We develop **best practices** by leading and transforming, not following.

For Our OEM Members

Idealliance has built close relationships with OEMs around the world through a deep level of communication and collaboration within our Working Groups, including Print Properties & Colorimetric and Postal Operations and Logistics Councils. These relationships support OEM strategies, personnel, and customers to vertically and horizontally meet the needs of the market in order to strategically focus on:

- supply chain issues
- technological innovation
- growth markets and emerging trends
- change of gravity in the market to new groups such as W3C and ISO
- evolving workflows, specifications, and education

Please use this document as your guide to the opportunity of partnership with Idealliance.

Idealliance.

A History of Innovation

The history of Idealliance reaches back to 1896, but our DNA is fundamentally from the Graphic Communications Association, which was founded in 1966 and later became Idealliance in 2001. History is important because it is a recognition of the past and a reminder how we have evolved over the years in response to the industry, and how far we have come and grown.
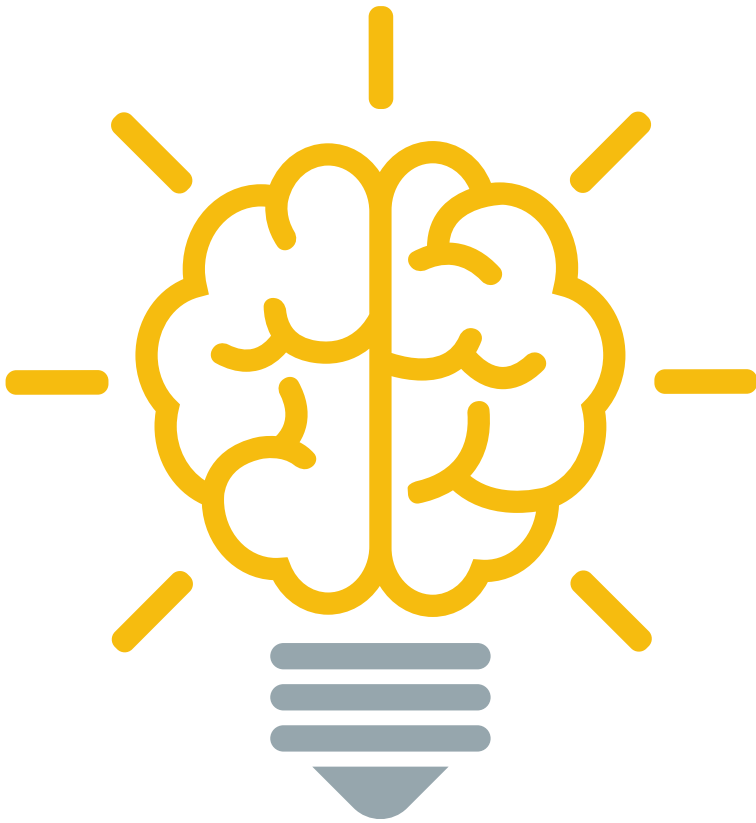
**Think of us
as a think tank.**

Idealliance is a global non-profit and provides an open and cross-industry platform for motivated professionals to create a more sustaining, competitive, and compelling graphic and visual communications industry. Our organization capitalizes on its integrated capabilities and total supply chain focus to deliver best-in-class research, education, specifications, and certification that ultimately leads to community, innovation, and inspiration. Think of us as a think tank.

What percolates within our walls and has been developed through the years is utilized within the industry around the world.

You know our work and use it every day. It defines workflows for color (GRACoL®, SWOP®, XCMYK, and G7®), content and digital management (OpenEFT™ and PRISM®), mail (Mail.dat® and Mail.XML™), forest and paper (papiNet®), and others. In addition, we are now a Liaison A Partner with ISO to fast-track global standards. We have moved the creation of a new standard for spot color measurement in less than one year and developed media instructions specifications between content creator and service provider (called PQX and PRX) to be accepted in less than 9 months.

