



For Immediate Release

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Contact: Kate Achelpohl, SGIA

703-359-1364

kachelpohl@PRINTINGUnited.com

PRINTING United's PDAA Pro Team Relay to Showcase Installers' Skills

The relay-style competition will put installers to the ultimate test.

Fairfax, Va. — The show-floor excitement at PRINTING United (October 23 - 25, Dallas) will extend beyond the 600-plus exhibitors when installers put their skills to the test in the [PDAA Pro Team Relay](#) at booth 7250. The two-day (October 23 and 24) special event will see two-person installer teams competing in a series of testing stations in hopes of ultimately winning \$2,000.

“The 2018 SGIA Expo’s Wrap Team Challenge was a really exciting event — for the competitors and judges as well as the crowds it drew in,” said the competition’s head judge Jeremy Conner, Owner, Who Did That Inc. “Building off of that momentum for PRINTING United, the Specialty Graphic Imaging Association’s (SGIA) PDAA Installers Committee has changed up the competition to make for an even more intense event showing what these skilled installers are really capable of.”

In the PDAA Pro Team Relay at PRINTING United — the latest iteration of the SGIA Expo produced by SGIA and NAPCO Media — each team must complete four stations in a relay-style format. The first two stations will include a car’s quarter panel and a rivet wall. The third station will challenge installers with a two-panel graphic on a rough texture surface, while the last station will test alignment skills with two-color vinyl on acrylic. Judges will monitor the competition at each station both days and determine which three teams will go head-to-head at the end of the second day based on time and quality. The two individuals on the winning team will receive \$1,000 each.





And there's another twist: the teams. Participants register individually, with teams randomly drawn* and notified prior to PRINTING United. The first 10 registrants will be paired with a "superstar" installer.

Along with the competition, PDAA's booth will include the Wrap Quest area, an interactive experience for practicing different surface applications with materials from some of PRINTING United's exhibiting companies.

"PDAA's PRINTING United booth is all about showcasing what's happening now and what's in store for the installer community in terms of applications and opportunities," said Ray Weiss, Director of Digital Print Programs, SGIA. "This is a growing market, and SGIA and the PDAA Installers Committee look forward to continuing to help educate and enhance the skills of this community."

PDAA Pro Team Relay participation is \$50 per individual, and can be added while registering for PRINTING United, which is free through September 10. To learn more and register, visit PRINTINGUnited.com.

**Individuals can request to be paired with their colleagues after registering by contacting [Christina Rosado](#).*

About Printing United

[PRINTING United](#), a new event owned and operated by SGIA in partnership with NAPCO Media, will launch in Dallas, Texas, October 23 - 25, 2019. Focusing on the opportunities presented by the convergence of printing technologies and markets, PRINTING United will cover print and finishing technologies in industry segments from apparel to graphic, packaging to commercial, and industrial. Its objective is to convey all components of integrated solutions to satisfy virtually any client need.

About SGIA

The [Specialty Graphic Imaging Association](#) is a trade association for the leaders of the 21st Century printing industry. SGIA members are bold, driven, creative and riding a wave of technology and innovation. In addition to providing high-quality information and



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The logo for PRINTING UNITED features the word "PRINTING" in a bold, black, sans-serif font, followed by "UNITED" in a lighter weight of the same font. To the right of the text is a stylized circular graphic composed of several overlapping, curved segments in blue, yellow, and magenta.

educational resources designed to help move the printing community forward, SGIA produces the leading trade shows PRINTING United (Dallas, October 23 - 25, 2019) and Graphics of the Americas (Miami, February 27 - 29, 2020).