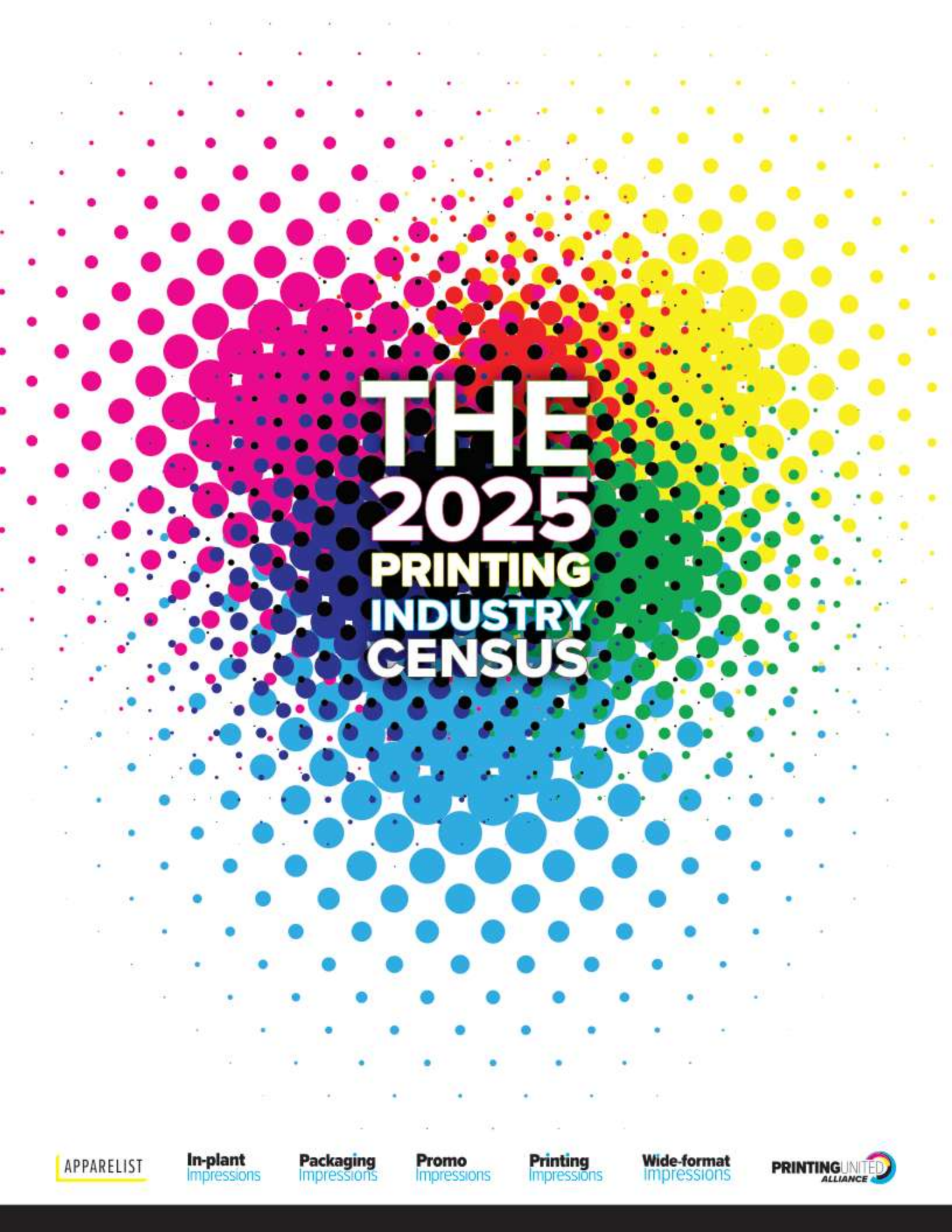




THE 2025 PRINTING INDUSTRY CENSUS

APPARELIST

In-plant
Impressions

Packaging
Impressions

Promo
Impressions

Printing
Impressions

Wide-format
Impressions

PRINTINGUNITED
ALLIANCE

Who Are We?

The printing industry is more than machines, substrates, and output — it's a people-powered ecosystem built on resilience, innovation, and pride.

By Denise M. Gustavson

Behind every perfectly registered four-color job, every precisely cut package, and every beautifully bound book stands a professional who chose to make their mark with ink instead of pixels. The 2025 Printing Industry Census offers a deeper understanding of these individuals — the shop owners who mortgage their homes to buy their next press, the press operators who can diagnose a color shift by instinct, the prepress artists who turn chaos into clarity, the bindery workers who transform flat sheets into finished masterpieces, and the suppliers and OEMs who keep the wheels of production turning.

We are the descendants of Gutenberg, the inheritors of centuries of craftsmanship, yet we're also the pioneers of digital transformation. We work in family businesses passed down through generations and in cutting-edge facilities, pushing the





39%

have brown hair.

boundaries of what's possible. We're small-town print shops serving local communities and global enterprises, producing millions of impressions daily. What unites us isn't just our technology — it's our shared understanding that print matters, that tangible communication has irreplaceable power, and that our work connects ideas to audiences in ways that screens simply cannot replicate.

This census moves beyond business metrics — revenue figures, equipment specifications, and production volumes — to explore the personal and professional lives of those shaping print. It asks the questions that reveal character: What drives you to choose this industry? How do you balance the pressures of tight deadlines with family life? What brought you to print, and what keeps you here when easier paths might beckon? It reflects not just what we do — producing newspapers, packaging, marketing materials, wide-format signage, promotional products, and books — but who we are as people, as professionals, and as guardians of an industry that has shaped human communication for more than 500 years.

We are the descendants of Gutenberg. *We are small-town print shops serving local communities.* **We love Mexican food.**

A Portrait of Today's Print Professional

In 2025, we set out to discover what the average printing professional is really like — both inside and outside the pressroom. Through our census, printing professionals from across the United States, Canada, and beyond shared their stories, creating the most detailed portrait of our workforce to date.

The survey was extensive, diving deep into territory rarely explored by industry research. We asked about everything from work habits and career paths to weekend hobbies and family dynamics. We wanted to learn about your political views, vacation preferences, educational background, and even your favorite pizza toppings. Why? Understanding who we are as complete human beings helps us better comprehend the industry we've collectively built.

The response was overwhelming. Print professionals were eager to

share their experiences, challenges, and passions.

Sure, some questions focused on business operations — revenue, equipment, workforce challenges — but the heart of this census centers on the human side of print. We explored your backgrounds and discovered the journeys that led people to printing. We learned about your families, many of whom work alongside you or have followed you into the industry.

Most importantly, we sought to understand what drives you to choose ink and paper over pixels and screens despite the challenges and the claims that print is dead. The answers reveal an industry powered not just by technology and market forces, but by genuine passion for craftsmanship, tangible communication, and the irreplaceable satisfaction of creating something physical and lasting in an increasingly digital world.

What We Discovered

A lot of the data confirms what we suspected about our industry — that we're hardworking, detail-oriented professionals who take pride in our craft. But some findings were genuinely surprising, challenging assumptions and revealing the depth and complexity of our workforce. The portrait that emerges is of an industry far more dynamic, engaged, and passionate than outsiders might expect.

42%
have a four-year college degree.



We're experienced but evolving.

While most respondents are in the **45-64 age range**, bringing decades of wisdom and institutional knowledge to their roles, nearly **16% are under 45**, showing a significant infusion of new talent into the industry. **This generational mix creates a fascinating dynamic** — seasoned veterans who remember the transition from film to digital working alongside digital natives who are pushing the boundaries of what's possible with modern printing technology. The industry isn't just surviving the retirement of its founding generation; it's actively recruiting and developing the next wave of print professionals.

We're passionate about what we do.

More than **82% say they'd enter the printing industry again if given the choice** — a remarkable testament to job satisfaction in an era of rapid technological change and constant predictions of print's demise. When asked about their proudest career moments, respondents shared stories that reveal the deep satisfaction found in this work: saving a client's last-minute emergency job, perfecting a challenging color match, building a business from scratch, or mentoring the next generation. This isn't just a job for most printing professionals; it's a calling that combines technical skill, artistic sensibility, and business acumen in ways few other industries can match.

We're highly engaged citizens.

93% vote in every election — significantly higher than the national average — and an impressive **27% have personally lobbied elected officials on behalf of the printing industry**. This civic engagement extends beyond voting to active participation in industry associations, community organizations, and professional development. Printing professionals understand that their industry's future depends not just on market forces, but on regulatory decisions, postal policies, and environmental legislation. They're not passive observers of change; they're active participants in shaping it.

44.97% OF YOU ARE

55-64 years old

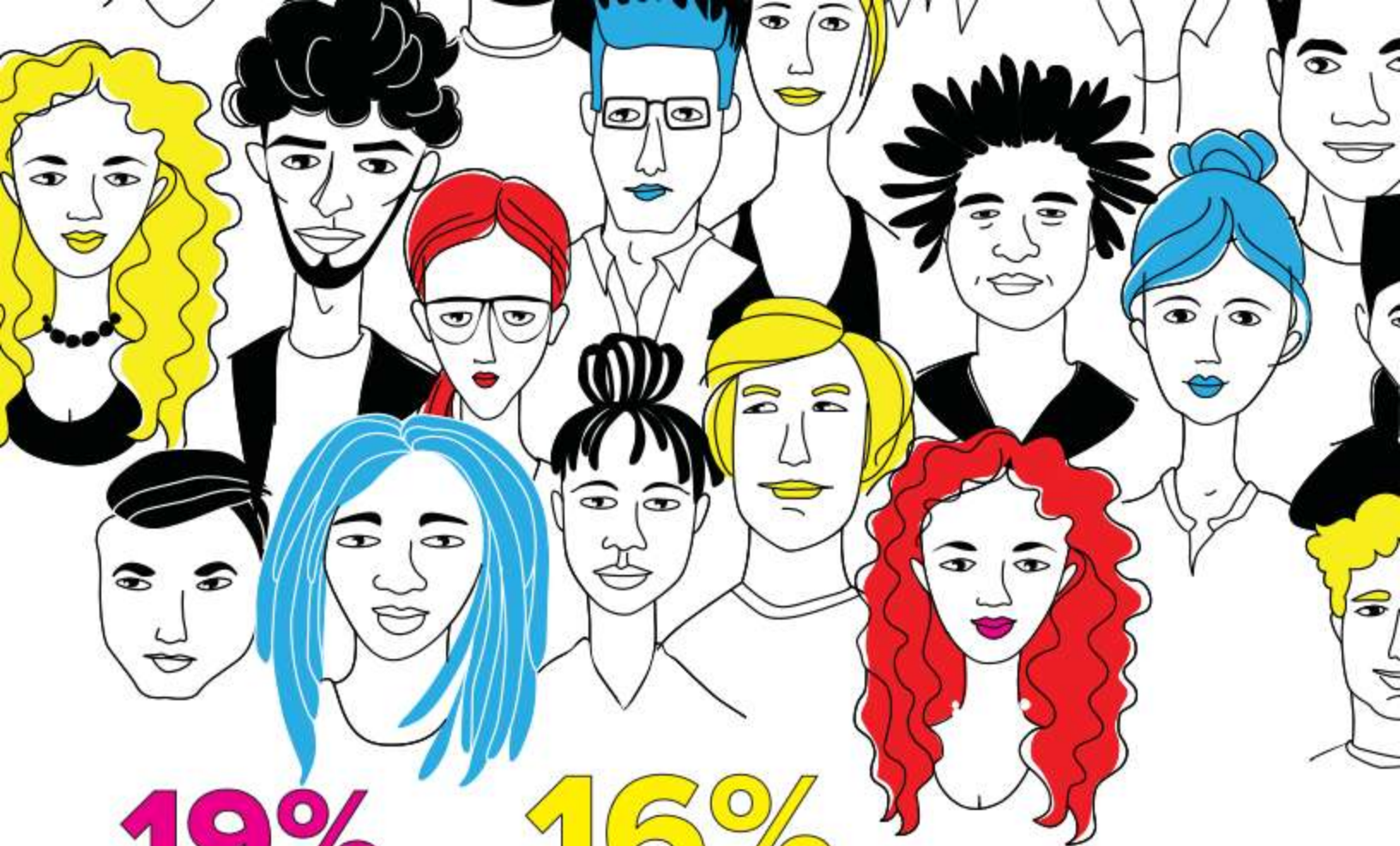
93%

VOTE IN EVERY
ELECTION.

82%

say they'd enter the
printing industry again
if given the choice.





19%

**HAVE GONE
BACK TO SCHOOL FOR
TRAINING
OR EDUCATION.**

**We come from
remarkably diverse
backgrounds.**

Many didn't start in print, with previous careers that read like a cross-section of the American economy. These varied experiences bring fresh perspectives and skills that strengthen the industry. A former teacher brings communication skills to sales, a military veteran brings discipline to operations management, a graphic designer brings creative vision to production planning. **This diversity of background creates an industry culture that values different approaches to problem-solving and innovation.**

16%

**have children
working in the industry.**

**We're family-oriented
in the truest sense.**

Many work alongside spouses and family members, with printing often becoming a multi-generational calling that spans decades and creates legacies. Nearly **16% have children working in the industry**, and family businesses aren't just surviving — they're thriving by adapting traditional values to modern challenges. These aren't just companies; they're family traditions that blend work and life in ways that create both strong businesses and strong family bonds. The stories of fathers teaching sons to run presses, daughters taking over family operations, and spouses building businesses together reveal an industry where personal relationships and professional success are deeply intertwined.