This continuous workflow, specification, certification, education, and consulting development process touches every point of our industry from creative-to print-to post. Our workflows and programs cover every print medium: offset, flexography, screen, rotogravure, digital electrophotography, digital inkjet, wide format/grand format, industrial printing, specialty printing, and dye sublimation.

Things We Do:

- Next Level Leadership and Working Groups
- Education, Conferences, Events, and Customized Training
- Business Advisory, Strategic Planning, M&A, and Consulting
- Research and Collaboration
- Advocacy and Advancement
- Research and Development
- Certification and Training

Things We Don't Do:

- Pretend to know things we don't
- Plan to plan
- We are never NOT intentional
- As a non-profit governed under an anti-trust policy, we don't take sides

Membership:

From corner copy shops to multinational printing companies, individual content creators to mega-facility fulfillment and packaging operations, Idealliance members utilize our resources to help them grow profitability and meet business and technical challenges, from everyday media production issues to long-term business development. While our offerings meet the shared needs of all companies associated with graphic and digital communications, Idealliance recognizes the distinct challenges of various participants across the industry supply chain and provides specific resources and services for printers and mailers, as well as marketing and fulfillment service providers brand managers, OEMS, resellers, and smaller, owner-operator led companies.

Idealliance is the only organization within our industry that addresses the end-to-end digital supply chain.

By joining Idealliance you will collaborate with business partners from across the supply chain to improve efficiency, lower costs, and enhance quality.

Spotlight on the Value of the Idealliance Working Groups

Idealliance's ground-breaking Working Groups set the standards for the industry, remove friction from the media supply chain, and move our members' businesses and our industry forward to a more profitable future.

Idealliance members looking for a network of trusted colleagues and interaction with our industry's most proven experts, know that Idealliance Working Groups provide support and knowledge that cannot be found anywhere else.

The Idealliance portfolio of Working Groups encompass creation, production, and distribution of content moving to in-store signage, product packaging, a catalog or magazine, direct mail, or wrapper. for a bus and omnichannel distribution in print or digital.

Print Technologies & Workflows

Just a few of our print-based Working Groups, among many more...

Print Properties and Colorimetric (PPC) Council:

The PPC Council is responsible for intelligence gathering and evaluation of printing, proofing, and colorimetric technologies and workflows. [Colorimetry is the science and technology used to quantify and describe physically the human color perception.]

1. The PPC Council is responsible for the development and implementation of programs and certifications, and oversees the ongoing development of print specifications, such as G7 and GRACoL.

2. The PPC Council has considerable influence on North American Standards and international standards efforts through ANSI/CGATS, and is a designated liaison to ISO.

3. Currently 190+ industry professionals volunteer on the PPC Council, making it a critical think tank for the industry.

GRACoL Working Group

GRACoL stands for General Requirements and Applications for Commercial Offset Lithography, but don't let the name fool you. GRACoL goes way beyond offset lithography and is a global standard for many print mediums. The GRACoL Working Group improves communications and education in the industry by developing best practices that reflect the influence and impact of new technologies.

1 The Group provides oversight and direction of the G7 Technology, Print Tolerance Committee, G7 Master Qualified Printer and G7 Expert Consultant Programs, and is responsible for creating datasets (CRPCs) for various substrates.

2 Before GRACoL and SWOP (Specification for Web Offset Publications) printing was "all over" the place. These guidelines and recommendations help print buyers, designers, specifiers, and print providers work more effectively.

3 Think of GRACoL Working Group as the working group "for users" (the practical side of the Industry.)

4 Recent initiatives include; CGATS TR015-2015-Graphic Technology-Methodology for Establishing Printing Aims Based on a Shared Near-Neutral Gray-Scale, XCMYK Program, and ongoing Certification Development (Incubator).

Print Quality Exchange (PQX) Working Group

Develops XML-based exchange of data across the supply chain partners on print quality.

