



PIAMS Weekly News

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Printing & Imaging Association
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In the Mix **Why Print Should Stay in Your Marketing Plans** *Says Publisher of Next Step Magazine*

David Mammano publisher of *Next Step* magazine, a national magazine for college-bound teenagers, wrote an article where he shares the **"Top 10 Reasons Print Should Remain a Vital Part of Your Marketing Mix."**

Following are the ten reasons he shares:

10. Print provides differentiation
9. Print offers incredible branding
8. Print makes introductions
7. Print readers are focused
6. Print travels
5. Print sways trendsetters
4. Print drives users to other platforms
3. Readers are receptive to print
2. You can pass along print, and it has longevity

And the number one reason why print should remain in their mix is...

Print is a lead-generation tool! Used correctly, print drives leads to your prospect funnel. Good print vehicles have a mechanism to deliver targeted leads to their advertisers. (Yep, we have one.) So at the very least, consider print a unique and effective lead-generation tool!

The top 10 reasons why print should remain in your client's media mix are great to share with your current and potential customers! The world is changing fast, and you have to keep up. Your ability to encourage combining the new with the proven will determine success for both your clients and your company.

Welcome to Our Newest Member

AET Environmental - Denver, CO

A Colorado based company providing hazardous waste transportation and disposal, recycling, remediation, federal regulatory compliance, training, and emergency response for clients throughout the United States.

More Printers Honored **As Colorado Environmental Leaders** **& Unique Litho Brings Home the Gold**



On Tuesday, October 20th nine PIAMS member firms were recognized as Environmental Leaders at the 10th Annual Colorado Environmental Awards Event at the Denver Center for the Performing Arts. Right now we are working on a full spread for the PIAMS website which we encourage you all to check next week. Congratulations to Bronze Achiever: Sprint Denver, Silver Partners: BC Printing, eagle:xm, Egan Printing, Henry Wurst Incorporated, Johnson Printing, Leanin' Tree, and Metech (formerly GRX), and the first printing firm to become a Gold Leader: Unique Litho (photo above on the right).

How Green Is Print?

Here's some more information about the true impact of printing on the environment to share with your sales staff and clients:

- * In 2008, more than 57% of paper consumed in the U.S. was recovered for recycling-more than any other material?
- * The pulp and paper industry gets more than 60% of its power from renewable sources
- * The average person uses 440 pounds of paper **a year** which requires 500 KWH of electricity to produce. That's the same amount of electricity required by just one computer to run for only five months.

In Memoriam

We are saddened to announce the passing of a good friend and supporter of PIAMS Paul B. Kissel, Editor of *PrintEquip News*. Paul passed away on Sunday, October 11, 2009 at 12:15 p.m. of natural causes in Henderson, Nevada.

Paul B. Kissel was the most senior working industry journalist in the Nation. At 91 years old, he was still the Editor of *PrintEquip News*. Paul was born on November 11, 1917, so he was just one month shy of his 92nd birthday. We will miss him.