

PRINT IS EVERYWHERE

Promoting Careers in Print



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campaign is designed to promote industry awareness and career opportunities in print

Objective:

To tell career-seekers that print is more than they know



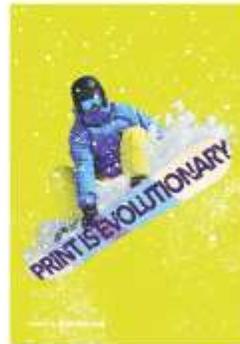
PRINTIS.ORG

- **PRINT IS EVERYWHERE** is designed by **GenZ for GenZ**
- Includes a series of booklets and presentation materials to help print advocates effectively tell the positive stories of print



BOOKLETS

The booklets come as a group within a specialty box, and should maintain the order presented below. Use these covers as a guide if creating a "Print Is 'E-word'" graphic. The image should stand alone against one main color.



The opening pages are similar to the career brochure seen on page 24. Third Rail is placed on a relevant B&W image with the secondary color as a drop shadow on the font. The inside of the booklets utilize the duotone/doodle combo seen below.



Promotes six primary industry segments

ENCOMPASSING THE INDUSTRIES



Team



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Daniel Dejen
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special consultant

VOLUNTEER TEAM

EMOTION

COMMERCIAL Commercial printing encompasses books, magazines, brochures, greeting cards, posters, album covers, etc. Marketers use these platforms to evoke emotion.

ENGAGING

PACKAGING Quality packaging design and print engages those who interact with it. Packaging includes anything from a gum pack to a shoe box to make-up kits, and more.

ENTICING

TAG AND LABEL Labels can be informative, decorative, or both. We use tags to determine the value of an item, and labels to learn about them. The right label has a way of sticking to our memories.

EXCITING

GRAND FORMAT Grand format printing includes billboards, car wraps, building wraps, and anything 'larger than life'. It takes a specialty kind of printer to pull off projects in this exciting realm.

EXPRESSION

PROMOTIONAL Promotional product screen and textile printing helps us to express ourselves. We can basically print graphics on any fabric such as T-shirts, pillows, bags, shoes, hats, and more!

EVOLUTIONARY

INDUSTRIAL Industrial print has revolutionized the industry. Used mostly in manufacturing, industrial print utilizes 3D technology as well as cutting edge precision.

ADVANCING CAREERS IN PRINT



Includes Career Guide to convey the what, how, and whys of a career in print

BROCHURES PACKAGED IN CUSTOM BOX



Brochures and career guide to be housed in custom box



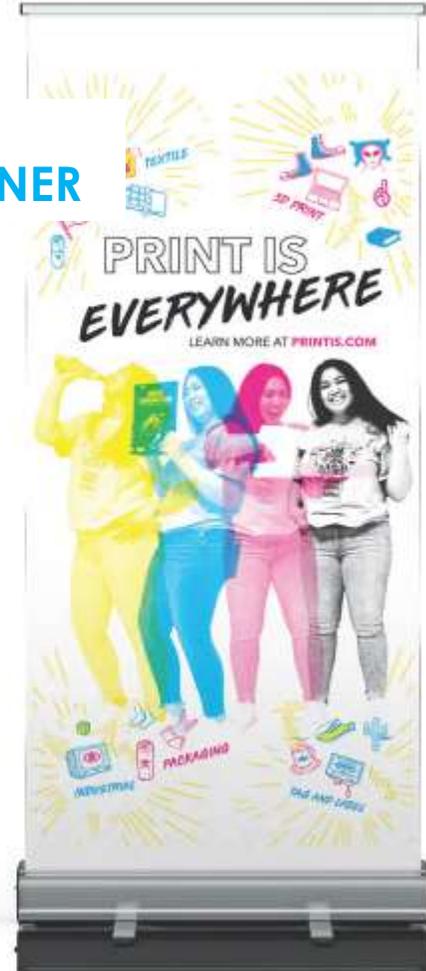
PiM
PRINTING INDUSTRY MOVEMENT
OPEN YOUR EYES TO THE WORLD OF PRINT AROUND YOU.
LEARN MORE AT PRINTS.COM
#PRINTS

