



## **PIA/GATF'S Digital Printing Council Unveils "Marketing 4 Digital" (M4D) at Print 05**

- *Extensive Research Project Takes In-Depth Look at 24 Vertical Industry Segments to give Printers Unprecedented Insight to Sell*
- *Adobe, Canon, HP, Kodak, Xerox, a 22-member industry steering committee PLUS- Frank Romano and students from RIT, Cal Poly & Clemson Collaborate on Unique Research*
- *Initial M4D Study on Healthcare Industry Now Available*

**CHICAGO, September 11, 2005 (Print 05 & Converting 05) – PIA/GATF's Digital Printing Council (DPC) today unveils Marketing 4 Digital (M4D), a unique and extensive research project giving digital and conventional printers the information and insight they need to sell their services to 24 specific vertical market segments.**

The M4D project, including the first M4D study focusing on the Healthcare Industry, makes its debut here at Print 05 & Converting 05. Among those supporting the launch are industry notables from PIA/GATF, the DPC Steering Committee, and M4D sponsor companies including: Adobe, Canon, HP, Kodak and Xerox. Also participating in introduction activities is Frank Romano, chief researcher and editor for the M4D project, along with graduate students from Cal Poly and RIT, who conducted the research for M4D.

"The most powerful combination of suppliers, industry experts, and academia have been working to provide the deepest and most important, pertinent vertical segment information for the benefit of digital and conventional printers in North America," says Joanne Vinyard, Director, Digital Printing Council and E-Business Council.

The goal of Marketing 4 Digital, according to Vinyard, is to provide printing companies with relevant and immediately applicable marketing intelligence that they can use to sell more printing and open new business opportunities with the industries that purchase over eighty percent of the print in North America.

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Frank Romano says, "Printers know how to sell; (but) they do not always know how to market. M4D has had only one goal since its inception: to help printers find and achieve new market opportunities for digital as well as traditional print."

### **M4D – Powerful, Practical, Easily-Implemented Tools for Selling**

M4D will arm companies and their sales staff with the specific detail they require to understand the specific needs of current and potential customers in over 24 vertical segments. (See addendum for complete list of M4D vertical markets segments.) Plus, M4D will teach sales staff to "speak the specific language" of vertical segment customers, as the reports provide a deep understanding of each segments' respective environments and unique requirements.

David Torok, CEO and President of Padgett Printing, and Chair of the Digital Printing Council Steering Committee, says, "Smart printers know that understanding their customer's business is key to providing more value added services. M4D helps you decide 'which frogs to kiss,' and where your next top 10 customers might be."

### **Availability**

All Digital Printing Council members will receive the entire series of 24 reports as a benefit of membership. In addition, the studies will be available for purchase through the PIA/GATF bookstore. Packages of 8 reports each will be priced at \$199 per set for PIA/GATF members, and \$500 per set for non-PIA/GATF members. The entire 24 part series can be purchased for \$499 (members)/\$1200. For more information email [M4D@piagatf.org](mailto:M4D@piagatf.org) or visit the Bookstore at [www.gain.net](http://www.gain.net).

### **M4D Series Launch and Seminars**

The series launched at today's press conference is also being promoted in the PIA/GATF booth (#3662). Following the Print 05 launch, a series of seminars, hosted by the PIA/GATF affiliates and at PIA/GATF conferences (i.e., VDP Conference, Sales & Marketing Conference, and the Executive Leadership Conference), will present M4D findings and "train the trainers" in printing companies. The first set of 8 industry M4D reports will be released and the findings presented by Frank Romano at the November 6-9 VDP Conference in Phoenix.

To date, 14 PIA/GATF affiliates have signed on to present seminars within their respective areas in 2006. For information, please call Joanne Vinyard at 703-519-8170.

For the latest updates on the Digital Printing Council "Marketing 4 Digital" program, contact: [M4D@piagatf.org](mailto:M4D@piagatf.org).

### **About Digital Printing Council**

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 with new digital technologies.

**More...**

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The Digital Printing Council focuses on research and awareness about digital and personalized printing to ultimately 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. The DPC also makes available an online archive of materials that can be accessed by the public and by members. As part of their membership, Digital Printing Council members also receive *Designing4Digital*, a multi-media customer education package series (including 2 CDs, a book, PowerPoint presentation), and more. In 2005, Digital Printing Council research studies included: *The Future of Direct Mail; Compensating Your Digital Team; and Compensation, Incentives, and Bonus Plans: Design, Implementation, and Evaluation.*

For more information, please visit the DPC web pages on:  
[http://www.gain.net/PIA\\_GATF/DPC/main.html](http://www.gain.net/PIA_GATF/DPC/main.html).

### **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>

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