



For Immediate Release

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Sustainability Spans the Supply Chain at PRINTING United

From conversation to implementation, SGIA's Sustainability Luncheon will inspire action.

Fairfax, Va. — Sustainability stories are on the agenda at the Sustainability Strategies Luncheon: Inside and Out, hosted by the Specialty Graphic Imaging Association (SGIA) on October 23 at PRINTING United (Dallas, October 23 - 25). However, these aren't the "sustainability journey" stories commonly heard at such events.

"We want to inspire action," said Mike Compton, Print Media Product Marketing Manager, Top Value Fabrics, who chairs SGIA's Sustainability, Safety, Health and Personnel Advisory Council. "Our presenters will discuss strategies attendees can integrate into marketing plans and conversations with customers."

Central to the luncheon are in-depth discussions about how companies are engaging around sustainable print and how they're addressing customers' reactions. Attendees will hear from a functional printer, a print buyer and a substrate supplier:

Dale Crownover, CEO, Texas Nameplate Company, will talk about sustainability as a "given" in today's world, describing his customers' reactions to conversations he starts. Texas Nameplate manufactures nameplates attached to products and equipment to educate and protect users.

Jenny Dela Cruz, COO and Co-Founder, Snowball Print Marketing will talk what customers say when the topic of sustainability comes up — and what they're really asking for when they say they want to work with a sustainable supply chain.





Brett Thompson, Sign and Graphic Market Manager, Piedmont Plastics, a substrate supplier, will discuss what it means to be sustainable and how he communicates that with customers.

“The conversation will revolve around what they’re doing to move sustainability up and down the supply chain, and how they’re overcoming obstacles,” Compton added.

The Sustainability Strategies Luncheon: Inside and Out is one of several networking events at PRINTING United — SGIA and NAPCO Media’s next iteration of the SGIA Expo. Tickets for the luncheon are \$30 and are available while registering for PRINTING United. Registration for PRINTING United is free through September 10. Learn more and register at printingunited.com.

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 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).

