowered costs, reduced waste and increased profit margins. **April 5 - 8 in Columbus, Ohio.**

## 2020 NAPCO CONFERENCES



Collocated with the Wide-format Summit, the annual Inkjet Summit is an invitation-only event for senior managers and executives seeking to understand how current and future production inkjet technology, software and solutions will impact their business and investment decisions. The 2020 Inkjet Summit takes place alongside a new event, the Wide-format Summit. **April 20 - 22 in Austin, Texas.**



New this year, SGIA, Wide-format Impressions magazine and NAPCO Media introduce the Wide-format Summit, an invitation-only hosted summit for senior managers and executives. The event offers strategic insights into how printing leaders can improve and optimize their businesses, expert analysis, boardroom case studies, one-on-one meetings, roundtables and networking events. The Wide-format Summit 2020 is collocated with the eighth annual Inkjet Summit. **April 20 - 22 in Austin, Texas.**



Senior managers and business executives who want to understand more about developments in digital printing technology, software and other solutions for packaging applications will want to be part of this elite, invitation-only event filled with education and innovation. **November 16 - 18 in Ponte Vedra, Fla.**

# HIGH PERFORMANCE VINYL *at a* LOW PRICE

JDS Sign Supply Booth,  
WrapsCon at NBM Long Beach, Aug. 2019



“ I really like the 230 Automark. The fact we were able to wrap a Tesla with it says a lot for the film. ”

- Chris Youngash,  
Wrap Works, Mission Viejo, CA



**230** **AutoMark™**

- As low as 54¢ per Sq. Foot
- 2.4 mil Calendered
- Outdoor Durability 7 Years / 2 Year Removable
- Grey Repositionable Adhesive
- 90# Air Egress Layflat Liner

