

Idealliance + Epicomm

Together. Shaping the Future as  Idealliance.



TRANSFORMING THE
PRODUCTION AND **BUSINESS**
OF **VISUAL COMMUNICATIONS**

From corner copy shops to mailers and multinational printing companies, publishers and agencies to packagers and mega-facility fulfillment operations, Idealliance members across the entire media supply chain use Idealliance resources to help them grow profitability and meet business and technical challenges from everyday production issues to long-term strategic planning.

We are ...



Best Practices & Working Groups

GROUND BREAKING ...

Creating a more profitable future with speed and efficiency

Idealliance technical and business management best practices set the standards for the industry and are continually advanced through the ground-breaking activities of its collaborative member-driven Working Groups. Open to member's only, Idealliance Working Groups allow members to strategize, innovate, standardize, and implement best practice solutions to real business and workflow challenges.



Certification & Training

SETTING THE BAR ...

Opening new markets and heightening competitiveness

Idealliance certifies the highest levels of performance in the creation, production, and delivery of graphic communications across the total supply chain, from content creator and brand manager to print, marketing, mail, and fulfillment services providers. Idealliance G7® and Color Management Professional® certifications are recognized as industry standards worldwide, streamlining processes and removing costs from the supply chain.



Advocacy & Advancement

UNIFIED VOICE ...

Advocating for innovation, and government and postal reform

Idealliance serves as a strong, united voice for the graphic communications industry, advocating before legislative and global regulatory bodies on behalf of its members and industry, successfully blocking harmful legislation, and spurring adoption of effective standards in postal regulations, color and print processes, and a broad spectrum of business issues from environmental concerns to workplace practices.



Mail.dat



GRACoL



Strategy & Consulting

LEVERAGING KNOWLEDGE ...

Advancing business practices to member's best advantage

The association offers specialized business management tools and services to help companies grow and improve profitability, including its eKG™ Competitive Edge Customer Profile, Leading Indicators™ real-time financial benchmarking tool, State of the Industry Annual Report, and Business Advisory Group consulting services.

Education & Events

DEVELOPING LEADERS ...

Informing on the latest technical and management trends

Idealliance is a robust source of timely, dependable industry management and technical intelligence, provided through its periodicals, reports, webinars, online training and education, fostering effective peer interaction. Events such as its Annual Conference, PRIMEX Roundtables, and Regional Events bring experts and frontline industry peers to locations around the country for educational sessions and networking.

Publications & Research

COMPETITIVE EDGE ...

Economic benchmarks keep you profiting from change

Idealliance is a robust source of timely, dependable industry management and technical intelligence, provided through its periodicals, economic benchmarking reports, Postal Points and other newsletters offering actionable strategies and tactics for enterprises both large and small to better manage competition and react to a changing industry. Bottom Line Magazine is Idealliance's premier print publication for senior managers seeking the latest industry trends and best practices.

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The combined associations of Idealliance and Epicomm address every industry concern—from design to print to digital—with a comprehensive, holistic approach.

Marriott Winchester, Idealliance Past-Chair and President, sgsco Americas

Idealliance is now designed to meet today's significant industry challenges squarely and forcefully, to ensure we are all more inclusive, more unified, more prepared.

Tim Johnson, Idealliance Chairman and Chief Executive Officer, Impact

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IDEALLIANCE BENEFITS OF MEMBERSHIP

Industry professionals today operate in a high-technology field that is extremely competitive, demanding a superior level of technical expertise and management acumen. Idealliance benefits of membership provide its members with both the technical and management resources they require to advance and succeed in this new industry.

All employees of Member Companies may take advantage of the following benefits of membership:

CERTIFICATION RIGHTS: Rights to active qualification and certification in Idealliance G7 and other development programs.

ONLINE COMMUNITIES: Access to select online communities of engagement and knowledge sharing

WORKING GROUPS: Rights of participation in Idealliance collaborative Working Groups

WEBINARS: Free webinars on technology and business best practices and trends

FINANCIAL REPORTS: State of the Industry and Leading Indicator assessment and benchmarking reports

NEWSLETTERS: Topical online management and technology newsletters of choice

INDUSTRY DISCOUNTS: Member Advantage Discount Program

PRINT MAGAZINE: Bottom Line Magazine (Mailed within North America only)

MEMBER DISCOUNTS: Preferred pricing on products, training, events and services

HOTLINES: Access to Legal and Human Resources and Postal Hotlines

Benefits Included in Membership:

- Bottom Line Magazine
- Collaborative Working Groups
- Leading Indicators
- Legal and Human Resource Hotline
- Marketing & Branding Newsletter
- Member Affinity Discount Program
- Member Preferred Access
- Online Communities
- Postal Hotline
- Postal Points Newsletter & Webinars
- Print Management Newsletter
- Sales15 Webinars
- State of the Industry Annual Assessment Report
- Specifications
- Webinars
- White Papers and Case Studies

Discounted Member Resources:

- Business Advisory Group Consulting
- Certification and Professional Development
- EKG Competitive Edge Customer Profile
- Ileadvisors
- Metro Events
- Sales Challenge
- CEO Roundtable