

A Time to Act...Together

Our industry – the graphic communications industry – is under stress. Over the past 40 years, our industry moved through generations of technological change – successfully adopting and adapting. Individual industry associations supported and advanced the transformations from their unique perspectives. But today, the change seems somehow different and more pronounced.

- *Our customers are demanding content* in ways we would not have imagined just a few years ago.
- *Innovations in digital technology* are shaking the foundations of our industry.
- *Our Business models* – in advertising, marketing, packaging, printing, and publishing – are being transformed.
- The *workforce of the future* is being reshaped, with profound implications for our industry.

The changes are seismic and ask each of us to act. Our industry – and the associations that serve it – must address these changes in a more collaborative way with a more holistic approach. The merger of Epicomm and Idealliance is designed to meet these challenges squarely and forcefully. Each organization brings with it distinctive competencies with a differing membership base and focus:

Epicomm

People & Management
Research & Economic Studies
Marketing & Fulfillment Expertise
Business Advisory Services
Business Leader Focus
Service Providers
US Focused

Idealliance

Technology & Workflow
Certification & Training
XML & Digital Content Specialization
Core Industry Standards
Total Supply Chain Focus
Content Creators & Service Providers
Global Influence

Despite the seismic changes, the reality is, every Epicomm and Idealliance member have businesses to operate and must deliver value to their customers and to their bottom line TODAY. Representing the Boards of each organization, it is our promise that the new association will deliver focused, effective programs and services to each member, no matter the size, and drive solutions to address today's industry dynamics through technical innovation and sound business strategy.

Together... 3,000+ companies offering a fresh and strengthened voice for the industry.

Together... Advance the building blocks of each member and the industry – its People, Management, Technology, and Workflow.

Together... Create a collaborative Supply Chain of content creators, producers, and distributors to meet customer demands today and tomorrow.

We encourage your support for the merger of Epicomm and Idealliance and creating an industry association for our future. **Together. Shaping Our Future.**

A handwritten signature in black ink, appearing to read "Tim Johnson".

Tim Johnson
Epicomm Chairman
Chief Executive Officer
Impact
Minneapolis, MN

A handwritten signature in black ink, appearing to read "Marriott Winchester".

Marriott Winchester
Idealliance Chairman
Executive Vice President
SGS International, Inc.
Louisville, KY