



PIA/GATF's Digital Printing Council Retains Helene Smith Public Relations

- Major initiative to be announced at PRINT 05 -

June 20, 2005 – PIA/GATF's Digital Printing Council (DPC) and Helene Smith Public Relations & Marketing Communications (HSPR); today announce that HSPR will represent The Digital Printing Council beginning immediately. HSPR will focus on promoting a major DPC initiative to be unveiled at PRINT 05, which will be held in Chicago on September 9 - 15, 2005.

The Digital Printing Council (DPC) is a premier program of PIA/GATF (Printing Industries of America, Inc. and the Graphic Arts Technical Foundation) that provides its members and the printing industry with informative tools and publications that are designed to help firms be more productive, efficient, and generate more sales.

“This year, the DPC is developing a unique program that will help print providers connect with a wide range of markets, and with the kind of segment-specific solutions that will garner immediate attention, meet unique needs, and generate new business,” says David Torok, President and CEO of Padgett Printing and Chair of the Digital Printing Council Steering Committee.

“The Digital Printing Council is smart, thorough, and highly progressive in its work to promote the most current technologies, information and industry trends in digital printing for the benefit of its members and the industry overall,” says Helene Smith of HSPR. “Even those printers, designers and marketing professionals who are already aware of the excellent services DPC provides will be impressed by the comprehensiveness, scope and practical yield of the DPC's forthcoming projects.”

About Helene Smith PR

Helene Smith Public Relations & Marketing Communications (HSPR), headed by Helene Cohen Smith and Judy Sweeney, has served business-to-business sectors since its establishment in 1993, and specializes in technology categories such as publishing and imaging.

HSPR provides a range of public relations and marketing communications consulting

services, from market research and strategic counsel to copywriting, news- and e-letter writing, event management, and publicity.

Clients include: The Digital Printing Council, PIA/GATF (PA); Enfocus Software (Belgium & CA); Ghent PDF Workgroup (Belgium); The Graphics Communication Institute (GrCI) at Cal Poly (CA); HumanEyes (Israel and NY); The InDesign Conference (MN); KlearVision Digital (Israel); RIPit Computer Corp. (CA); and StaffingTools/Prepress Training Solution (IN).

For more information, contact Helene Smith at 407.786.0040 or email: smith@helenesmith.com

About Digital Printing Council

The Digital Printing Council is a premier program of PIA/GATF that focuses on research and awareness about digital and personalized printing that are meant to enhance members' knowledge about the complexities of digital printing—critical applications, industry trends, selling and marketing to customers and customers' customers.

Most of this information comes in the form of publications, newsletters, and other printed products, but there is an online archive of materials that can be accessed by the public and by members. They also receive *Designing4Digital*, a multi-media customer education package (2 CDs, book, PowerPoint presentation, and more). In 2004, the research studies included: *The Future of Direct Mail*, *Color Variable-Data Imaging*, and *Compensating Your Digital Team*.

For more information, please visit the DPC web pages on: www.gain.net.

About PIA/GATF

The Printing Industries of America (PIA)/Graphic Arts Technical Foundation (GATF) is the world's largest graphic arts trade association representing an industry with more than 1.2 million employees. Located in Sewickley, Pennsylvania, the consolidated organization serves the interests of more than 12,000 member companies. PIA/GATF, along with its affiliates, delivers products and services that enhance the growth, efficiency and profitability of its members and the industry through advocacy, education, research and technical information. For more information about PIA/GATF visit <http://www.gain.net>

###

Media Contact:

Amanda L. Sandstrom
Helene Smith Public Relations
407-786-0050 tel
sandstrom@helenesmith.com