61%

**HAVE CONCERNS
OR FEARS ABOUT
THE GROWING USE
OF AI**

**We balance tradition
with innovation.**

While respecting the craftsmanship and standards that have defined printing for centuries, **we're also early adopters of new technologies, sustainable practices, and innovative business models.** We're equally comfortable discussing the merits of different paper weights and the potential of artificial intelligence in prepress operations. This balance between honoring the past and embracing the future may be our industry's greatest strength.





Why This Matters

The Printing Industry Census is more than a data collection project — it's a strategic tool for our collective future. In an industry often misunderstood by outsiders and sometimes undervalued by our own customers, this census serves as both mirror and roadmap, reflecting where we are today while illuminating the path forward.

For Industry Leaders

Understanding the demographics, challenges, and perspectives of our workforce enables more effective decision-making across every aspect of business operations. When we know that 81% of professionals would choose printing again, we can confidently invest in long-term strategies. When we understand that 40% have advocated for the industry, we can build stronger coalitions. When we see the generational diversity, we can design mentorship programs that preserve institutional knowledge while embracing innovation.

For Educators & Trainers

The census reveals exactly what skills and backgrounds are succeeding in modern printing environments.

Educational institutions can align curricula with real-world needs, while companies can design more effective training programs. Knowing that many successful professionals come from diverse backgrounds outside printing suggests that recruitment efforts should cast a wider net and that transition training programs could be highly effective.

For Advocacy Organizations

The data provides powerful ammunition for policy discussions and public perception campaigns. When legislators see that printing professionals are highly engaged citizens who vote at rates well above the national average, they take notice. When environmental groups understand that sustainability is a genuine priority for printing

companies, productive dialogue becomes possible. When economic development officials see the diversity and engagement of printing workforces, they recognize the industry as an economic asset worth supporting.

For Suppliers and OEMs

Understanding the real-world challenges, preferences, and work patterns of printing professionals enables the development of better products and services. Knowing how professionals actually use equipment, what frustrates them, and what excites them about new technology creates opportunities for more targeted innovation and support.

43%

of employees are in
management.

25%

of professionals are
planning to pursue
additional industry
education in the
coming year.



So, who are we? *We are print.*

For Individual Professionals

Perhaps most importantly, the census provides perspective and validation. It shows that your challenges are shared, your successes are part of a larger pattern, and your commitment to the industry places you among a remarkably dedicated and capable group of professionals. It reveals that you're not alone in balancing tradition with innovation, in advocating for print's value, or in building family legacies around ink and paper.

For the Industry's Future

By documenting who we are today, the census creates a baseline for measuring progress and identifying trends. It will help us track generational transitions, monitor the effectiveness of workforce development initiatives, and assess the impact of technological and market changes on our professional community.

From those working late on tight deadlines to meet a critical delivery, to those investing millions in automation and sustainable practices that will define the next decade

of production, every respondent has helped illuminate not just the current state of our industry, but its trajectory. Their stories, challenges, and insights create a comprehensive portrait that serves as both celebration and a call to action.

The census also serves as a powerful counter-narrative to the persistent "print is dead" rhetoric that has shadowed our industry for decades. When someone suggests that print is a declining industry populated by professionals just waiting for retirement, we can point to this data: to the passionate engagement, the continuous learning, the innovation adoption, the civic involvement, and the family legacies being built around modern printing operations.

So, who are we? We are print. We are passionate craftspeople and technical innovators. We are experienced professionals and eager newcomers. We are tradition bearers and change agents. We are local businesses serving our communities and global operations serving the world. We are the people who understand that in a digital world, tangible communication has never been more valuable or more necessary.

We've made that identity clearer than ever — not just to ourselves, but to anyone who needs to understand the true nature and potential of the printing industry.

Read on to discover the detailed findings and learn how you fit into the larger universe of printing professionals. More importantly, discover how your colleagues across the industry share your challenges, your passions, and your commitment to the enduring power of print.

33%

OF YOU HAVE BEEN IN THE
PRINTING INDUSTRY FOR

40+ years



What excites you the most about being a part of the printing industry?

"LEARNING NEW TECHNOLOGY."

"New technologies that make custom and personalized print widely available."

"GETTING A BETTER UNDERSTANDING OF PRINT APPLICATIONS IN THE REAL WORLD."

"The ever-changing technology and how things can be printed."

"I LOVE THE TRAINING ASPECT WHEN IT COMES TO THE COMPLEXITIES OF MAIL."

"I really enjoy helping people get certified."

"THE RELATIONSHIPS I'VE BUILT OVER THE YEARS AND THE TRUST THAT COMES WITH IT."

"Being in a needed industry."

"SEEING OUR WORK ON NATIONAL TELEVISION."

"The people."

"NEW TECHNOLOGIES AND MARKETS."

"I love being part of the story. The history and importance of printing is very intriguing, and the role it has played in history itself is incredible. It is also an art and a craft that exudes excellence, and I want to carry that mantle and pass it along while inspiring the next generation."



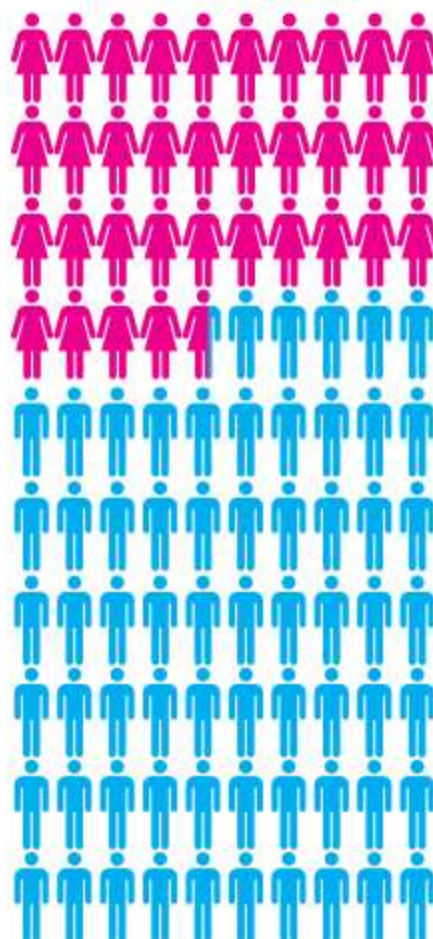
DEMOGRAPHICS

What industry community do you most closely align?

- Commercial **37.84%**
- In-Plant **37.16%**
- Packaging & Labels **8.78%**
- Mailing & Fulfillment **6.08%**
- Wide-Format Signs & Graphics **5.41%**
- Apparel Decoration **2.70%**
- Industrial / Functional **1.35%**
- Promotional Products Decoration **0.68%**

GENDER

Female **35.66%**
Male **64.33%**



My
race
is ...

2.78%
Asian or Asian
American, Other

88.89%
White

0.69%
African American,
Black, Native Hawaiian
or Pacific Islander

3.47%
Hispanic
or Latino

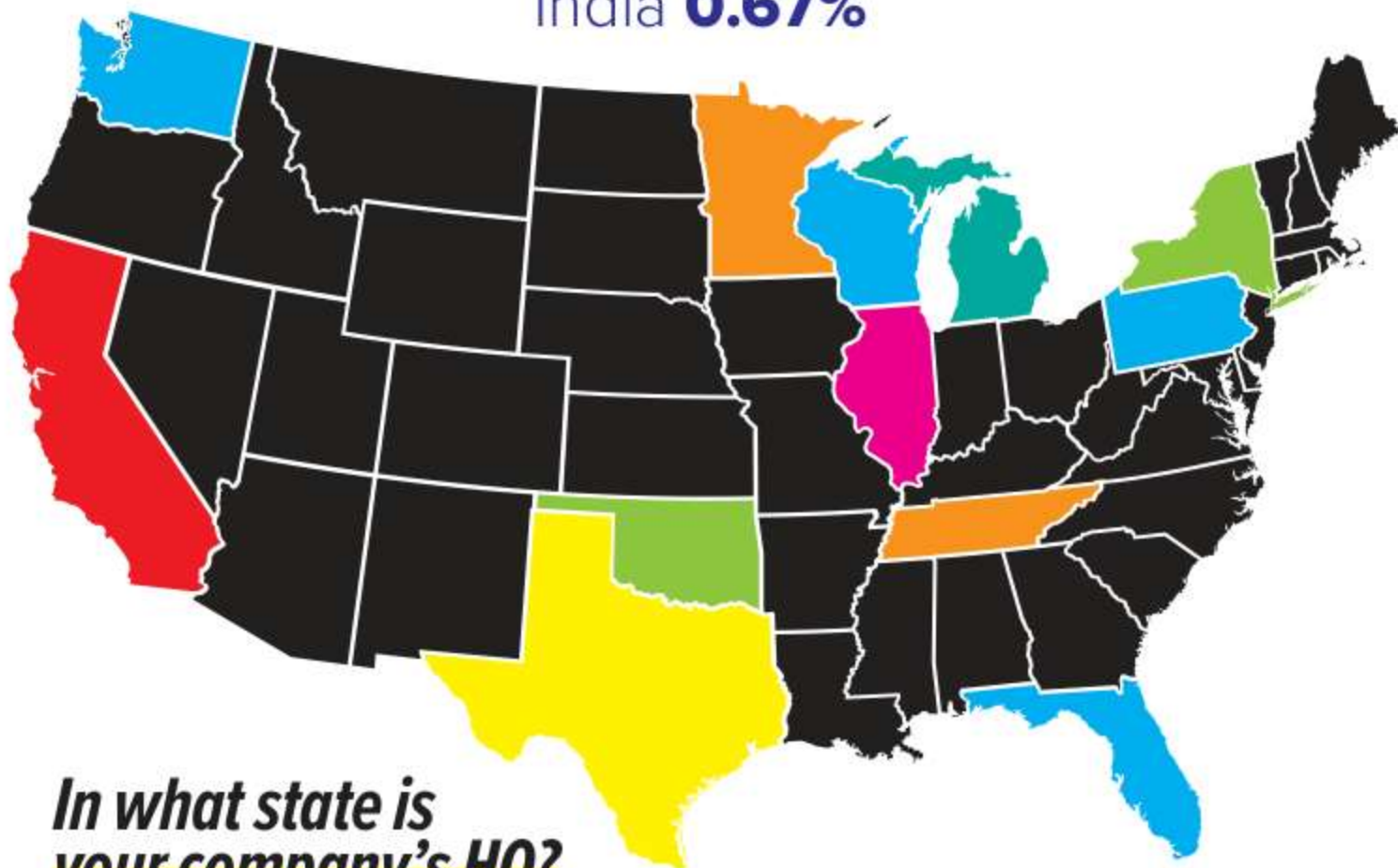
YOU ARE

(YEARS OLD)

65+ **20.13%**
55-64 **44.97%**
45-54 **18.79%**
35-44 **12.75%**
25-34 **2.01%**
18-24 **1.34%**



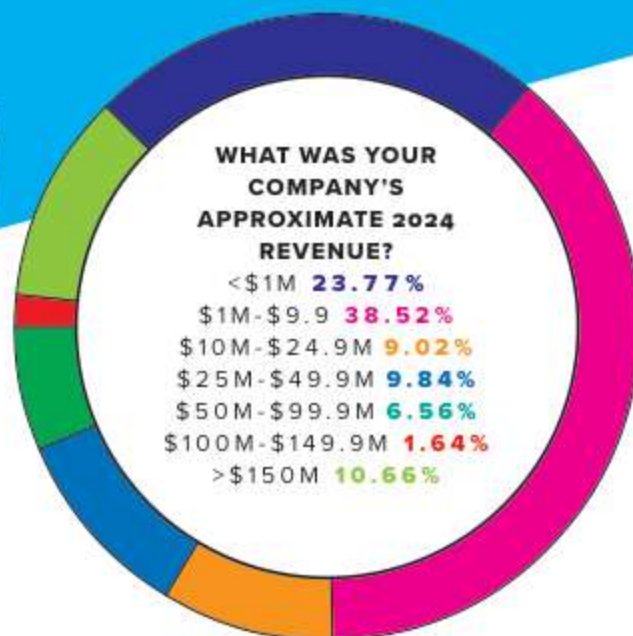
U.S. **92.67%**
Canada **4.67%**
Europe **2%**
India **0.67%**



In what state is your company's HQ?