**TRY IT TODAY! ORDERS PLACED BY 4 PM SHIP SAME DAY!**

**14**  
Warehouses  
to Serve You

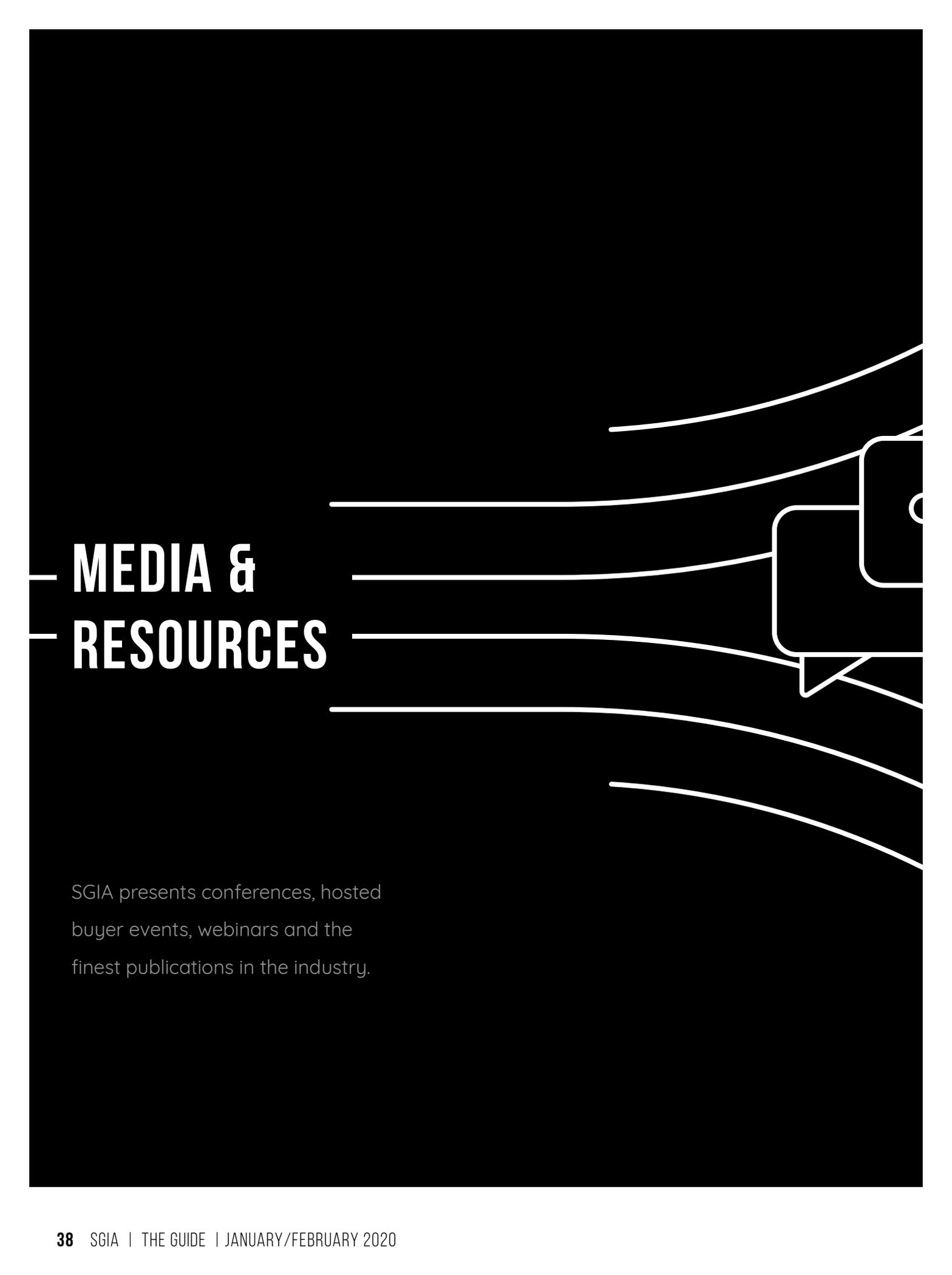


**SIGN SUPPLY**

[www.jdssignsupply.com](http://www.jdssignsupply.com)

