



Bulletin

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Idealliance Expands Global Reach With New International Offices

Idealliance has launched Idealliance Europe, opening new offices in Dublin and Madrid, and expanding the Idealliance Global Offices network. The Idealliance network now comprises nine international affiliates, including units in China, Korea, India, Pakistan, the United Arab Emirates, Mexico, and Brazil. The offices in Ireland and Spain bring to five the new international affiliates opened by Idealliance over the last four months.

"We are a global industry serving a global marketplace, and Idealliance is a global organization taking its services and initiatives in education and innovation to printers worldwide who are eager to learn the latest technological advances, employ automation, increase efficiency, improve workflow, and meet today's most advanced standards," says David J. Steinhardt, Idealliance President & Chief Executive Officer.

'Educate the World'

"We are entering and expanding in areas where printing, packaging, and publishing are strong and where we can help support the industry's global growth," says Tim Baechle, Idealliance Vice President, Global Print Technologies & Workflows. "Everyone needs both innovation and education—one can't survive without the other—and our ability to educate the world about the latest innovations is paramount.

"No matter where you are in the world, you need to know how to be more competitive to be successful," he continues. "Only the strongest, best educated, and most streamlined, automated, strategic, and cost-conscious printers and converters will survive in our tremendously competitive industry."

This fall the association launched Idealliance Pakistan in Karachi, Idealliance Latin America in São Paulo, and Idealliance Middle East/North Africa in Dubai. Idealliance

affiliates offer companies in their geographic areas Idealliance training and related educational and business management services, including certifications, consulting, webinars and other educational programs, as well as information on specifications, color management, process control, and workflow efficiency.

Share Information

While international offices work independently within their regions to meet the specific needs of their respective areas, they communicate regularly with each other and with Idealliance in the United States to share information and insights. Each office also draws on a network of educators and consultants within its region. Idealliance Latin America, for example, can call on any of 50 consultants to assist businesses in the rapidly growing South American print market.

"Our international presence gives us a true perspective of what's happening in the world marketplace," says Baechle, "and our Idealliance Global Offices network serves as a tremendous resource for everyone who works within the industry. We function as an industry 'think tank,' providing a wide range of technical and strategic information as well as specific 'on-the-ground' knowledge about how to understand, operate in, and market to key regions around the globe.

'Build a Bridge'

"Our aim has always been to build a bridge across the world," he continues. "When you think of the innovations we've developed for the industry—things like GRACoL, SWOP, G7, and ISO specifications that have changed the industry—Idealliance has always served the global market in a unique fashion—and we are continuing to raise the bar."

For information on the Idealliance Global Network, [click here](#) or contact Tim Baechle at (703) 837-1069 or tbaechle@idealliance.org.