Pull Up Banner

Campaign includes **STICKERS & BANNER** for career advisor offices



Stickers



WIDE-FORMAT



Wide Format Print

WITNESS THE SIGNIFICANCE AROUND YOU

Demanding a space that is bigger and can energize our senses in a brilliantly beautiful way



WITNESS THE SIGNIFICANCE SURROUNDING YOU

Print can be produced at such an immense scale, nearly everyone within blocks will certainly see it. Wide format is a type of print that can't be held in our hands but can engulf our environment, therefore influencing our actions — sometimes subtly and sometimes not. It demands a big space and can energize our senses in a brilliantly beautiful way. When we compare how small we are to a product that is larger than life, we can't help but feel how powerful print really is.

WIDE-FORMAT SAMPLE INTERIOR



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BUILDING WRAPS

Existing architecture is one of the largest canvases for print, influencing any byline order. Ads are everywhere, but the most successful ads are the ones that are witnessed in a memorable way. Billboards scream "pay attention to this" quite as loud as eye-catching graphics wrapped around an entire building. Think of a city like Vegas and how alive the atmosphere feels. Hovering buildings and towering structures are covered in screaming color and imagery. The environment is automatically elevated. Building wraps display information in a way that influences every bystander.

BILLBOARDS

Billboards quite literally cannot be avoided. They create a memorable impression within seconds. They interrupt our thought process and compel us to take action by quickly communicating a brand's message. Billboards are saturated with bright color, enticing images, and clever copy. As one of the oldest advertising mediums, billboards are not only surviving the digital revolution, but are proving to be one of the hottest advertising trends.



VEHICLE WRAPS

Print we can see more creates a unique impression for the viewer. With a vehicle wrap, we can transform a car, service van, or delivery truck into a billboard on wheels. For companies like NASCAR, race cars need to be redone and ready for racing in as little as 24 hours. Vehicle wraps allow owners to update their sponsorship that change from week to week, while also allowing for more extravagant schemes and traffic stopping color. With advancing technology and digital ink jet printers that can print the design on vinyl in less than 90 minutes, vehicle wraps are no-brainer America gets.



STREET SIGNS

From school zones to dead ends, signs affect the flow of our everyday lives. Without signs, how would we know when the speed limit changes or when to stop at an intersection? Virtually all traffic signs use retro-reflective sheeting, which is designed to reflect some of the light from vehicle headlights back to the driver so that the sign will be visible at night. Color and shape are visual cues even when the words or symbols aren't readable. The technical aspects of print is the reason why the red heagon is immediately recognized as STOP.

It is obvious why street signs are so important, and great to the reason why we are able to navigate, operate, and live in cities.

RESOURCES: PRINTINGCOURT.COM, PAMFISHMILL.COM



DID YOU KNOW?



Who Holds The Title for World's Largest Billboard?

According to Guinness World Records, the Ford Company is the official advertiser for the largest billboard in the world. They unveiled their 5,254 square meter advertisement, in black and white, equivalent to 20 tennis courts. The prominent billboard takes the company message of "Go further" to another level.

Car Wraps, Golf Cart Wraps, Bike Wraps, Wraps Galore!

Wrap vehicles just mean for company cars. You can customize your motorcycle, bike, golf cart, etc. with a printed wrap. For much less than a custom paint job. And there's not limit to wraps. Think 40's styled flames, racing stripes, or even Barbie themed!

Red means stop, right?

Not necessarily. Before 1954, stop signs were initially black and white. They switched over to red in 1955. The transition to new look red octagonal material led to the adoption of the ubiquitous white-on-red stop sign.

Printed Sign
Billboard Sign
Signage Solutions



PACKAGING



Packaging Industry

DARE TO THINK OUTSIDE THE BOX

Judge a product by its cover.