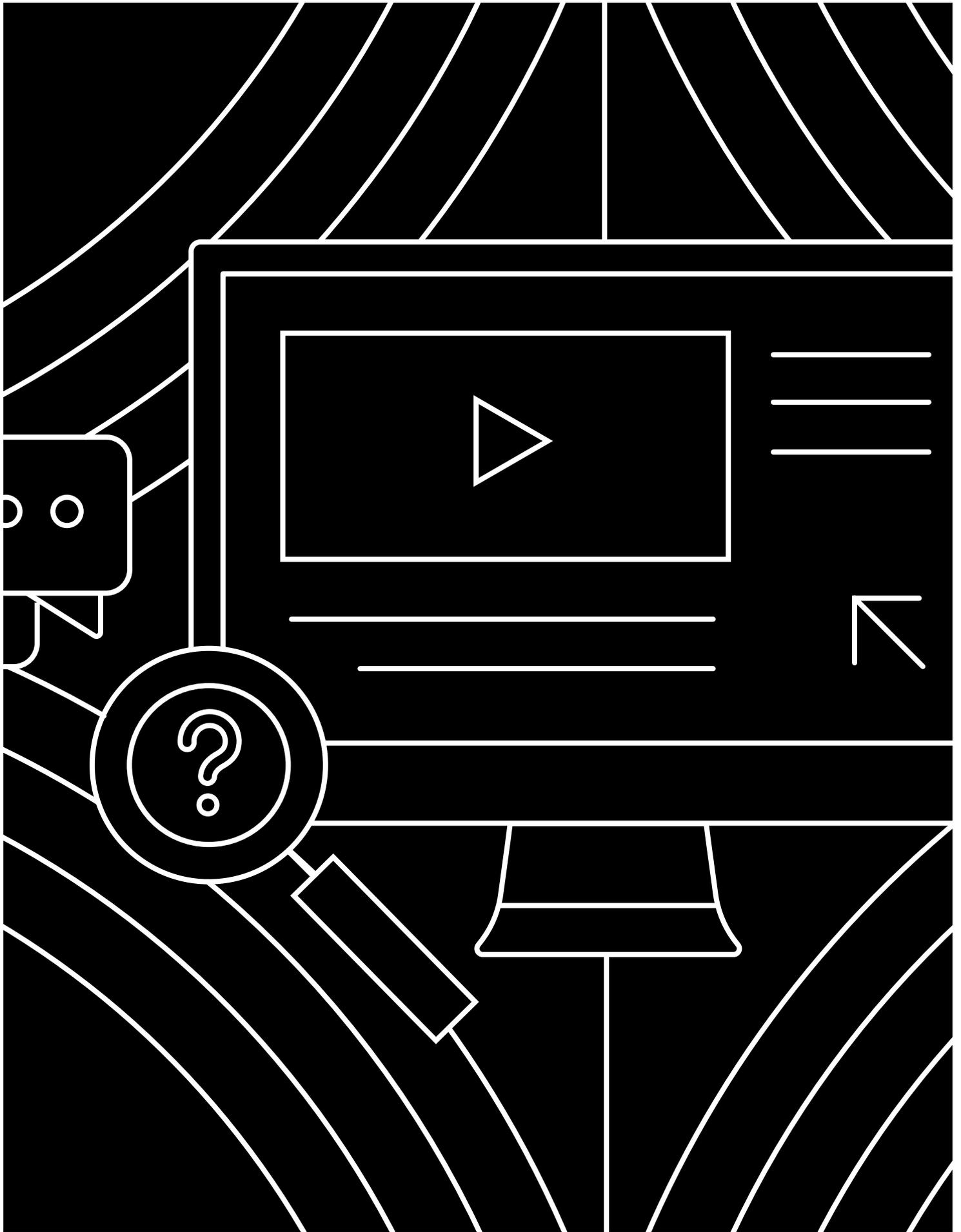
sales@jdsindustries.com | 855.661.2388

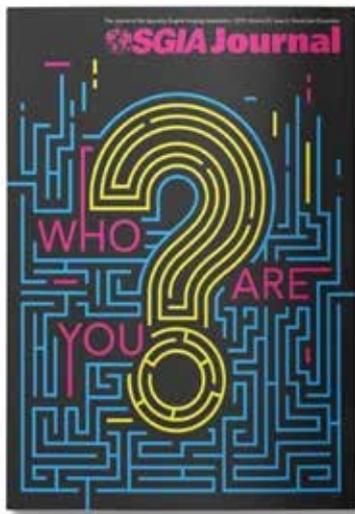
\*Some restrictions may apply.



# MEDIA & RESOURCES

SGIA presents conferences, hosted  
buyer events, webinars and the  
finest publications in the industry.





# MEDIA & RESOURCES

Learning and growth go hand-in-hand



Learn more at [SGIA.org/resources](https://sgia.org/resources)



**David Leskusky**  
President, NAPCO Media  
[dleskusky@napcomedia.com](mailto:dleskusky@napcomedia.com)

One of the chief benefits of being part of SGIA is the amount of learning you and your fellow members can do together. But not all learning takes place at workshops. SGIA presents a full complement of resources — magazines, webinars, online communities and directories — to help you make the connections you need for the success you deserve.

## REQUIRED READING: THE SGIA JOURNALS

### **SGIA Journal**

Published exclusively for SGIA members, the bi-monthly SGIA Journal and its quarterly sister publication, the SGIA Journal — Apparel Edition, cover the topics that matter to members. The SGIA Journal dives into vital trends and technologies, delivering insights and information on best practices, sales and marketing, and printing techniques and applications from leading authorities across industry segments including graphics production and installation, functional printing, packaging printing, digital textile printing and commercial printing.

### **SGIA Journal** *Apparel Edition*

The quarterly Apparel Edition explores the highly specialized, yet highly diverse, apparel decorating industry. It's designed for the apparel decorator who wants to improve and understand their business. Feature articles cover foundational techniques, emerging technologies, market trends, the economy, sustainability and more.

To advertise in the Journal, contact Mike McGowan ([mcgowan@sgia.org](mailto:mcgowan@sgia.org), 703-359-1362) or John Woodstock ([jwoodstock@sgia.org](mailto:jwoodstock@sgia.org), 703-359-1332).

To pitch a story idea, contact Kate Achelpohl at [journal@sgia.org](mailto:journal@sgia.org).

## BUSINESS PLANNING

A printing business is just that — a business — and that makes inks and substrates only part of an intricate puzzle. SGIA.org/resources is a member-exclusive area with critical information about everything from sales management to travel pay and B2B marketing. There's even a list of job titles and descriptions, so employers can be sure they have the right people in the right places, with titles that clearly reflect what they do.

## SGIA FOR THE ASSIST

There's a lot to learn in the printing industry, and where better to turn than your association? SGIA experts are available to help you find the answers to the questions that confound you — regulatory and EHS issues, sustainability questions, technical troubleshooting and more. Email [assist@sgia.org](mailto:assist@sgia.org) or call 888-385-3588 to get started.

