

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.**



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