



December 19, 2008

Talk

The Printing Industry of the Carolinas, Inc.
3601 Rose Lake Drive, Charlotte, NC 28217
704-357-1150, 800-849-7422

Platinum Sponsors
Mac Papers
xpedx

Upcoming Events

Taz Tally Webinars

12-1 p.m.

January 6

Photoshop CS4

January 13

InDesign CS4

January 20

Acrobat CS4

January 27

Bridge CS4 & Creative
Suite Workflow

January 14

1-2 p.m.

“Multi-Media
Communications Marketing
Today” webinar by Xerox

February 18

1-2 p.m.

“Rollers...the Forgotten
Consumable” webinar by
RotaDyne

This e-mail/fax newsletter is provided
as a service to PICA members. To
unsubscribe, send an email to
pica@picanet.org with “unsubscribe”
in the subject heading, or call us at
800-849-7422.

Welcome New Member!

Mail Marketing Strategies, Columbia,
Rick Quinn, 803-319-4221.

Digital Benchmarking Study

Printing Industries of America is
conducting a Digital Printing
Benchmarking Study. This landmark
study involves the use of specific digital
files, running the tests and submitting the
results to PIA. *Participating companies
receive a personalized report analyzing
their results.* The deadline to participate is
mid-January. For more details, go to
www.piagatfresearch.org/digitalstudy.

4th Annual Bill Treadaway Print Leadership Forum

Clemson University hosts its forum this
year on January 29, 2009 on the Clemson
campus. “Our Commitment to Leader-
ship” is this year’s theme, and will
highlight a presentation from Bob Tapella,
The Public Printer, GPO. To register, call
Carol Jones at 864-656-6158 or go to
<http://graphics.clemson.edu/treadaway/forum>

Third Qtr 08 Numbers

Real GDP was down -.3%, overall print
sales were down -.2%. Sales Leaders saw
an *11% increase* over 3rd Qtr. 07, while
Sales Laggards saw a *13% decrease* in
sales for the same period. Toner/digital
print was up 7.9%, inkjet was up 3.7%, ink
on paper was down -.7%, ancillary
services up 7.3%. The need to measure
your company’s performance against
industry standards is most critical today.
2008/2009 Ratio Reports are available
now, call 866-855-4283.

**We want to thank all of you, our
members, for your continued support
and loyalty this past year. We wish you
and yours a very Happy Holiday season
and a prosperous New Year!**

Without Their Support, Where Would We (PICA and its members) Be?

2008 saw our vendor community step up
to the plate time and again and we would
like to recognize them here. Thirty-seven
companies sponsored the summer and/or
fall conference this year, contributing
\$120 per summer conference attendee
toward registration cost, the fall
conference saw an *\$87 contribution per
attendee*. Our Associates also provided
program content for our webinar series
where at least 1,233 people representing
379 companies attended 30 webinars.
The PICA Awards offers the Sponsored
Awards, including the Best of Show.
Our vendor-friends continue to play an
integral role in the success of the Awards
program, now in its 42nd year. The
reality is that PICA could not offer the
programs and services it does without the
cooperation and financial support of the
Associate members. Their support
directly benefits the members of PICA.
*Please remember these generous
companies when doing business in 2009:*
AccuLink – Agfa – American Recycling
– Athens Paper – BW Wilson – Case
Paper – Coyne Textiles – Culbreth-
Walker – EFI – Freeman Graphics – Fuji
– GBC – Hearn Graphic Finishing –
Heidelberg – HP – Jackson Lewis – Kale
Bindex – KBA – Kodak – Komori –
Konica Minolta – Mac Papers – MAN
Roland – Mitsubishi – Muller Martini –
Napco – Pitman Company – Printers
401K – Printing Equipment – PRISCO –
RotaDyne – SGS – SmartColour –
SpeedyDry – The Twin Oaks Team –
Top Flight Envelopes – Unisource – UV
Technologies – Wikoff Color – Wright
Roller – Xerox – xpedx and X-Rite. **A
very special thank you to all these
companies!**



**PRINTING
INDUSTRIES
OF AMERICA** | Advancing Graphic Communications