## TUNE IN TO LEARN

You can accomplish a lot in an hour. Webinars from SGIA and NAPCO's publications bring leading experts to your desktop for discussions on today's hottest industry topics. From technologies and techniques to business management and regulations, they offer something for every industry sector. Schedules are online. Webinars are archived for members' reference at SGIA.org and each publication's website.

SGIA presents a full complement of resources — magazines, webinars, online communities and directories — to help you make the connections you need for the success you deserve.

# THE SIGN INDUSTRY'S CHOICE FOR INNOVATIVE FASTENING SOLUTIONS



**YOUR #1 SOURCE FOR VELCRO® BRAND FASTENERS**

**FASTENATION.COM | 800.876.9922**





## MEDIA BRANDS

### Printing Impressions

Printing Impressions provides authoritative coverage on industry trends, emerging technologies and news in the graphic arts industry, specifically focusing on commercial print segment. [piworld.com](http://piworld.com)

### Packaging Impressions

Printing is the name of the game for many converters and package printing is getting lots of attention. Packaging Impressions is the leading publication and online content provider for printed packaging markets. [packagingimpressions.com](http://packagingimpressions.com)

### In-plant Impressions

Published since 1951, In-plant Impressions is the world's only graphic arts magazine specifically designed for in-plants who want to increase productivity and stay competitive. [inplantimpressions.com](http://inplantimpressions.com)

### Wide-format Impressions

Wide-format Impressions is the authoritative source for coverage on the industry trends and emerging technologies impacting the visual communications market with a specific focus on innovative, high-margin, wide-format digital inkjet applications. [wideformatimpressions.com](http://wideformatimpressions.com)



Promo Marketing brings together distributors and suppliers in the promotional products industry through its multiple channels – a printed magazine, a comprehensive online search engine and a daily e-newsletter. [promomarketing.com](http://promomarketing.com)

## PRINT+PROMO

For more than 50 years, Print+Promo has served the printed products distribution community. With a well-respected print magazine, a comprehensive product search engine and a weekly e-newsletter, it's the distributors' source for all things print and promotional. [goprintandpromo.com](http://goprintandpromo.com)

## TotalRetail

Marketing, e-commerce, operations and management executives looking for the latest on the omnichannel retail industry start with Total Retail – a quarterly print issue, daily e-newsletter (Total Retail Report), daily-updated website and virtual and in-person events. Online only. [mytotalretail.com](http://mytotalretail.com)

## TargetMarketing

Target Marketing delivers strategies and solutions for decision makers, savvy marketers and business influencers. Its authoritative, trusted content is delivered via print, the Today @ Target Marketing e-newsletter, webinars, web-first content, video, face-to-face events and the Integrated Marketing Virtual Conference. [targetmarketing.com](http://targetmarketing.com)

## NonProfitPRO

NonProfit PRO offers tactical leadership, strategy and best practices for the thought leaders and innovators who are making a difference at modern nonprofits. Industry experts connect and communicate through a printed magazine, daily e-newsletter (NonProfit PRO Today), webinars, live events and an annual virtual show. [nonprofitpro.com](http://nonprofitpro.com)

## PUBLISHING EXECUTIVE

Publishing Executive connects readers with cutting-edge solutions, industry trends, emerging technology and news in the new media industry. Online only. [pubexec.com](http://pubexec.com)

## BookBusiness

Book Business covers the industry trends, emerging technologies and news in the book publishing segment, connecting readers with cutting-edge solutions and success stories that will drive their organizations' goals. Online only. [bookbusinessmag.com](http://bookbusinessmag.com)



**CALDERA** 

**INTRODUCING CALDERA'S NEW RIP SOFTWARE VERSION!**

 **CalderaRIP**  
Version 13

**New features:**

- **Advanced Print&Cut mirror image Workflow**
- **Tile Order Management**
- **Enhanced Job Dashboard**
- **Customizable production Annotation**
- **Alpha to Spot channel conversion**



**COME VISIT US!**  
*CI*Print - Lyon Feb 4-6, 2020  
 FESPA - Madrid Mar 24-27, 2020  
 ISA - Orlando Apr 2-4, 2020  
 DRUPA - Dusseldorf Jun 16-26, 2020  
 Printing United - Atlanta Oct 21-23, 2020