DARE TO THINK OUTSIDE THE BOX

Have you ever bought something because it looked cool on the outside? Designers and

marketers have many strategies to attract consumers to a brand. Most of them rely on the buyer's willingness to judge a product by its cover. But the attractiveness of a box's design is just the initial stage of packaging. Teams of creative engineers work to ensure its functionality — because a defective package will almost always lead to a defective product. That's why commercial packaging plays a vital role in the print industry.

TAG & LABEL



PRINT IS ENTICING

PRINT IS EVERYWHERE



Tag and Label Industry

TELL A STORY THAT STICKS
The practicality of print is profound.

TELL A
STORY THAT
STICKS

Print's purpose isn't just for aesthetics, it forms the fundamental expectations that we have in our daily life. We've grown accustomed to easily finding information about our products before we buy them. We find the size for our clothing with tags, read the ingredients to our food with labels, and checkout at the register with barcodes. The practicality of print is profound because without these essential tools, our world would slow down to an unbearable pace. The simplest things we often take for granted, can actually be lifesavers.



PROMOTIONAL



#PRINTS EVERYWHERE



Promotional Industry

*SAY WHO YOU ARE
WITHOUT HAVING TO SPEAK*

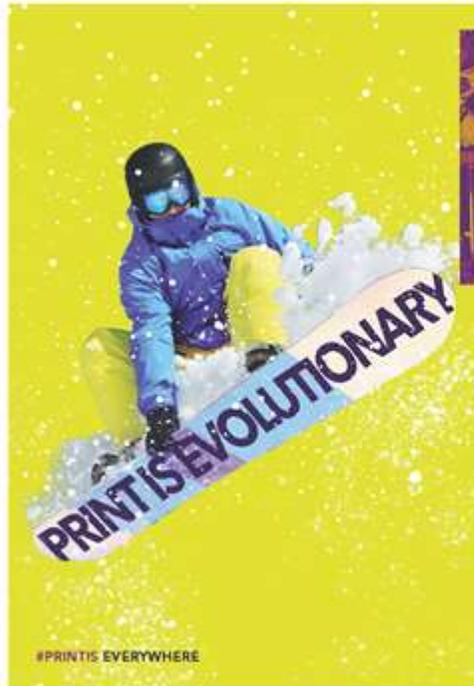
Ink has no limits

**SAY WHO YOU
ARE WITHOUT
HAVING TO
SPEAK**

When most people think of print, they think ink on paper. But the print industry has proven that ink has no limits. Textile printing is the perfect

choice for individuals and organizations who want to make their message personal and unique. Designs can be printed on virtually any fabric. The boom in the textile printing industry encourages us to explore the myriad of possibilities. We all want our voices to be heard, but textile print allows our voices to be seen.

INDUSTRIAL



Industrial Print

BREAKING THROUGH TRADITIONAL BOUNDARIES

The industry has literally jumped off the page and into the third dimension.

BREAKING THROUGH TRADITIONAL BOUNDARIES

The printing industry has come a long way since the invention of the Printing Press. Though newspapers and magazines are still being printed on a large scale, we know the power of Print doesn't stop there. In recent decades we've turned the page to a new chapter in Print. The industry has literally jumped off the page and into the third dimension. Print will surprise you with what it can do, how it's developing, and where it's been hiding all along.

COMMERCIAL



#PRINTISEVERYWHERE



Commercial Print

THE UNDENIABLE POWER OF PAPER AND INK

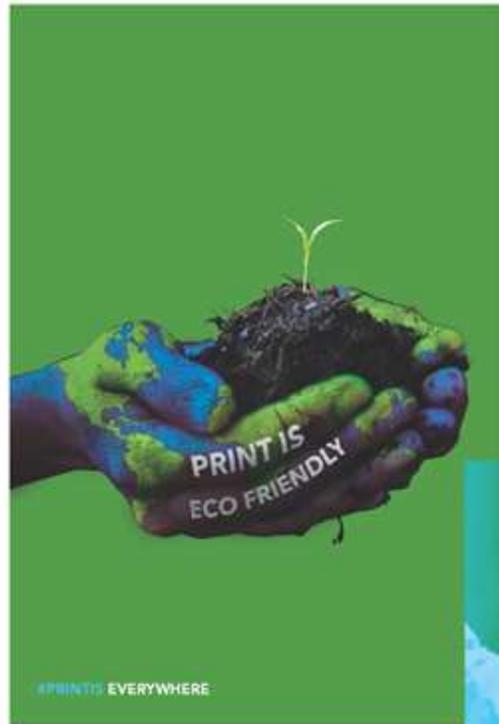
A million "happy birthday" messages on your "wall" don't hold a candle to one birthday card in the mail. Print still has power over our emotions.