Digital Content Technologies & Workflows

eMedia21 Council

Publishing workflows today require processes for content creation and delivery to multiple media channels. The mission of eMedia21 is the development of future best practices and enhance change management for content creation and delivery to multiple media channels. Participants of the Idealliance eMedia21 Council explore such questions as:

1 What are pain points and challenges in the content creation, production and delivery processes today?

2 Where are the opportunities?

3 Where are the technology gaps?

4 The importance of metadata strategies, and role of metadata in the workflows?

5 How a publisher can effectively and efficiently migrate to new processes, as technology evolves?

6 How to effectively engage Design and Editorial teams in these important strategic discussions?

7 What are the training and developmental opportunities for editorial and design staff to help bridge the gap between traditional print and digital?

Mail Technologies & Workflows

Mail and postal concerns are core issues for Idealliance–past, present, and future. Idealliance's activities in the mail and postal supply chain reach back to two remarkable organizations: The Mail Advertising Service Association (MASA), founded in 1920, and The Graphic Communications Association (GCA), founded in 1966. Today, Idealliance continues its work with a unique cross-industry membership of catalog and direct marketers, equipment manufacturers, fulfillment companies, list management companies, logistics companies, mail preparers, mail owners, manufacturers, printers, publishers, software developers, and transportation carriers. Our members produce more than 60 billion pieces of mail each year.

Idealliance is driven to create greater productivity and efficiencies throughout the total process of mail preparation, handling, and delivery to drive down costs and improve information workflow.

The U.S. Postal Service is an active partner in our initiatives. No other industry association has the combination of technology and operational focus plus collaborative supply chain partner motivation to work with the U.S. Postal Service and meet the new challenges of mail distribution.

Idealliance has five key mail and postal objectives:

1 Create a collaborative environment with all mail supply chain partners to create efficiencies and improve productivity;

2 Be an advocate for the mailing community before the U.S. Postal Service, U.S. Postal Regulatory Commission, USPS Office of Inspector General, and Congress;

3 Provide information and education to help its members become better informed and enhance their skills in mail preparation, handling, and delivery;

4 Deliver thought leadership to successfully advance technology and process improvement to lower total combined mailing costs; and

5 Develop and advance specifications and best practices for the total mail supply chain.

With its long history of working on mail and postal affairs, Idealliance has developed six fundamental strengths:

1 Represent all classes and shapes to connect-the-dots across the mail supply chain;

2 Engage all partners in the value chain within an open environment, emphasizing total combined costs;

3 Advance expertise in establishing and developing industry specifications and best practices–Idealliance annually develops and publishes the Mail.dat® and Mail.XML™ Specifications that define mail preparation for the industry and the U.S. Postal Service;

4 Create and distribute education and certification programs, including a newsletter to inform the membership on all things postal;

5 Serve as an acknowledged expert and innovator in U.S. Postal Service networks, products, and services, as well as industry supply chain applications, technologies, and workflows; and

6 Based on its position as a leader in information technologies since the 1970s, bridge and fuse print and digital to maximize communications and commerce.

Idealliance advances its initiatives through a series of member-led working groups comprising anywhere from 25 to 175 individuals who do much of their work via teleconference. The lead mail and postal working group is the Postal Operations & Technologies Council which meets four times each year. Our working groups include:

- Postal Operations & Technologies Council
- Canada Mail Working Group
- Education Working Group
- FSS Task Force
- Mail.dat® Working Group
- Mail.XML™ Working Group
- Mail Software Development Group (MSDG)
- Printer's Operations Issues Study Effort (POISE)

Certifications & Training

Idealliance is the leading certifier of skills, systems, materials, and facilities required for state-of-the-art media production.
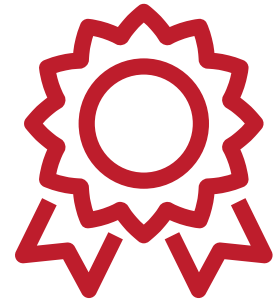
Professional Certifications

Investing in your staff's skills-training reduces costs and adds to your bottom line.

