



For Immediate Release

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PRINTING United Digital Experience Unites Global Printing Community with Segment-focused Programming, Product Launches, and Demonstrations

Event now spans 14 action-packed days running Oct. 26 through Nov. 12

Fairfax, Va. — PRINTING United Alliance, producer of the PRINTING United Digital Experience that replaces this year's in-person Expo, today announces more details about the event which now runs Oct. 26 – Nov. 12. The multifaceted online experience spans 14 action-packed days of carefully curated keynotes, educational programming, and worldwide product launches and demonstrations being offered at no charge to attendees, as the industry moves toward recovery in 2021.

Segment-based content sessions that focus on apparel, digital textile, industrial, graphics/wide-format, commercial, packaging, and mailing and fulfillment have already garnered attention from printers around the globe. The platform includes a wealth of information and insight from leading analysts, researchers, subject matter experts, OEMs, and suppliers. This robust combination creates a unique educational experience for printers to best understand the current landscape, optimize recovery, and see the latest technology to drive their businesses forward. In a time when these types of rich experiences have not been possible, PRINTING United Alliance is mission-driven to ensure it is delivering on its promise to be the go-to place for all things related to printing.

“We have been overwhelmed with the support and engagement from the global community asking to join us in building PRINTING United’s Digital Experience this October,” says Mark J. Subers, president of PRINTING United. “In fact, we’ve had so many inquiries on how to participate that we’ve had to shift the original anticipated kickoff on Oct. 5 to accommodate scheduling. The excitement continues to mount as more and more partners sign up to join us for this event. We are looking forward to bringing this industry the best online Expo they will experience in 2020.”

Registration for the event and session details will be announced soon. To become a sponsor for the PRINTING United Digital Experience, please contact Jack Noonan, VP of Business Development, PRINTING United Alliance: jnoonan@printing.org.

About Graphic Media Alliance

Graphic Media Alliance offers programs and services to improve profitability of Association member companies. Discount programs with partner companies, affordable insurance assistance and valuable business consulting services are just a few of the outstanding programs. The organization also provides access to important environmental, energy and sustainability information and services, including assistance with FSC, SFI and SGP certifications. Participation has helped members save money, be more environmentally responsible and access valuable energy management programs.

The Association presents education and training offerings from the annual Leadership Conference to regional meetings. Free webinars are a valuable training tool and are provided as a FREE education resource to Association members.

In 2020, Graphic Media Alliance recognized its 100th year of providing support to members. We would like to thank our long-time members, partners, sponsors, board and staff for supporting the Association over the years and enabling us, in turn, to support the graphic communications industry.

About PRINTING United Alliance

PRINTING United Alliance is the new entity borne of the merger between Specialty Graphic Imaging Association (SGIA) and Printing Industries of America (PIA). In a milestone in the printing industry, SGIA and PIA officially combined in 2020 to create the largest, most comprehensive member-based printing and graphic arts association in the United States.

Members now have unparalleled access to preeminent education, training, workshops, events, research, government and legislative representation, safety and environmental sustainability guidance, as well as resources from the leading media company in the industry – NAPCO Media.

PRINTING United Alliance produces the PRINTING United Expo and Conference, the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place. In 2020, PRINTING United introduced the PRINTING United Digital Experience. For more information, visit PRINTINGUnited.com.