Alabama	1.45%	Iowa	1.45%	New Hampshire	2.17%	South Carolina	0.72%
Arizona	2.17%	Louisiana	0.72%	New Jersey	2.90%	South Dakota	0.72%
Arkansas	0.72%	Maine	0.72%	New York	3.62%	Tennessee	5.07%
California	7.97%	Maryland	0.72%	North Carolina	2.90%	Texas	6.52%
Colorado	2.17%	Massachusetts	0.72%	Ohio	1.45%	Virginia	1.45%
Florida	4.35%	Michigan	8.70%	Oklahoma	3.62%	Washington	4.35%
Georgia	2.90%	Minnesota	5.07%	Oregon	0.72%	Wisconsin	4.35%
Illinois	13.04%	Missouri	1.45%	Pennsylvania	4.35%		





Who do you work for?

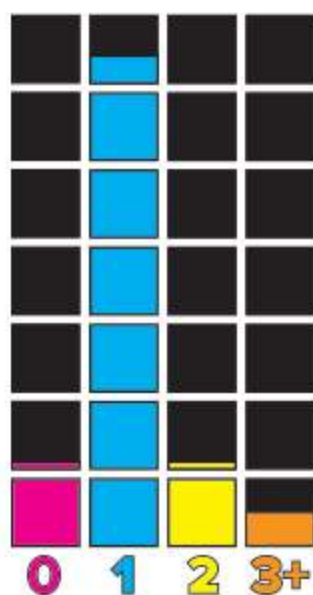


What was your take home pay from your printing business in 2024?

HOW MANY YEARS HAVE YOU BEEN IN THE PRINTING INDUSTRY?



How many homes do you own?



WHAT DEPARTMENT ARE YOU IN?

Admin.	19.01%
Accounting/Finance	4.13%
Customer Service	2.48%
Finishing	0.83%
Management	42.98%
Marketing	4.13%
Postal	1.65%
Prepress & Design	1.65%
Pressroom	5.79%
Sales	10.74%
Shipping & Mailing	0.83%
Other	11.57%

I live in ...

Apartment in a high-rise	4.13%
An apartment in a house	1.65%
A single-family house	86.78%
A multi-family house	4.13%
A historic home	1.65%
On-campus housing	0.83%
Condo	0.83%

WHAT LEVEL ARE YOU WITHIN THE BIZ?

Owner	18.18%
C-Suite & Executive Management	15.70%
Middle Management & Department Head	43.80%
Team Leader	9.09%
Employee	10.74%
Other	2.48%

What style of computer do you use at work?

Convertibles	0.83%
Desktop	45.45%
Laptop	52.07%
Tablet	1.65%

I FEEL (BLANK) ABOUT MY WORK/LIFE BALANCE.

Very Satisfied	25.83%
Satisfied	44.17%
Neither	15.83%
Dissatisfied	14.17%

IF YOU HAD TO DO IT ALL OVER AGAIN, WOULD YOU STILL GO INTO THE PRINTING INDUSTRY?

Yes **81.88%** No **18.12%**

YES

"I love the opportunity to control my and our people's destiny. It is a responsibility I embrace, requiring constant challenge to morph and adapt to situations and 'stressors' that have put so many printing companies out of business. It is a blessing and a curse, but I enjoy the challenges. I work side by side with my wife, my son, have had both of my other two sons work here, friends, other family, and friends that all have become family. Being immersed with who I love to make a living and to be able to hand that to who I love makes me the richest man in the world."

"THE TECHNOLOGY CHANGES AND NEW IDEAS MEAN THE INDUSTRY IS NEVER STAGNANT, ONLY GROWING."

"I enjoy what I do, I started as a typesetter and am now a print solutions specialist."

"I ABSOLUTELY LOVE THE SMELL OF OFFSET PRINTING, THE ENDLESS POSSIBILITIES WITH DIGITAL, AND, OF COURSE, MAILBOX."

"I just love the process. The ability to take a blank canvas and turn it into something so needed, so beautiful, so impressive leaves me with a wonderful feeling."

"I LOVE THE PEOPLE I HAVE MET IN PRINTING."

"Always new, always learning, challenging, growing, and helping."

"MY SKILLS ARE MANY, AND ALTHOUGH THIS JOB IS ENJOYABLE, I STAYED WITH IT IN LARGE PART DUE TO ITS STABILITY."

"I have learned a lot regarding mechanical engineering that has been beneficial in other areas."

"LOVE THE CHANGE OF PACE AND CHALLENGES THAT COME WITH COMPLETING EACH JOB."

"Yes, I love the creative process of printing and manufacturing, watching something come in as an idea or graphic, and bringing it to life."

"PRINTING HAS BEEN GOOD TO ME. I ENJOY PRODUCING A PRODUCT THAT MAY BE READ HUNDREDS OR EVEN THOUSANDS OF YEARS FROM NOW."

"The field is constantly changing, which I enjoy. I also like to see the new technologies and how we can apply them to our business needs."

"I LOVE THAT IT IS EVER CHANGING."

"It has been challenging and fun. I love the mix of the creative and the routine."

"I REALLY ENJOY WHAT I DO."

"It's creative, it's ever changing. I like solving people's problems, the people rock."

"INTERESTING, EXCITING, EVOLVING, AND NEVER BORING."

"I think print is rebounding and there are exciting times ahead."

"ALWAYS NEEDED, ALWAYS EVOLVING!"

NO

"Sexism and low promotional opportunities for women. Still a sense of the 'good ol' boys club' structure."

"ONLY IF I CAN GO BACK TO 1981. IN 1981 IT WAS AN ART FORM, NOW IT'S JUST AUTOMATION."

"Not enough upward opportunity. I've learned every aspect of the printing industry. I started as an offset press operator. I eventually opened my own shop. Ran that for 16 years and sold it due to health. I went to work for the company that bought my shop. Wages do not keep up with experience."

"IT IS NOT AN ENVIRONMENTALLY FRIENDLY INDUSTRY."

"Several layoffs, plant shutdowns really threw my life into chaos. Just the luck of the draw, but the luck didn't go my way."

"LIMITING CAREER OPTIONS. VIEWED AS A SERVICE INDUSTRY TO MANUFACTURERS. VIEWED AS A MANUFACTURING INDUSTRY TO SERVICE-ORIENTED BUSINESSES."

"Began as a family adventure and turned out to be very negative."

"LOW MARGINS AND HARD TO FIND EMPLOYEES WHO ARE SKILLED."

"Client's impossible deadlines."

"THIS INDUSTRY IS SLOWLY GOING OUT OF BUSINESS. MORE PRINTERS CLOSING OR CONSOLIDATING."

"Print market reduction over the years, less opportunities."



"Yes, I love the creative process of printing and manufacturing, watching something come in as an idea or graphic, and bringing it to life."

"THE TECHNOLOGY, THE PEOPLE, AND THE EMOTIONAL FEELING OF A BEAUTIFUL PRINT."

"Love the history and the advancement."

"I LIKE THE VARIETY OF WORK AND THE CLOSENESS OF THE INDUSTRY."

"I get a great deal of satisfaction in producing attractive, functional, tangible projects."

"TECHNICAL YET A LITTLE ARTSY."

"I enjoy the creation of print, the deadlines, the print community, and the satisfaction of what the final printed piece looks like."

"NO TWO PROJECTS ARE EVER THE SAME, AND YOU GET TO WORK WITH AND MEET SOME AMAZING PEOPLE."

"By buying this business, I've been able to provide myself a job in a rough economy, as well as employ my disabled son."

"EVERY DAY THERE ARE DIFFERENT PROJECTS, CHALLENGES, AND HELPING OTHER BUSINESSES GROW BY PROVIDING THEM PRODUCTS THAT HELP THEM TO CONNECT WITH THEIR CUSTOMERS."

"I really enjoy the people I work with in the industry. There are some very creative and talented people I would have never met if not for printing."

"I LIKE THE CHALLENGES OF SOLVING COMPLEX PROBLEMS."

"To me printing is always evolving because of customer demands. While we do have those jobs that are repeats, it is the 'show us what you can do' jobs that make this industry worth getting into. Print is not dead at all. It is always evolving."

"LOVED IT FROM THE START. MAKING SOMETHING OUT OF NOTHING IS PRETTY COOL."

"I've learned so much, there is so much possibility, growth, and it keeps my mind engaged at all times."

"I'VE GOTTEN GREAT SATISFACTION IN WATCHING MY COMPANY GROW, AND SEEING MY SON CONTINUE THE SUCCESS."

"For over 36 years in this industry, I have learned so many things. I couldn't place a value on that knowledge. It has provided for me and for my family all these years. It gave me an opportunity to learn and grow. My hard work was rewarded more often than not. I have had the privilege of working with some outstanding professionals in this industry."

"I LOVE PRINTING. HELPING TURN SOMEONE'S IDEAS INTO REALITY."

"Printing is a huge all-encompassing collective industry. Given my creative and technical sides print is a great combination of both."

"IT IS A DYNAMIC INDUSTRY AND INVOLVES CREATIVE THINKING."

"I enjoy the fact that there are new challenges presented every day and with every project. Helping others get challenging projects completed is very satisfying."

"EVERY DAY AT WORK IS UNIQUE AND EVERY PROJECT SATISFYING. IT FEELS GOOD TO HELP OTHERS SUCCEED."

"I love what I do, and don't know what else I would do if I couldn't do this."

"I DIDN'T KNOW IF I WOULD LIKE IT WHEN I JOINED, BUT I REALLY DO. I LEARN SOMETHING NEW EVERY DAY AND STRETCH THE LIMITS OF WHAT I CAN DO."

"I love this industry. I was mentored by professionals in the '70s and opened my own label company in 1981. I wouldn't change anything."

"WORKING ON PRESS WITH A CREW PROVIDED ME WITH MANY SKILLS. IT WAS A CHALLENGE EVERYDAY AND THAT'S WHAT MADE IT SPECIAL TO ME."

"My printing journey has been very challenging and super rewarding. I have learned so much about people by being an entrepreneur from both customers and employees."

"PRINT IS SUCH A UNIQUE BLEND OF MARKETING, ENGINEERING, AND ART, AND I FIND IT INCREDIBLY FULFILLING. NO OTHER FIELD SPARKS THE SAME PASSION IN ME THAT PRINTING DOES."

"Printing is fascinating. Taking a customer's request from an idea or concept to a finished hard good is challenging and satisfying. Working through challenges, roadblocks, unrealistic expectations, and equipment limitations is like figuring out a big puzzle. I think this combination of art and technology/science that is printing gives one the opportunity to be creative while working through a production-driven system."

"WORK EVERY DAY IS DIFFERENT, VARIED. MOST WORK IS CUSTOM DESIGNED. WE USE A LOT OF CREATIVITY IN WHAT WE OFFER. NEVER GETS OLD OR BORING."

"It has been an enriching career and fits my artistic and mechanical aptitudes well."

"FROM THE FIRST MOMENT I LEARNED ABOUT PRINTING I WAS HOOKED. I HAVE DONE EVERYTHING FROM SALES, TO PRODUCTION, PREPRESS, BINDERY, AND NOW MANAGE AN IN-PLANT. I HAVE INK IN MY VEINS AND WOULD DO IT ALL OVER AGAIN."

"I really enjoy the industry where every day is different and has its unique challenges."

"FOR ME, IT'S THE DAILY CHALLENGES OF FIGURING OUT HOW TO DO SOMETHING OUTSIDE THE BOX."

"I love what we do. No two days are the same. I love seeing how creative concepts come to fruition through print."

"BEST. JOB. EVER."



PERSONAL CHARACTERISTICS

How long is your hair?

Bald **13.43%**

Short **51.49%**

Shoulder Length **18.66%**

Long **16.42%**

WHAT'S YOUR CURRENT HAIR COLOR?

Black **8.40%**

Blonde **16.03%**

Blue **0.76%**

Brunette **38.93%**

Green **0.00%**

Grey **22.14%**

Pink **0.00%**

Purple **0.76%**

Red **3.05%**

White **2.29%**

Salt & Pepper **4.58%**

Strawberry Blonde **0.76%**

Other **2.29%**

DO YOU WEAR GLASSES OR CONTACTS

Yes **83.33%**

No **16.67%**

IF SO, WHAT ARE YOUR GLASSES/CONTACTS FOR?

Distance **34.55%**

Reading **28.18%**

Workstation **7.27%**

Everything, I'm

nearly blind **30%**



Brown **30.53%**

Blue **29.77%**

Green **18.32%**, Hazel **18.32%**

Gray **1.53%**

Black **0.76%**, Red **0.76%**

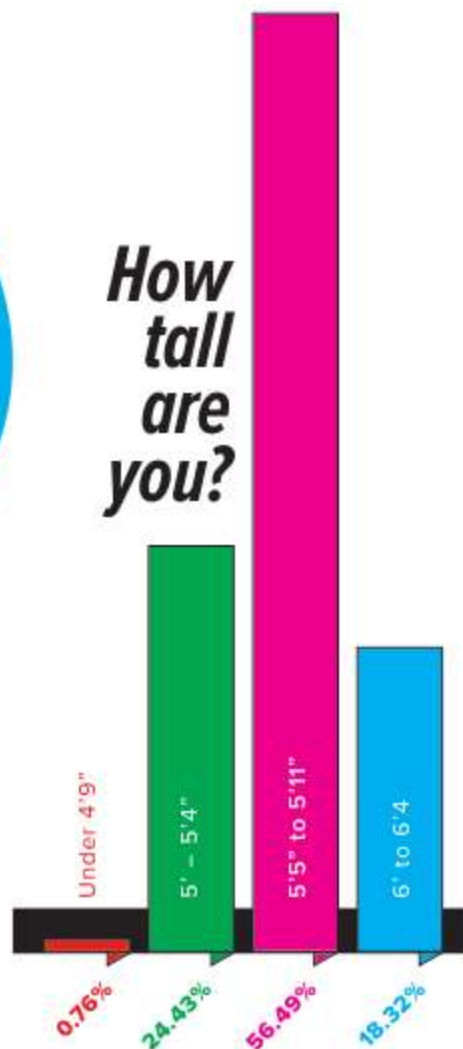


IF YOU HAVE A BEARD, DO YOU ONLY GROW IT IN THE WINTER?