[www.caldera.com](http://www.caldera.com)



# NAPCO MEDIA

We are a business-to-business media company.  
Our mission is to build community between our audience and our clients through products and services designed to deliver value and provoke actions that generate measurable results.  
**Your success is our primary objective.**



**VIDEO SERVICES**



**RESEARCH**



**EVENTS**



**DATA LICENSING**



**MEDIA**



**ELEARNING**



**MARKETING  
SERVICES**

# EXCEEDING EXPECTATIONS

# MARKETS WE SERVE



**PRINTING &  
PACKAGING**



**PROMOTIONAL  
PRODUCTS**



**RETAIL**



**MARKETING &  
NONPROFIT**



**PUBLISHING**

We connect our clients with their target audiences through integrated marketing campaigns across a variety of vertical markets:

**Printing  
Impressions**

**In-plant  
Impressions**

**Packaging  
Impressions**

**Wide-format  
Impressions**

**pm** promo  
marketing  
Media Services, Marketing Solutions

**PRINT+PROMO**

**TotalRetail Target  
Marketing NonProfitPRO**

**PUBLISHING  
EXECUTIVE**

**BookBusiness**

**VISIT [NAPCO.COM](http://NAPCO.COM) FOR MORE!**

JANUARY		
	January 6 - 8	Congress of Committees (Phoenix, AZ)
	January 11 - 14	Color20 (San Diego, CA)
FEBRUARY		
	February 4 - 6	ColorCasters Color Management Boot Camp (Escondido, CA) <i>Instructors: Jim Raffel and Shelby Sapusek, ColorCasters</i>
	February 16 - 18	SPIRE 2020 (Scottsdale, AZ)
	February 20 - 21	Introduction to Digital Printing (Fairfax, VA) <i>Instructor: Ray Weiss, SGIA</i>
	February 23 - 25	THREADX 2020 (Scottsdale, AZ)
MARCH		
	March 9 - 12	Promo Marketing Power Meeting (Nashville, TN)
	March 10 - 12	Operation Sublimation (Fairfax, VA) <i>Instructor: Ray Weiss, SGIA</i>
	March 10 - 12	ColorCasters Color Management Boot Camp (Tampa, FL) <i>Instructors: Jim Raffel and Shelby Sapusek, ColorCasters</i>
	March 15 - 18	TAGA 2020 (Oklahoma City, OK)
	March 24 - 26	Alder Color Solutions Color Management Boot Camp (Ft. Lauderdale, FL) <i>Instructor: Dan Gillespie, Alder Color Solutions</i>
	March 25 - 26	PDAA Commercial and Fleet Certification (Fairfax, VA) <i>Instructor: Ken Burns, Axis Graphic Installations Inc.</i>
APRIL		
	April 4 - 6	Promo Marketing Power Meeting (New Orleans, LA)
	April 5 - 8	Continuous Improvement Conference (Columbus, OH)
	April 6 - 8	Screen Making: Basic to Advanced (Fairfax, VA) <i>Instructors: Dave Dennings, KIWO Inc.; Art Dobie, Chromaline Screen Print Products</i>
	April 7 - 9	RPI Imaging Color Management Boot Camp (Phoenix, AZ) <i>Instructor: Dan Reid, RPI Imaging</i>
	April 13 - 14	Art & Separations for Screen Printed Apparel <i>Instructor: Dane Clement, Great Dane Graphics</i>
	April 15 - 17	Totally T-Shirts: Apparel Screen Printing (Fairfax, VA) <i>Instructor: Johnny Shell, SGIA; Charlie Taublieb, Taublieb Consulting</i>
	April 20 - 22	2020 Inkjet Summit (Austin, TX)
	April 20 - 22	Wide-format Summit 2020 (Austin, TX)
	April 28 - 30	Alder Color Solutions Color Management Boot Camp (Dallas, TX) <i>Instructor: Dan Gillespie, Alder Color Solutions</i>
MAY		
	May 13 - 14	PDAA Architectural Level 1 <i>Instructor: Ken Burns, Axis Graphic Installations Inc.</i>
	May 13 - 15	Print+Promo Distributor Connect (Sunny Isles, FL)
	May 18 - 21	Promo Marketing Power Meeting (San Juan, PR)
	May 27 - 29	Apparel Screen Printing Crash Course (Toronto, ON) <i>Instructors: Johnny Shell, SGIA; Charlie Taublieb, Taublieb Consulting</i>



Learn more at [SGIA.org/events](https://www.sgia.org/events).