THE UNDENIABLE POWER OF PAPER AND INK

The Internet created a loudspeaker for every voice wanting to be heard. In today's digital world, social media sites are saturated with manipulated realities and unsubstantiated opinions. Subconsciously, we find printed material more validating and credible. A million "happy birthday" messages on your newsfeed don't hold a candle to one birthday card in the mail. Print has power.

SUSTAINABILITY



#PRINTIS EVERYWHERE

Sustainability of Print

A RENEWABLE RESPONSE TO GOING GREEN

Print is one of the only truly sustainable products.



A RENEWABLE RESPONSE TO GOING GREEN

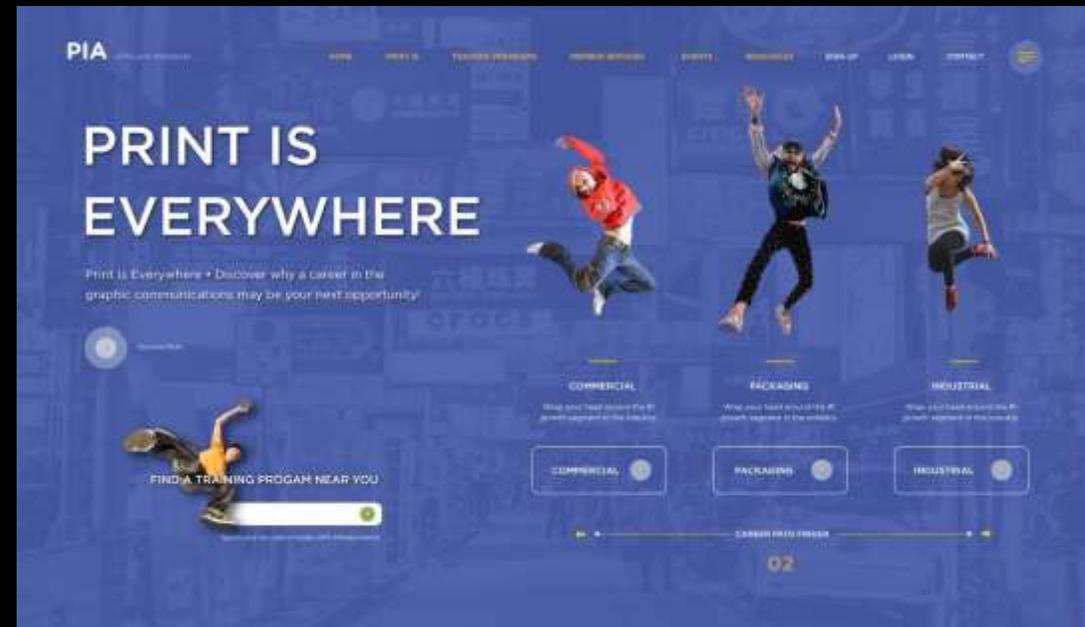
Think print isn't green? Think again.. Paper is one of the only true sustainable products on the market. In North America,

we grow more trees than we harvest. Today, there are 20% more trees in the United States than on the 1st Earth Day in 1970. In fact, our forests are growing by over 22,000 tennis courts every day — And the printing industry is on the forefront of global sustainability practices.

TRAINING

PRINTISEVERYWHERE.org

To be housed on state-of-the-art learning management system with forthcoming Press and Bindery Production Apprentices Programs



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