Yes **9.86%**

No **90.14%**

How tall are you?



Under 4'9"

5' - 5'4"

5'5" to 5'11"

6' to 6'4"

0.76%

24.43%

56.49%

18.32%

WHAT KIND OF FACIAL HAIR DO YOU HAVE?

Neckbeard **1.18%**

Mustache **4.71%**

Goatee **22.35%**

None **43.53%**

Beard **28.24%**

TATTOOS

WHERE ON YOUR BODY ARE THEY?

(Choose all that apply)

Ankle 18.92%

Arm 48.65% Back 7.84%

Chest 16.22% Feet & Toes 5.41%

Hands & Fingers 2.70%

Legs 24.32% Neck 2.70%

Other 21.62%



How many tattoos

do you have?



If so, what is it?

YIN AND YANG, TRIBAL DESIGNS

An infinity symbol with a heart representing our mom who passed. Mine is on my back (shoulder) and my sister's is matching on her calf. We got them together.

BIBLE VERSE

Angel, Rose, and Harley logo

YOGA INSPIRED TATTOOS

My daughter's handwriting "I love you, 3000"

CLIPART, A DRAGON, AND THE LAST LINE OF THE LAST EMAIL A DEAR FRIEND WROTE BEFORE PASSING SUDDENLY.

A collage of things that represent important pieces of my life.

A LION

A turtle

RUNES

American flag, bald eagle, tattoo for my kids, tribal.

CROSS & LILIES

Harley logo

MY WIFE'S NAME

Indian mandala with symbols that are important to me.

TASMANIAN DEVIL (À LA BUGS BUNNY) & OIL RIG DRAWING BLOOD FROM A HEART-SHAPED HOLE IN THE GROUND.

Gecko and "Big Sexy"

ONE IS A SAYING, ONE IS CLIPART, AND ONE IS A DRAGON.

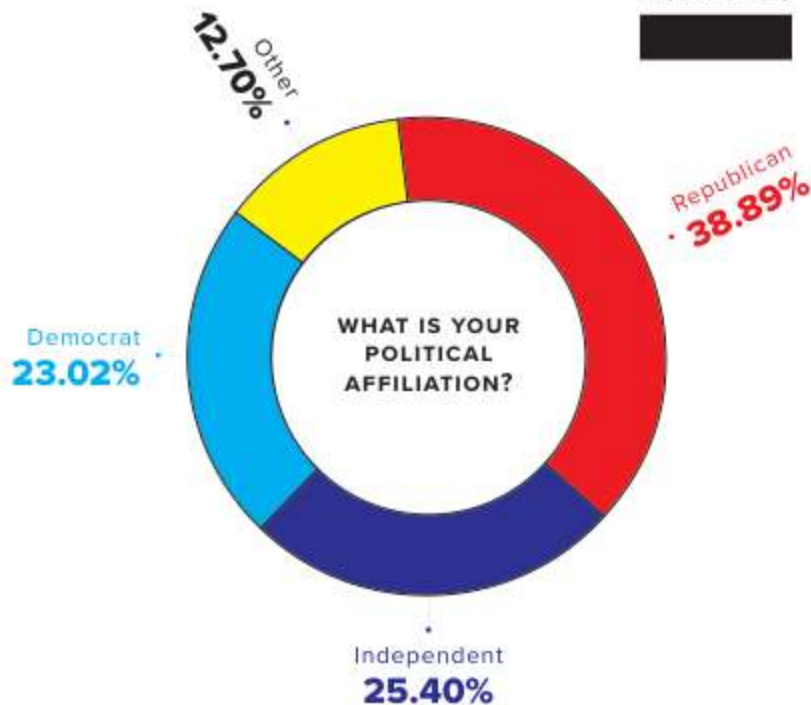
Wolf

LOONY TOONS CHARACTERS

Mostly floral



POLITICS

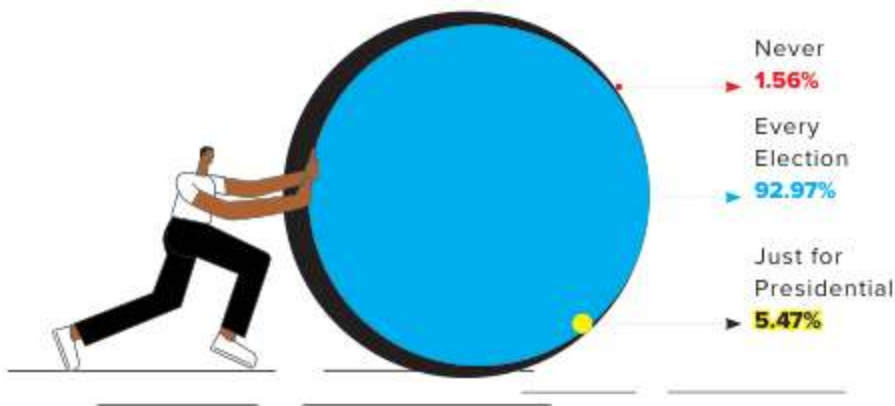


HAVE YOU EVER LOBBIED OR TALKED TO AN ELECTED OFFICIAL — WRITTEN A LETTER, MADE A PHONE CALL OR PERSONAL VISIT, FOR EXAMPLE — ON BEHALF OF THE PRINTING INDUSTRY?

Yes **27.34%**

No **72.66%**

How often do you vote?



If you lobbied or talked to an elected official about the printing industry, what issue or issues did you discuss?

"RISING POSTAGE COSTS."

"The state of the USPS."

"DUTIES ON PAPER AND PLATES."

"Across the board: I'm always in touch with my elected officials about many topics, not just print."

"REGARDING OUR INDUSTRY, MOST COMMON ISSUES INVOLVE LABOR, TAXATION, AND OVER-REGULATION."

"Postage rates."

"IN-PLANT RIGHT OF FIRST REFUSAL."

"The Second Amendment."

"FUNDING."

"Talked to an elected official about double tax on print products back before it was eliminated. Eliminating sales tax on print companies electric bill. Eliminating sales tax on newly purchased equipment."

"SUPPLY CHAINS AND DECISIONS WASHINGTON WAS MAKING ON OUR INDUSTRY."

"Recycling and postal costs."

"HEALTHCARE FOR SMALL BUSINESSES."

"Reduced business taxes for training displaced workers from other trades into the printing trade (California Education & Training Association)."

"USPS, OSHA, AND EPA."

"Global suppliers and trade."

"HUMAN RIGHTS."

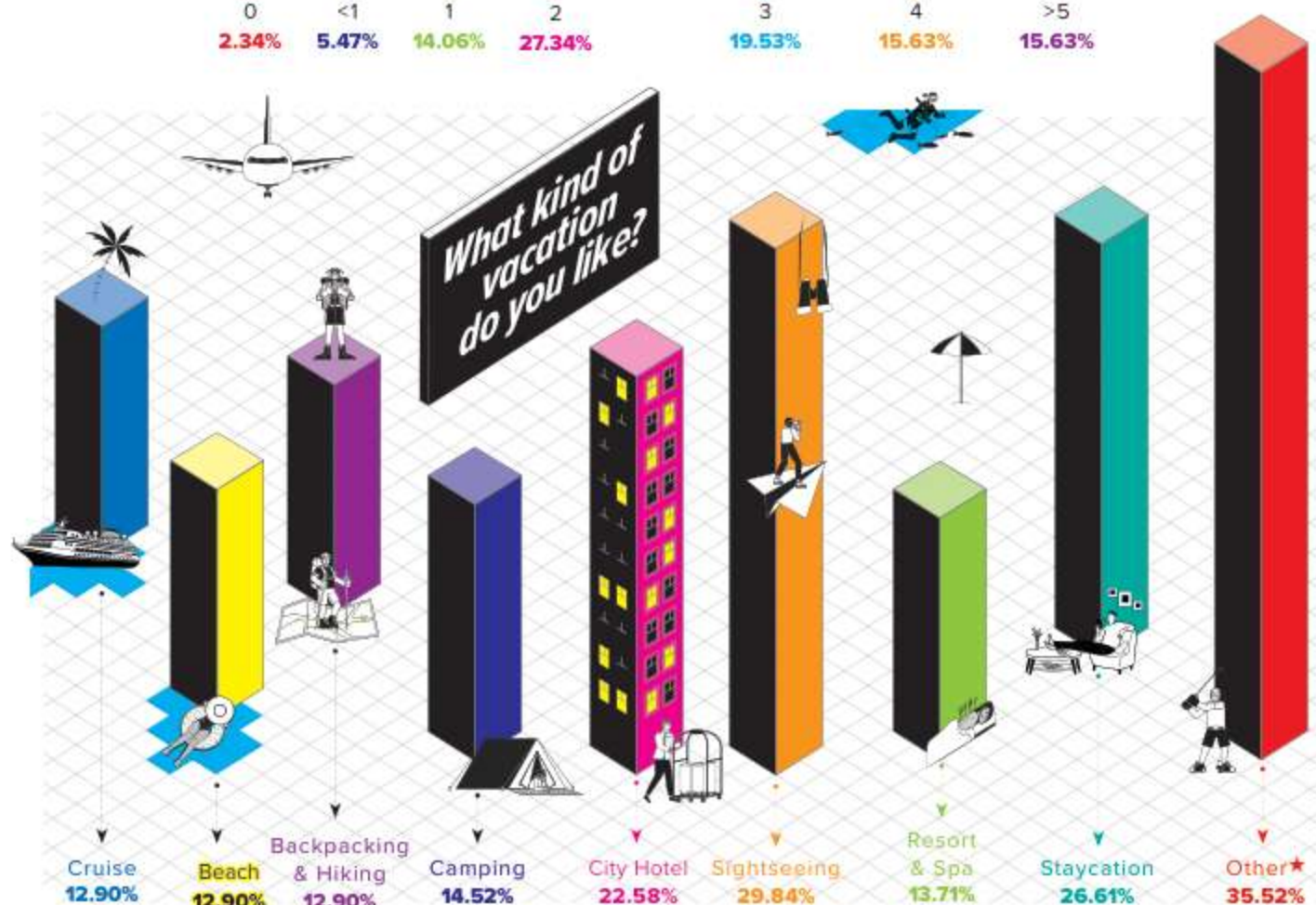


VACATION

What month do you typically take a vacation?