# 2020 CALENDAR

## JUNE



June 2 - 4

Color Management Boot Camp  
*Instructor: Ray Weiss, SGIA*



June 16 - 18

Alder Color Solutions Color Management Boot Camp (Seattle, WA)  
*Instructor: Dan Gillespie, Alder Color Solutions*



June 23 - 25

ColorCasters Color Management Boot Camp (Milwaukee, WI)  
*Instructors: Jim Raffel and Shelby Sapusek, ColorCasters*

## JULY



July 21 - 23

Partners in Printing (La Crosse, WI)



July 22 - 23

PDAA Architectural Level 1 (Fairfax, VA)  
*Instructor: Ken Burns, Axis Graphic Installations, Inc.*



July 28 - 30

Alder Color Solutions Color Management Boot Camp (Minneapolis, MN)  
*Instructor: Dan Gillespie, Alder Color Solutions*

## AUGUST



August 10 - 12

Screen Making: Basic to Advanced (Fairfax, VA)  
*Instructors: Dave Dennings, KIWO Inc.; Art Dobie, Chromaline Screen Print Products*



August 18 - 20

ColorCasters Color Management Boot Camp (Dallas, TX)  
*Instructors: Jim Raffel and Shelby Sapusek, ColorCasters*



August 20 - 21

Introduction to Digital Printing (Fairfax, VA)  
*Instructor: Ray Weiss, SGIA*



August 24 - 26

Promo Marketing Power Meeting (Napa, CA)

## SEPTEMBER



September 1 - 3

Advanced Color Management Boot Camp (Fairfax, VA)  
*Instructors: Dan Gillespie, Alder Color Solutions; Ray Weiss, SGIA*



September 15 - 17

Alder Color Solutions Color Management Boot Camp (Ft. Lauderdale, FL)  
*Instructor: Dan Gillespie, Alder Color Solutions*



September 29 - October 1

RPI Imaging Color Management Boot Camp (Phoenix, AZ)  
*Instructor: Dan Reid, RPI Imaging*

## OCTOBER



October 5 - 8

Promo Marketing Power Meeting (Scottsdale, AZ)



October 21 - 23

PRINTING United User Experience (PRINTING United UX), (Atlanta, GA)



October 21 - 23

BRAND United Digital Certification Series (Atlanta, GA)



October 21 - 23

PRINTING United (Atlanta, GA)

## NOVEMBER



November 2 - 3

Art & Separations for Screen Printed Apparel (Fairfax, VA)  
*Instructor: Dane Clement, Great Dane Graphics*



November 4 - 5

Alder Color Solutions Advanced Color Management Boot Camp (Los Angeles, CA)



November 4 - 6

Totally T-Shirts: Apparel Screen Printing (Fairfax, VA)  
*Instructors: Johnny Shell, SGIA; Charlie Taublieb, Taublieb Consulting*



November 4 - 6

Print+Promo Distributor Connect (San Diego, CA)



November 16 - 18

Digital Packaging Summit (Ponte Vedra, FL)



November 17 - 19

ColorCasters Color Management Boot Camp (Phoenix, AZ)  
*Instructors: Jim Raffel and Shelby Sapusek, ColorCasters*

## DECEMBER



December 9 - 11

Master-Level Apparel Screen Printing (Fairfax, VA)  
*Instructor: Lon Winters, Graphic Elephants*



Mid-December

Digital Textile Printing Conference (Raleigh-Durham, N.C.)

# PRINTINGUNITED

OCT. 21-23, 2020 • ATLANTA, GA

**BIGGER. BETTER. TOGETHER.**



2019 was just the beginning. PRINTING United 2020 will bring the industry together again, but with more exhibitors, more technologies and more opportunities. We invite you to join in the excitement with the rest of the industry next October 21-23.

POWERED BY



**SAVE THE DATE**

**OCT. 21-23, 2020 • ATLANTA, GA**

Georgia World Congress Center

[PRINTINGUNITED.COM](http://PRINTINGUNITED.COM)



