



For Immediate Release

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Half-Day Intensives Set Tone for PRINTING United Experience

Pre-expo workshops prepare attendees for the expansive show floor.

Fairfax, Va. — In addition to its 96 educational sessions, PRINTING United — the latest iteration of the SGIA Expo — will feature [three half-day intensive workshops](#) on Tuesday, October 22, the day before its official kickoff in Dallas. Complementing the robust agenda throughout the Specialty Graphic Imaging Association (SGIA) and NAPCO Media’s expo (October 23 - 25), the intensives will highlight opportunities, strategies and insights setting businesses across the entire printing industry up for success.

“These two-and-a-half hour intensive workshops provide in-depth, interactive education on different printing markets and opportunities,” said Dan Marx, Director of Content Development, SGIA. “With industry thought leaders sharing essential considerations for excelling and expanding one’s business, all three workshops will help shape attendees’ PRINTING United educational and show floor experience.”

Among the intensives held from 1:30 to 4 PM is “Convergence Power Rankings: Where (and How) to Grow,” addressing the blurring industry segment lines behind PRINTING United’s “under-one-roof” approach. Led by IT Strategies’ Vice President, Marco Boer, the workshop will be broken into three segments, starting with an overview of synergistic opportunities from a technology perspective. “For example, if you’re in commercial printing, what are the synergies with wide format in terms of substrates, ink, finishing, etc.? Is it reasonable to go from your current industry to the next?” said Boer.

Secondly, he says, the workshop will evaluate the “attractiveness” of prospective markets: how big they are, their growth or decline rates, and the competition. These discussions will





ultimately culminate in an on-stage debate as Boer shares anecdotes, real-life examples and strategies for exploring PRINTING United's show floor.

"This is essentially a brainstorm session helping the audience through the thought process," he said. "Industry convergence is a complicated topic, and there's no right or wrong answer. The point is to open up ideas in attendees' minds on where they should invest their energies while at PRINTING United."

Also on Tuesday's agenda is "Wide Format 101: Strategies for Success," a popular workshop featured at the past four SGIA Expos, moderated by Ray Weiss, Director of Digital Print Programs, SGIA. Designed for printers currently offering or considering wide format, this workshop's panel of industry experts will share essential knowledge for success in this growing industry, from selecting the right equipment and employee recruitment to color management and pricing strategies

In "Digital Textile Printing: What, Why and How," Ron Gilboa, Group Director, Production Technology, Keypoint Intelligence/InfoTrends — accompanied by seasoned professionals — will discuss digitally printed textiles' impact in the graphics and sign, apparel decoration and industrial printing markets.

"This workshop will be an in-depth exploration of digital textiles, including workflow, market opportunities and equipment development," said Marx.

The PRINTING United half-day intensive workshops require a separate registration fee. The cost is \$69 for SGIA members and \$99 for non-members before September 11.

To learn more and register, visit PRINTINGUnited.com.

Visit SGIA.org or contact membership@sgia.org to discover more benefits and join SGIA today.

About Printing United

[PRINTING United](http://PRINTINGUnited.com), a new event owned and operated by SGIA in partnership with NAPCO



PRINTING UNITED

OCT. 23-25, 2019 • DALLAS, TEXAS

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).