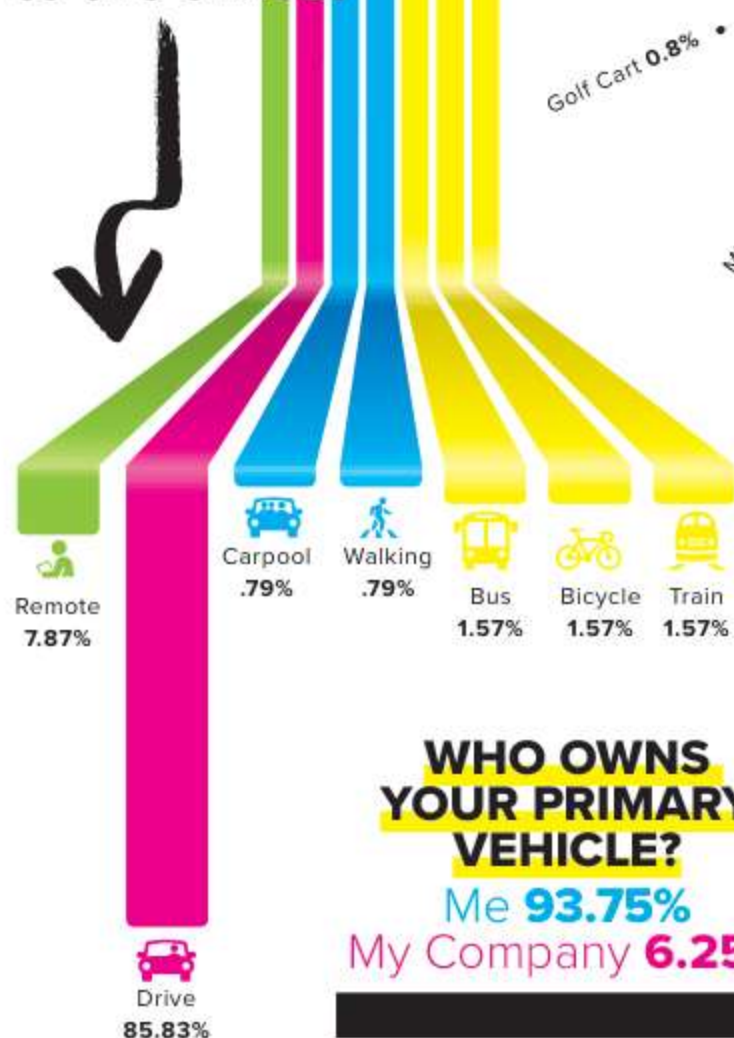
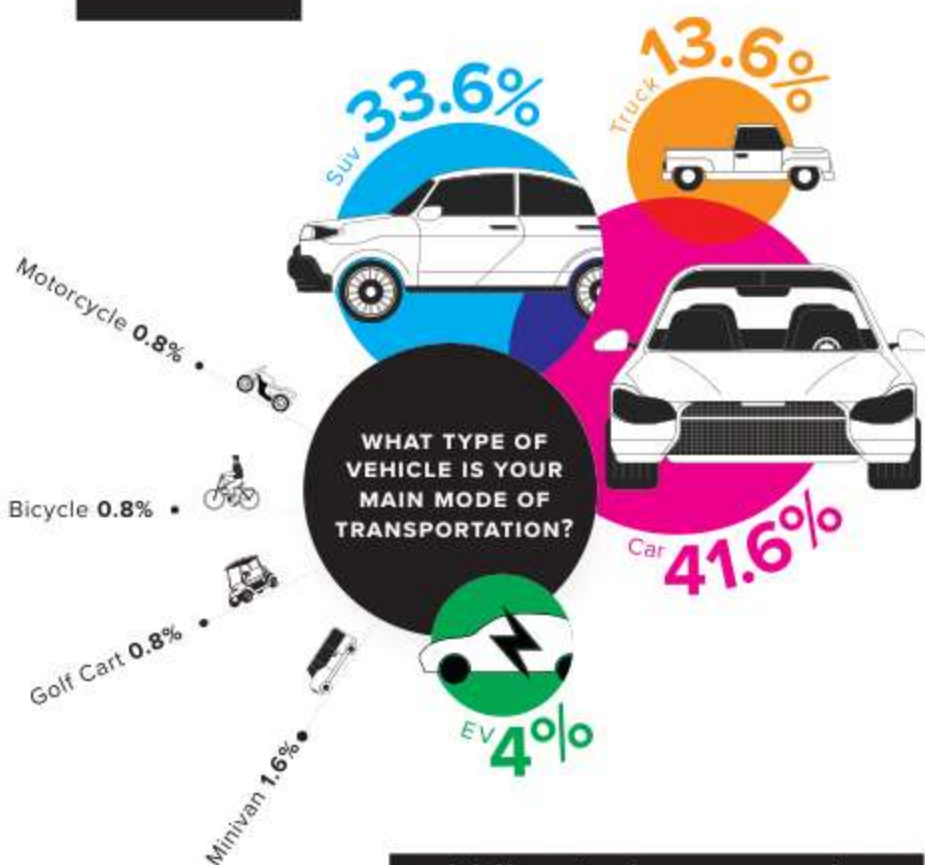
HOW MUCH VACATION (IN WEEKS) DID YOU TAKE IN 2024?



★ Other: Brewery 0.81% · Cycling 0.80% · Festivals 0.81% · Fishing 0.81% · Lake 0.81% · Long Distance Motorcycle Ride 0.81% · Scuba Diving 0.81% · Skiing 0.81% · Vegas 0.81% · Theme park 0.81% · International 2.42% · Mountain Retreat 2.42% · National Parks 2.42% · Golf 3.23% · Visiting Family 4.84% · Hotel in the Country 12.10%

ON THE MOVE

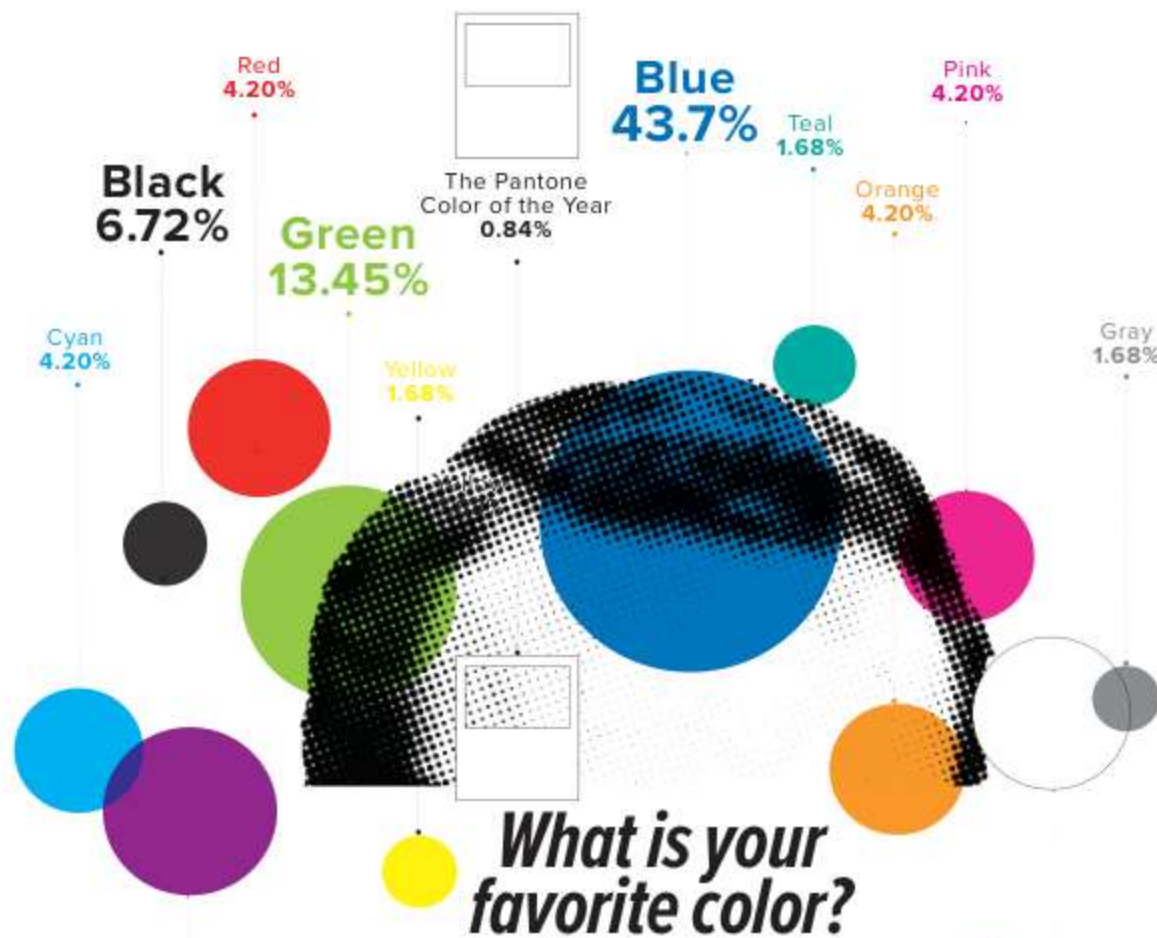
How do you typically commute to the office?



What do you do on your commute?

Answer Emails	4.84%
Commute in Silence	9.68%
Listen to Books	18.55%
Listen to Music	49.19%
Listen to News Radio	29.84%
Listen to Podcasts	26.61%
Listen to Sports Radio	4.84%
Make Phone Calls	20.16%
Nap	1.61%
Play A Video Game	2.42%
Read A Book	1.61%
Talk With A Fellow Commuter	2.42%
Work	1.61%
Other	7.26%

FAVORITES





FOOD & DRINKS



CRUNCHY OR SMOOTH?

Crunchy **20.13%**

Smooth **44.97%**

WITH ...?

Jelly/Jam **71.67%**

Just PB **4.17%**

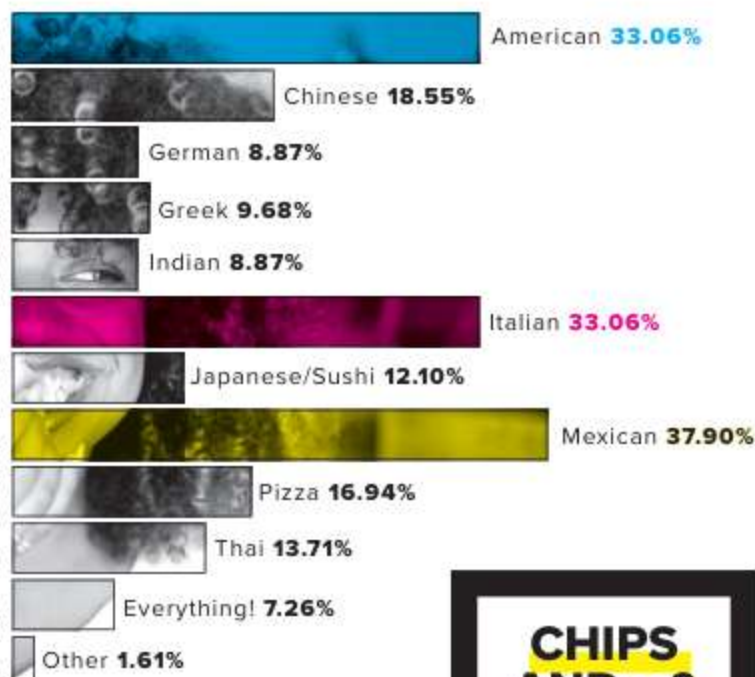
Celery **0.83%**

Banana & Bacon **2.50%**

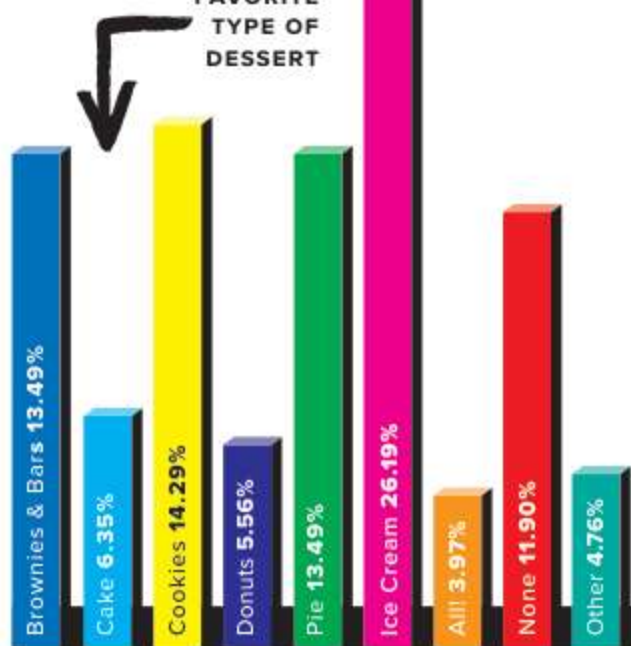
Honey **10.83%**

Fluff **5.83%**

Favorite Cuisine



FAVORITE TYPE OF DESSERT



CHIPS AND ...?

Dip **44.54%**
Salsa **55.46%**



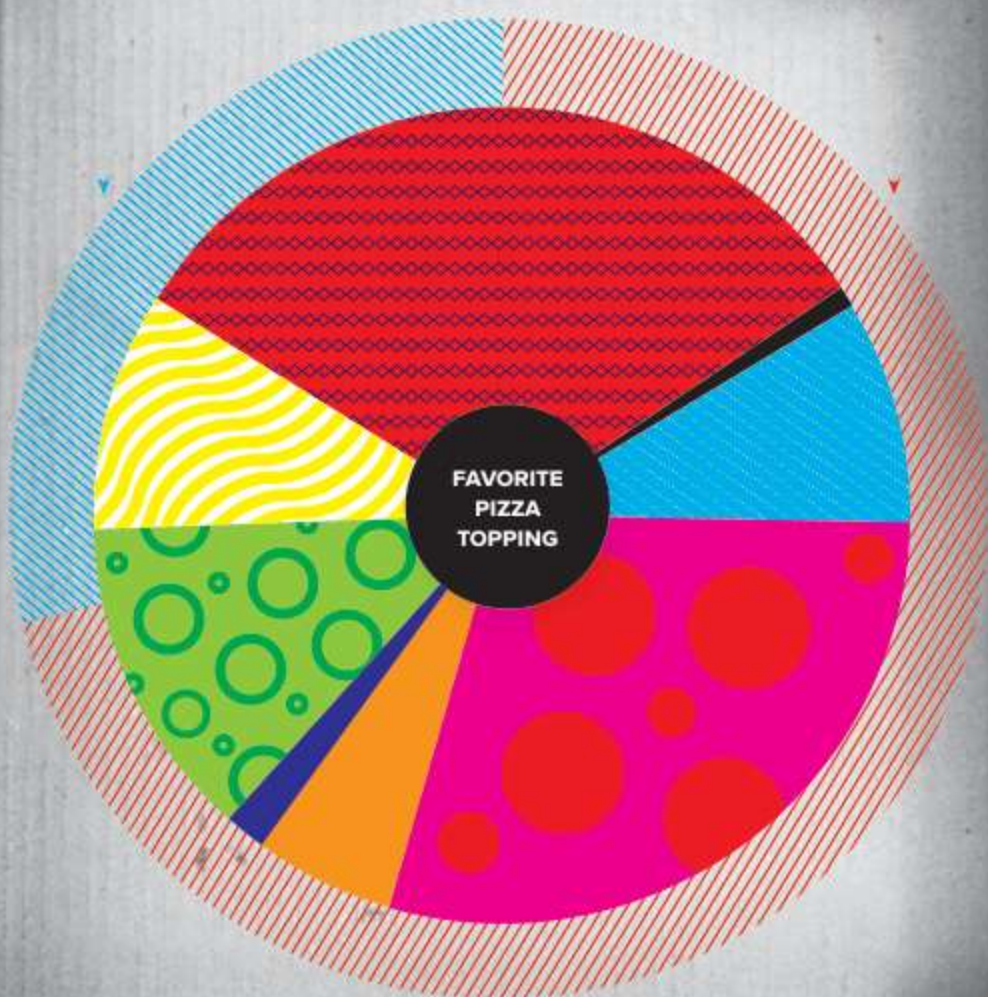
What is Your Preferred Alcoholic Beverage?

