



PIAMS Weekly News

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Printing & Imaging Association
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Two Important Deadlines-Today!

TODAY is the deadline to get your PRIDE Award entries into PIAMS and your commitment to participate in this year's

Environmental Results Program (ERP).

Pulling them both together – one of the categories in this year's PRIDE Competition is **Environmentally Sound Materials** with the following description.....

Entries must use at least two of the following:

Recycled Papers

Soy or vegetable based inks

Direct-to-plate

Aqueous coating, energy-curable inks and coatings

Other environmentally sound product not mentioned above

Must include a paragraph describing the materials and processes employed.

If you are promoting your company as being environmentally friendly, submitting a piece(s) that you produced in an environmentally friendly manner and participating in this year's ERP are confirmations that your company is on top of the game. For additional information or to confirm that your entries are on the way, or if you need an extension, contact Jennifer Janness at 303.771.1578 or jjanness@piams.org.



Critical Success Factors

By Howie Fenton, NAPL Senior Consultant

In case you have not read it yet we published the 8th NAPL State of the Industry (SOI) report after Print 09. Depending on who you are and what you do, different people find different "take home" points in the SOI. Here are a couple of points that stood out for me:

- We are in the communications business, not the ink-on-paper business. Everything changes when we recognize that. Lithography is a mature industry; communications isn't. Prior to the late 1990s, lithography and the accompanying preparatory and finishing services provided nearly all of our revenue. Now ... (we) expect value-added services, such as digital printing, database management, fulfillment, and mailing, to

provide nearly 40% of our revenue by the end of next year.

- Our defining opportunity is to make clients more successful and to ensure they recognize our contributions to their success. Simply adding services-becoming a one-stop shop, as so many in our industry are doing-isn't enough. Rather, we have to integrate our services into a compelling value proposition that makes our clients more successful when they do business with us. To add services alone without integrating into existing services is bad.

As I read through the SOI report, I looked for Critical Success Factors. A company's Critical Success Factors are the essential activities that it must perform well if it is going to thrive. Here are the 4 Critical Success Factors that are consistent with the SOI that I see in leading companies today:

- Constantly identifying and pursuing new markets that appreciate more value added solutions
- Continuously "add-on" new digital services to remain competitive (such as web to print) that adds new functionality to complement existing products (such as marketing services)
- Adopting a "balanced scorecard approach" to sales, meaning that some work is sold in a transactional manner resulting in high volume - low margin work and other work is sold using a consultative approach resulting in high margin - low volume work
- And last but not least, leading companies focus on operational excellence - they constantly monitor productivity and improve it

To talk more about consulting or training to help you implement Critical Success Factors email Howie at hfenton@napl.org or call 800 642-6275 ext. 6328.

National NAPL Partnership Reminder

THE NAPL NETWORK



PIAMS members can take advantage of special pricing from the NAPL Network for membership in NAPL or NAQP through a partnership established last year.

See the attached for more complete information.