



Advancing Graphic Communications

Special Announcement from Michael Makin, President and CEO Printing Industries of America



Dear Printing Industries of America Member:

As you are aware, printed products are being criticized more and more for their impact on the environment—and unjustifiably so.

It has never been more essential to convey the message that print is important to brand recognition, as well as the sales process. It is also vital to communicate that we are both an environmentally and socially responsible industry.

“The Fine Print” PR Toolkit

In response to these criticisms, Printing Industries of America has developed *“The Fine Print” PR Toolkit*.

This Toolkit Includes:

- Economic Statistics—employment, low-cost advertising for local business, tax revenue, and more
- Environmental Facts—paper as a renewable resource, vegetable-based ink, and more
- FAQs—talking points for printers
- Press Release and Letters to the Editor—to assist you to respond to negative publicity utilizing these pre-written communications to local and national media

Additional Resources

Printing Industries of America and The Print Council have also collected additional resources to help you convey the positive message of print.

These include:

- *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness*
- *“Why Print? The Top Ten Ways Print Helps You Prosper” Brochure*
- *Industry Facts and Statistics from Print in the Mix*
- *The Green Guide for Graphic Communication*

I encourage you to check out *“The Fine Print” PR Toolkit*, as well as the resources mentioned above by visiting www.printing.org/valueofprint.

Please use these tools and resources to promote your company and put the printing industry in a positive light—right where it belongs.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Makin', written in a cursive style.

Michael Makin
President & CEO
Printing Industries of America

If you would prefer not to receive further email messages from Printing Industries of America, reply to this email and include your name and the word "remove" in the subject line. Please allow 10 business days for your removal request to be processed. Printing Industries of America is located at 200 Deer Run Road, Sewickley, PA 15143.