3.17%
MOCKTAIL



THE BEST PIZZA STYLE IS...?

- Chicago Deep Dish **29.03%**
- New York Thin Crust **70.97%**



What's your preferred method of getting your caffeine?

Energy Drink
7.03%

Fancy Coffee
10.94%

Black Coffee
46.94%

Soda
13.28%

Tea
10.16%

I don't drink Caffeine.
12.50%

Just cheese **5.56%**
Pepperoni **9.37%**
Mushrooms **8.73%**

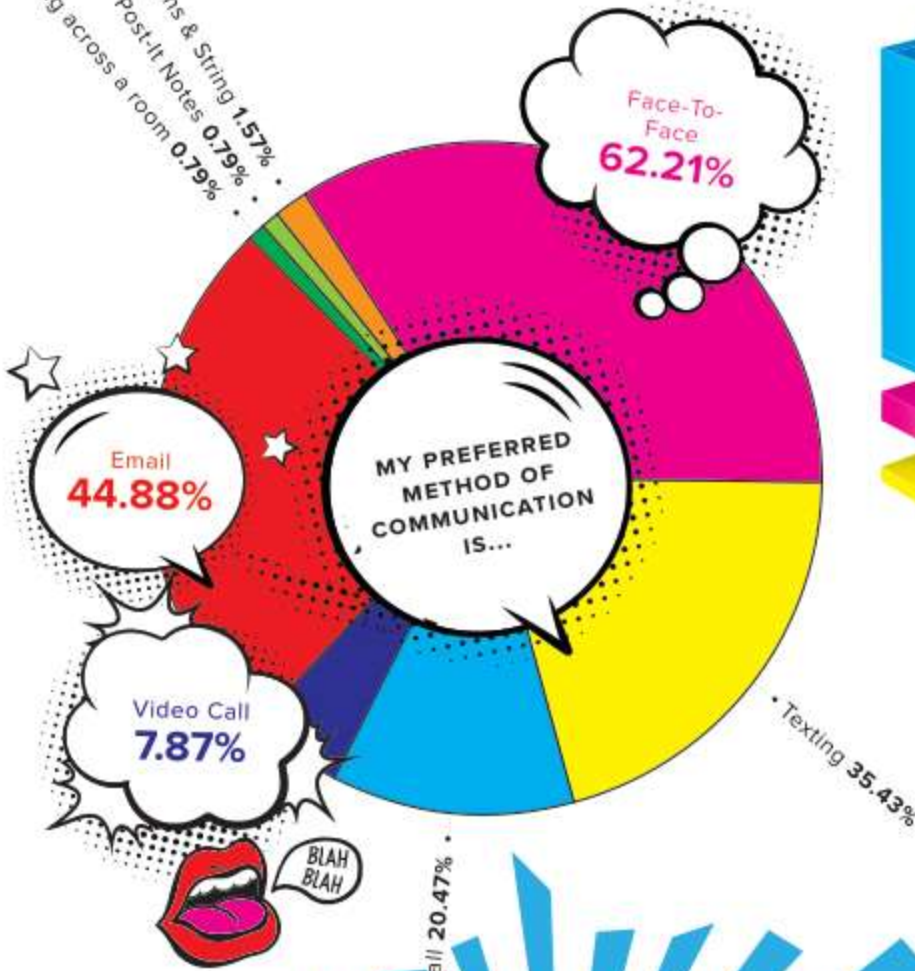
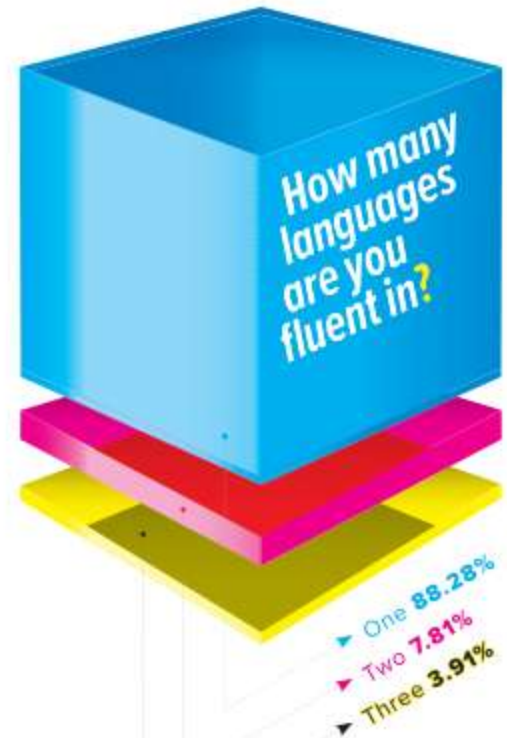
Olives **0.79%**
Meat Lovers **31.75%**
Ham & Pineapple **9.52%**

Veggie **12.70%**
Anchovies **1.59%**





Tin Cans & String 1.57%
Post-It Notes 0.79%
Yelling across a room 0.79%



What languages, besides English, do you speak?

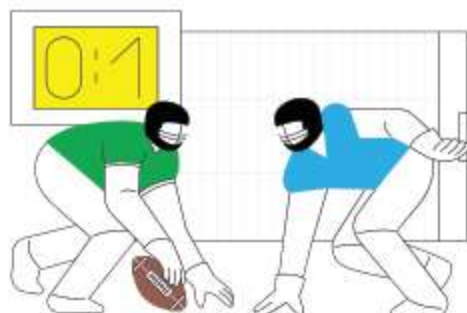
Danish, FRENCH, Gaelic, GERMAN, Gujarati, HINDI, Italian, JAPANESE, Korean, LATIN, Norwegian, SARCASM, Sign Language, SPANISH, Swedish, THAI, Urdu



ARE YOU PLANNING TO PURSUE ADDITIONAL DEGREES OR TAKE CONTINUING EDUCATION CLASSES IN THE COMING YEAR?

Yes **25%**
No **75%**



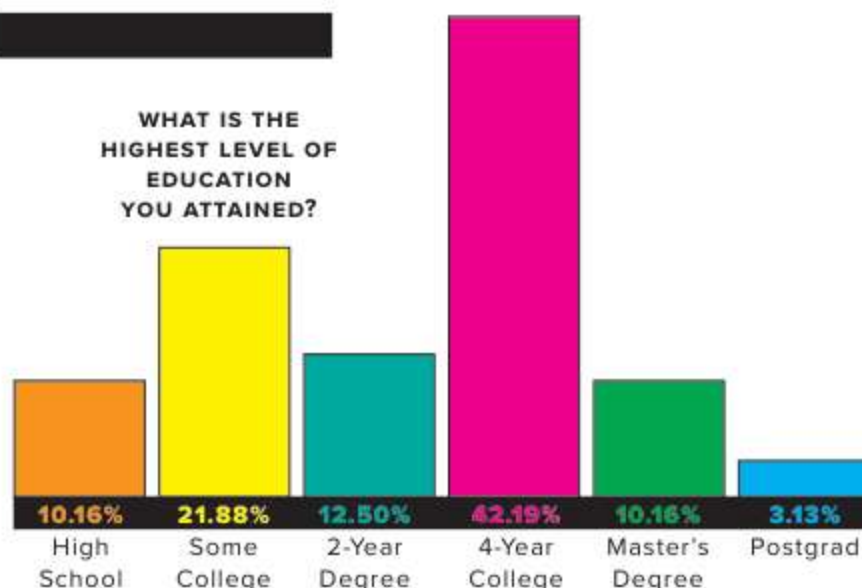


Which sport(s) did you play in high school or college?

Baseball	20.78%
Basketball	31.17%
Cricket	1.30%
Cross Country	2.60%
Cycling	1.30%
Football	29.87%
Golf	6.49%
Gymnastics	3.90%
Horseback Riding	1.30%
Hockey	5.19%
Judo	1.30%
Karate	2.60%
Lacrosse	1.30%
Rugby	1.30%
Skiing	1.30%
Soccer	12.99%
Softball	9.09%
Swimming & Diving	11.69%
Tennis	15.58%
Track and field	27.16%
Volleyball	28.57%
Water Polo	1.30%
Weight Lifting	1.30%

BACK TO SCHOOL

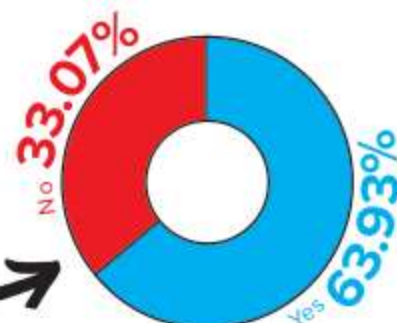
WHAT IS THE
HIGHEST LEVEL OF
EDUCATION
YOU ATTAINED?



Now that you're in the printing industry, what subject/topic/course did you wish you had taken or wish had been available to you in school?

AI for Graphic Design, **BUDGETING**, Business Courses, **COLOR THEORY**, Color Correction, **STANDARDIZATION**, Computer Programming, **DIGITAL PRINTING**, Direct Mail, **EXCEL**, Finance and P&L Statements, **GRAPHIC DESIGN**, Law, **MARKETING**, Color and Graphics, **PERSONAL FINANCE AND INVESTING**, Photography, **SALES COMMUNICATIONS**, Typing

Did you play sports in high school or college?



IN THE PAST FIVE YEARS, HAVE YOU GONE BACK TO SCHOOL FOR TRAINING OR EDUCATION?

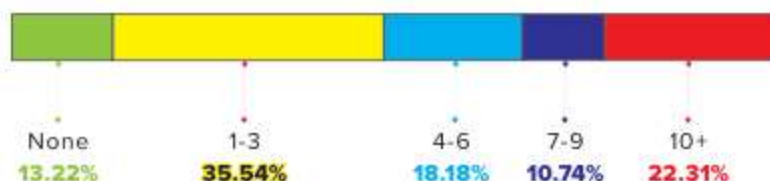
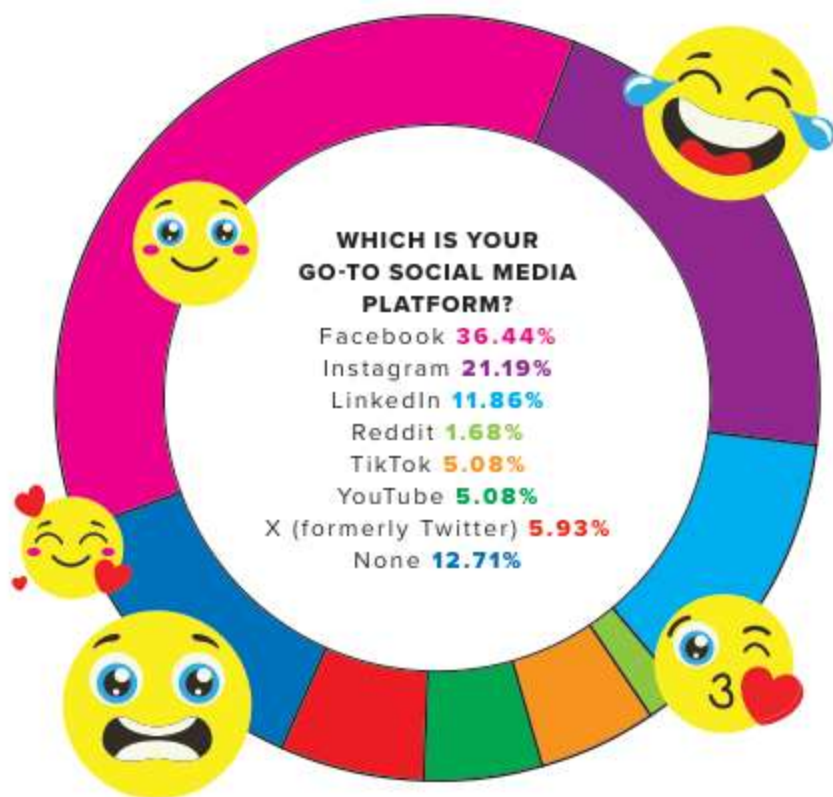
Yes **18.75%** No **81.25%**



RECREATION



How many books — both business and pleasure — have you read in the past year?