Facilities Qualification

G7® Masters are proven quality leaders in print, pre-media, and creative services.

System Certifications

Equipment certified to meet or exceed global industry standards for high-quality.

Online Training & Certification

Leading certifier of skills required for state-of-the-art media production.

TOTAL Training

Entire library of online training and certification programs for a single annual fee.

G7 Training Events

Lab instruction and lectures on how to apply the G7 method to any printing process.

Webinars

Live and recorded webinars range from mail to human resources to leadership to production next level leadership practices.

Customized Training Events

In-person training and learning on a myriad of topics.

Events

Idealliance events inform and educate members on key business and industry topics, with a special emphasis on issues identified as important by our members themselves.

Experience Annual Conference

The Idealliance Experience is the association's annual conference, offering information on our industry's latest business and technical best practices and trends.

The CEO Roundtable

Idealliance and RH Rosen Associates have partnered to create The CEO Roundtable that provides a framework to hold business leaders accountable to their core objectives.

G7 Training Events

G7 Training is a theory-based program, offering a blend of lab instruction and lectures on how to apply the G7 method to any type of printing process. |Training requires registration to a three-day classroom course held at various locations.

Graph Expo/PRINT

The annual GRAPH EXPO and quadrennial PRINT shows present an exhibition of the latest technologies, plus dozens of interactive learning sessions and co-located events for attendees across 12 key market segments.

Best Practice Road Shows

Idealliance Best Practice Road Shows are held around the country, bringing informative programs and industry expert speakers direct to members' local areas, and address sales, technology, workflow, and management leadership.

Idealliance events inform and educate members

Postal Exchange

The Postal Exchange Conference offers a unique cross-industry experience to collaborate in successfully advancing technology and process improvement to lower total combined costs and improve mail supply.

PRIMEX East

The annual PRIMEX (Print & Interactive Media Executive) East Conference brings together thought leaders to share insights and strategies on the latest technological innovations across the media supply chain.

Webinars

Idealliance webinars topics range from mail and postal concerns and human resources requirements to production best practices and new technologies, offered free to members and archived for 24/7 access.

INKredible

INKredible is an annual one-day event focused on innovations in orchestrated content marketing and publishing from the unique perspectives of media buyers, brand owners, publishers, print service providers, and technology partners.

Soderstrom Awards Gala

The Soderstrom Awards Gala is the annual meeting of The Walter E. Soderstrom Society, a festive evening where Society members and industry leaders gather for an evening of good fellowship and networking.

Franklin Luminaire Awards Gala

Each year over 400 industry professionals gather for the "Academy Awards" of the graphic and visual communication industry. Four awards are presented: Franklin Award for Distinguished Service, Luminaire Award for Best in Communication, Zenger Community Service Medal, and Innovation Excellence Award.

Consulting

Ideadvisors Consulting Group provides customized consulting and proprietary solutions to help companies improve profitability through sales (organic and growth through acquisition), management, financial, and operational leadership practices.

Ideadvisors Team

Consulting services in critical areas of graphic communications, mail and fulfillment management

Sales Professional Development

Ideas, tips, and training to help you solve your sales challenges

3D Diagnostic Tool Set

Tools to help you understand your company's strengths and performance gaps

NexGenLeaders™

Management training for up-and-coming graphic communications leaders

CEO Roundtable

Forward thinking CEO's working to be the CEO their company deserves

Peer Groups

Peer groups are a great resource, especially during a time of rapid change. Learn about Idealliance's Peer Groups

eKG Competitive Edge Profile

Diagnostic tool to identify client satisfaction and competitive advantages

Management Plus

Assessment tool to benchmark leadership and management performance

Speakers

Conferences, keynotes and company meetings–learn about how our speakers can make an impact on your next meeting

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