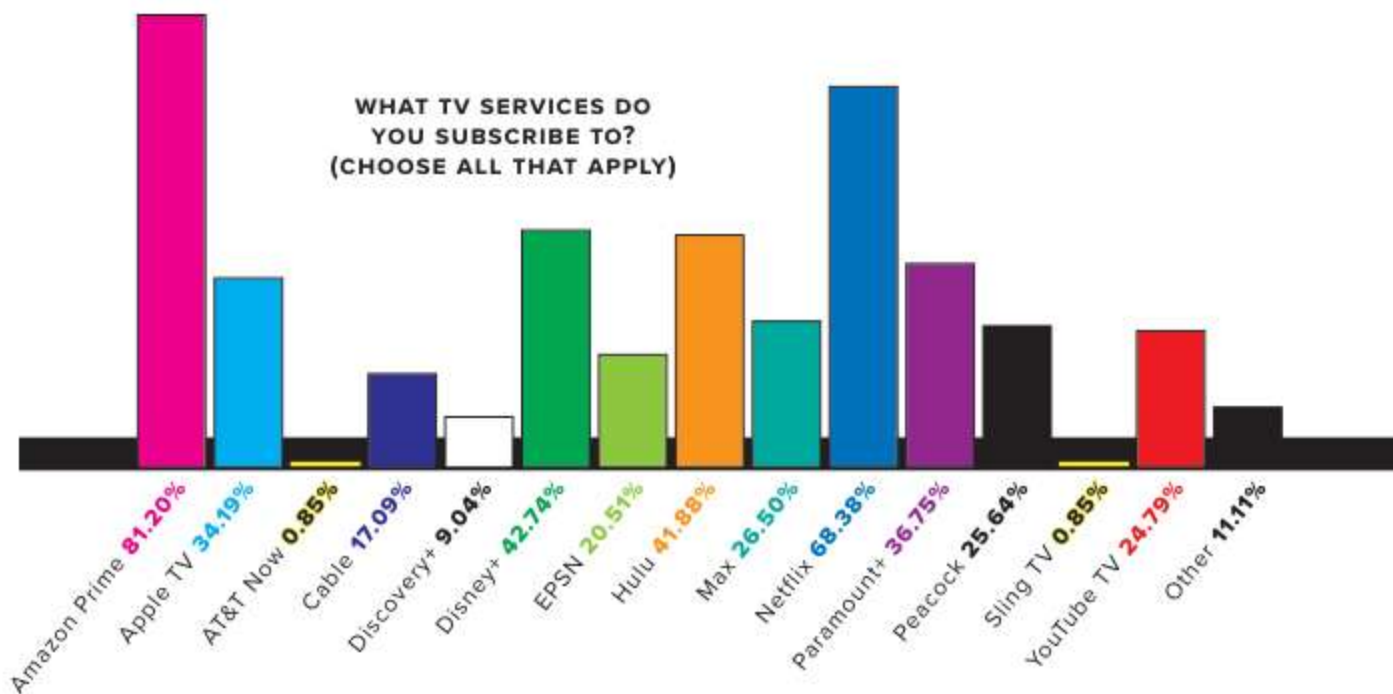


What types of TV programs do you enjoy?

Action and adventure	62.93%
Animated	13.79%
Cooking	25.00%
Courtroom dramas	9.48%
Docudrama	12.93%
Documentaries	55.17%
Educational	26.72%
Espionage/spy thrillers	0.86%
Fantasy	16.38%
Game shows	13.79%
Historical Fiction	0.86%
History	0.86%
Home improvement	30.17%
Korean TV	0.86%
Medical dramas	12.93%
Music television	6.03%
Mystery/detective dramas	33.62%
News	30.17%
Nighttime talk shows	7.76%
Police procedural	8.62%
Reality	7.76%
Religious	3.45%
Romcom	11.21%
Science fiction	35.34%
Sitcoms	28.45%
Sports	47.41%
Stand-up comedy	18.97%
Travel	1.72%
Westerns	11.21%
My spouse owns the remote	0.86%



WHAT TV SERVICES DO
YOU SUBSCRIBE TO?
(CHOOSE ALL THAT APPLY)



DO YOU SUBSCRIBE OR PICK UP A PRINTED DAILY NEWSPAPER?

Yes **20.66%** No **79.34%**



*If you had to pick just one,
what is your favorite movie?*

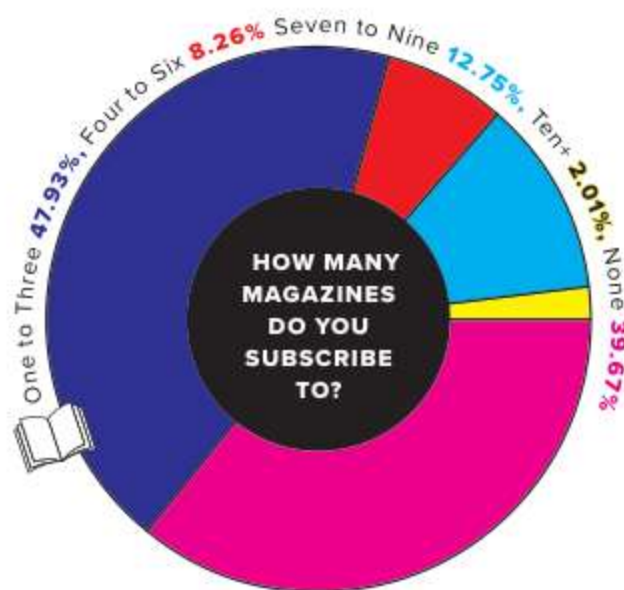
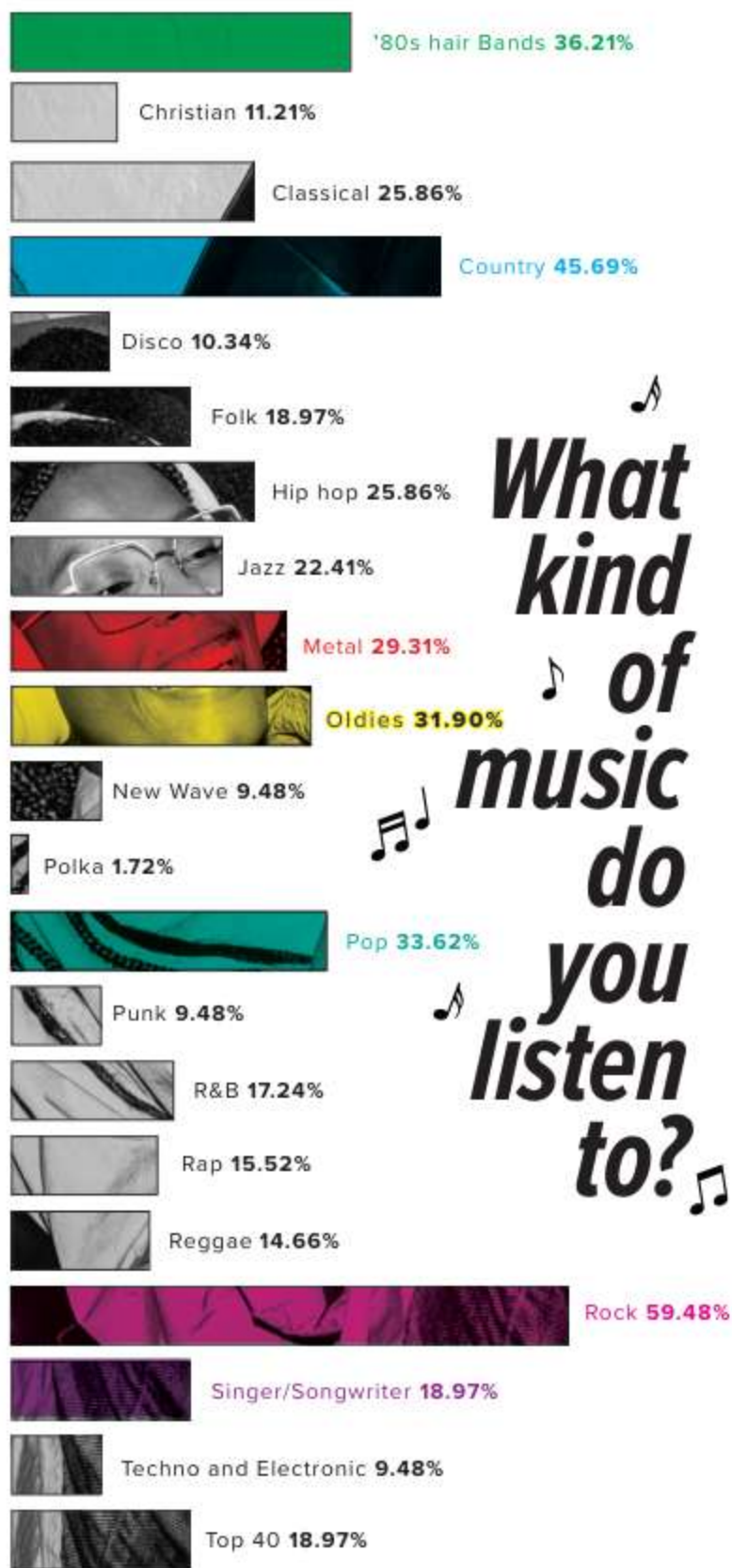
A Star is Born (Gaga version), AIRPLANE, Avengers End Game, BACK TO THE FUTURE, Black Panther, BLADE RUNNER, Carry On, CASABLANCA, Cool Runnings, COPS, Dazed and Confused, DIE HARD, Dumb and Dumber, DUNE, Eight Below, FERRIS BUELLER'S DAY OFF, Field of Dreams, FOREST GUMP, Fugitive, FULL METAL JACKET, Ghost, GLADIATOR, Godfather, GOOD FELLAS, Good Will Hunting, GRAN TORINO, Grease, GROSS POINTE BLANK, Grown Ups, INGLORIOUS BASTARDS, It's a Wonderful Life, MY LIFE, National Lampoon's Vacation, OCEAN'S 11, On Golden Pond, PATTON, PHENOMENON, Predator, PULP FICTION, Red October, REMEMBER THE TITANS, Robin Hood: Prince of Thieves, ROCK 'N' ROLL HIGH SCHOOL, Rocky 2, SAVING PRIVATE RYAN, Scary Movie 3, SHALLOW HAL, Shawshank Redemption, SILENCE OF THE LAMBS, Sixteen Candles, STAR WARS, That Thing You Do, THE FIFTH ELEMENT, The Dark Tower, THE INCREDIBLE MR. LIMPET, The Karate Kid, THE LABYRINTH, The Lord of the Rings, THE OUTSIDERS, The Princess Bride, THE SAND PEBBLES, The Secret Life of Walter Mitty, THE SOUND OF MUSIC, The Stand, TITANIC, Top Gun, TOY STORY, Transformers, TRON, Unforgiven, WAKING LIFE, While You Were Sleeping, WHITE, Willy Wonka (the original)





**If you had to
pick just one,
what is your
favorite television show?**

24, 5 CLUBS WITH GARY WILLIAMS, 9-1-1, ALL IN THE FAMILY, Andy Griffith, BAND OF BROTHERS, Big Bang Theory, BLUE BLOOD, Bob's Burgers, BOSCH, Boston Legal, BREAKING BAD, Bridgerton, Castle, COBRA KAI, Criminal Minds, CURB YOUR ENTHUSIASM, The Curse of Oak Island, THE DAILY SHOW, Dexter, FAMILY FEUD, Football, FORENSIC FILES, Fox News Sunday (Shannon Bream), FRIENDS, Futurama, GILDED AGE, Great British Bake Off, GREEN ACRES, Hallmark, HAWAII 5-0, Hogan's Heroes, HOME IMPROVEMENT, Homeland, JEOPARDY, Jimmy Kimmel, LAW AND ORDER: SVU, Lost, MAD MEN, MASH, METS BASEBALL, Miami Vice, MODERN FAMILY, My Way Home, NCIS, News, NEWS TALK RADIO, Nova, OVERHAULIN, Packer & Durham, PLAY-OFF FOOTBALL, Qi, ROME, Schitt's Creek, SCRUBS, Seinfeld, SHAMELESS, Simpsons, SONS OF ANARCHY, Sports, STAND-UP COMEDY, Star Trek, STAR TREK: LOWER DECKS, Suits, SURVIVOR, SWAT, TED LASSO, The Diplomat, THE FLIPPING EL MOUSSAS, The Irrational, THE IT CROWD, The Office, THE SOPRANOS, This Old House, VIRGIN RIVER, War movies, YELLOWSTONE



What are your hobbies?

Art	21.01%
Auto Restoration	0.84%
Bicycle riding	18.49%
Boating	2.52%
Collecting stamps and coins	1.68%
Cooking	36.13%
Cosplay	0.84%
Crafts	3.36%
Crochet and Knitting	1.68%
Dirt bike / UTV riding	5.04%
Fishing	25.21%
Flying	1.68%
Gardening	26.89%
Golf	6.72%
Gym	3.36%
Hiking	28.57%
Home Improvement	0.84%
Hunting	5.88%
Listening to / playing music	37.82%
Listening to podcasts	19.33%
Martial arts	0.84%
Mechanic	10.92%
Mobile app development	0.00%
Nothing, I live for print.	0.84%
Photography	3.36%
Reading	36.13%
RVing	5.04%
Recording podcasts	0.00%
Restoring classic cars	4.20%
Sewing and quilting	1.68%
Team sports	10.08%
Travel	36.13%
Watching TV	23.53%
Woodworking	10.08%
Writing	3.36%
Video gaming	10.08%

FAMILY LIFE

ARE YOU CURRENTLY MARRIED?

Yes **76.86%**

No **23.14%**

HOW MANY TIMES HAVE YOU BEEN MARRIED?

Never, I'm single and loving it. **5.79%**

One time **68.60%**

Two times **23.14%**

Three times **1.65%**

Four or more times **0.83%**



FAMILY LIFE CONTINUED ...

DO YOU HAVE PETS?

Yes **68.60%**
No **31.40%**

WHETHER OR NOT YOUR SPOUSE WORKS AT YOUR COMPANY, HOW HAS YOUR BUSINESS / WORK IN THE PRINTING INDUSTRY IMPACTED YOUR CURRENT MARRIAGE?

It's made our marriage stronger

14.71%

It's made our relationship more difficult

14.71%

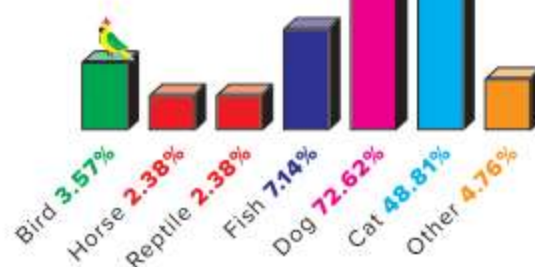
It ruined my marriage

2.94%

It hasn't impacted my marriage

67.65%

What pets do you have?
(Choose all that apply)



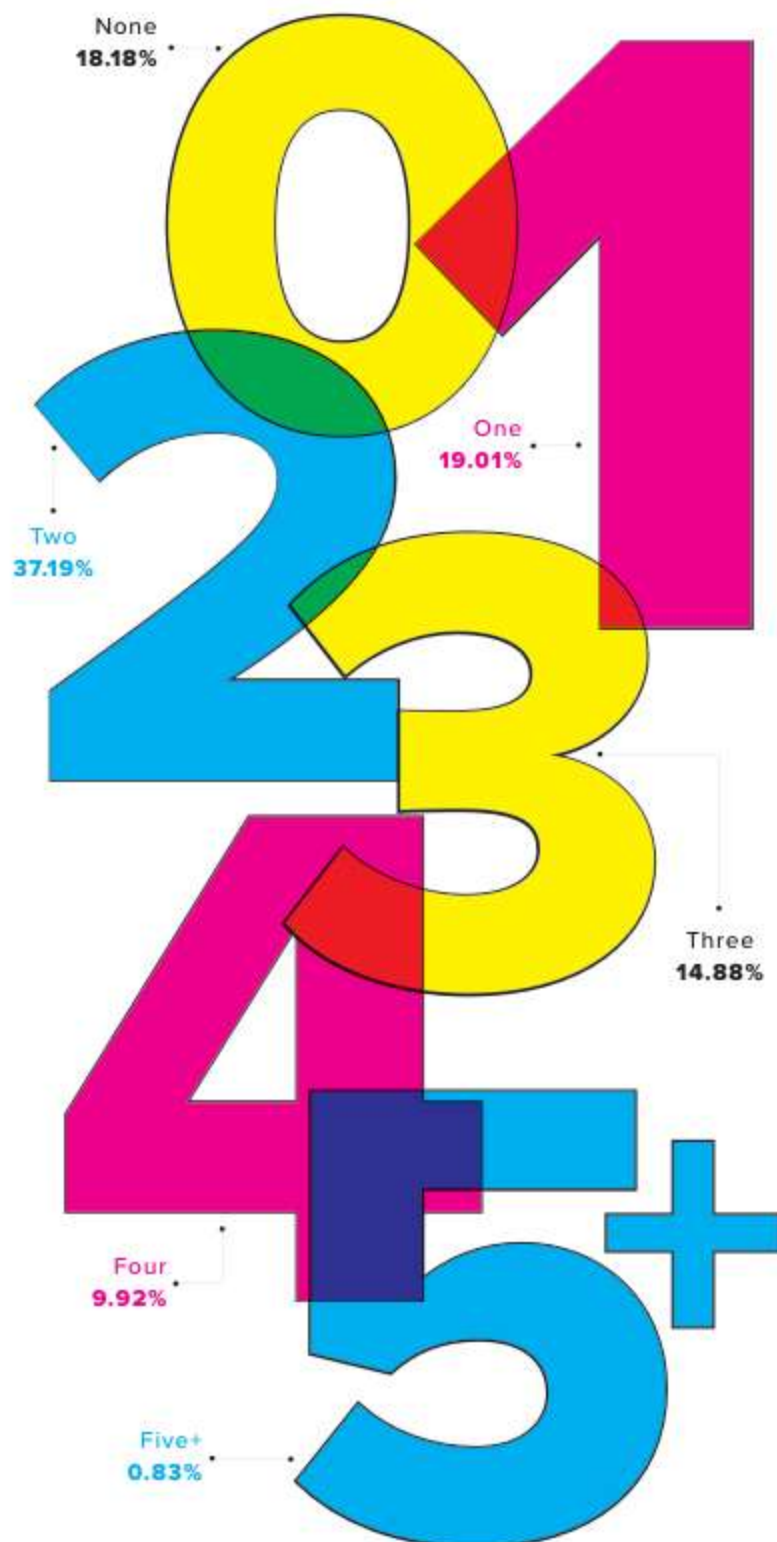
In what capacity does your spouse work in your company?

My spouse doesn't work in my company	84.54%
My spouse does the accounting	1.03%
My spouse runs the office	1.03%
My spouse is an executive	1.03%
My spouse and I co-own the business	6.19%
My spouse owns the business	2.06%

DO YOU BRING YOUR PET TO THE OFFICE?

Yes **14.56%**
No **85.44%**

How many children do you have?



DO YOUR CHILDREN WORK IN THE PRINTING INDUSTRY?

IF THEY DO, WHERE DO THEY WORK?

For my company **63.64%**
For another company **36.36%**

DID YOUR PARENTS WORK IN THE PRINTING INDUSTRY — OR DO THEY CURRENTLY?

Yes **15.70%**
No **84.30%**

WHERE DO/DID THEY WORK?

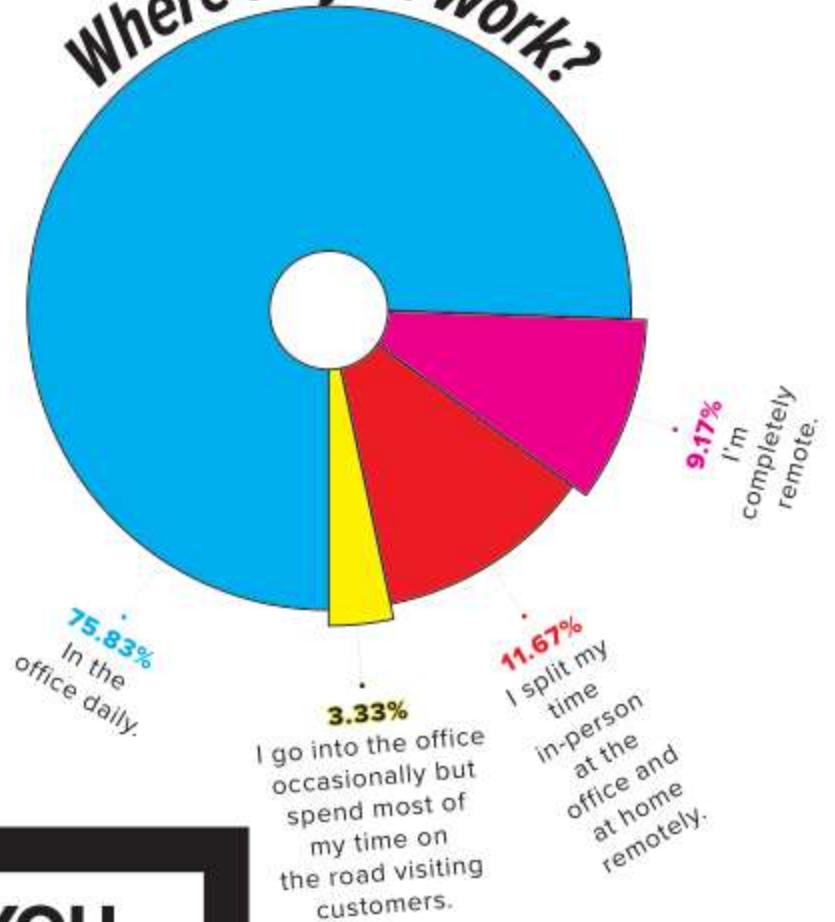
For my company **18.18%**
For another company **78.79%**
For a supplier **3.03%**



I consider myself to be ...?



Where do you work?



DO YOU ATTEND RELIGIOUS SERVICES?

Yes **38.14%**
No **61.86%**

PROFESSIONAL / WORK DESKTOP COMPUTER TECHNOLOGY?

Apple **19.33%**
Windows **78.99%**
Both Apple & Windows **1.68%**



If you could pick one moment from your professional career that made you the proudest, what would it be?

"Learning that my great-great grandfather owned and operated a Job Printer and published a weekly family and business newspaper just across the river from where I run a similar business with my wife 175 years later."

"EVERY TIME SOMEONE TELLS ME THAT I SAVED THEIR BUTT."

"An active printer allowed me to use their very busy packaging line to run multiple (incompatible!) new priming technologies. Although everyone thought it was cleaning overkill, but I did my test without any trouble (or delay) for the next production shift. The test was successful and led to new primer development for substrates but mostly importantly, I built strong ties with the print team and was not only welcomed back but encouraged!"

"HELPING A MAJOR PUBLISHING COMPANY CONVERT FROM BLACK + ONE-COLOR PRINTING TO FULL-COLOR PROCESS AROUND 1976."

"It was the day that I perfected Mitsubishi silver master plastic plates for use on a Cottrell V-15 large-format web press."

"BECOMING THE SECTION LEADER (1ST FEMALE EVER IN THIS ROLE) AND REALIZING THAT I HAD BEEN UNDERESTIMATING MY KNOWLEDGE AND ABILITY, SO I CAN NOW MENTOR OTHERS."

"Typesetting in languages I do not know with no errors. The order was an 11x17" brochure, in 7 pt type! I did it on a AG Compuwriter II and did the layout manually. I did it in English, Latin, Spanish, and one other which escapes my memory ... that was 46 years ago."

"ALTHOUGH I'VE RECEIVED MANY AWARDS AND HONORS, I AM MOST PROUD OF THE MANY TIMES WHEN WE'VE ENABLED CREATORS TO TURN THEIR IDEAS AND INSPIRATIONS INTO TANGIBLE WORK."

"Being directly responsible for the department's success, elevating its reputation as one of the most reliable auxiliary services within my organization. I've strengthened operations, enhanced efficiency, and built trust with clients and colleagues, solidifying our role as an essential service."

"TAKING MY COMPANY GLOBAL AND OPENING LOCATIONS IN THE USA, UK AND NETHERLANDS."

"I had 50+ employees and managed a department that has printing, copier fleet, mail, receiving, surplus, and vehicle fleet. I was in a meeting with my VP and several of my staff (getting acquainted with the new VP) and the VP made the comment that you can't expect your department head to know all the ins and outs of every aspect of the department. One of the employees said, "But she does." Everyone else was nodding in agreement."

"BEING THE FIRST NON-USPS PERSON, AT THE REQUEST OF THE USPS, TO UPLOAD THE VERY FIRST INFORMED DELIVERY CAMPAIGN TO THE PORTAL IN SEPTEMBER 2017."

"Being able to start on the ground floor, work my way thru the company and become an owner."

"BUILDING A COMMERCIAL PRINTING PLANT AS A PROJECT ENGINEER AND TRAINING ALL THE PERSONNEL IN THE OPERATION AND MAINTENANCE OF THE EQUIPMENT."

"Giving children and teens tours and lessons on all the processes... especially the wonder of color."

"WINNING THE PRINTING IMPRESSIONS HALL OF FAME AWARD."

"Starting my own mom and pop shop after working in one for 14 years."

"OPENING MY BUSINESS AT 23."

"Moving an \$8 million revenue company from 10,000-sq.-ft. facility to a 26,000-sq.-ft. facility without a single day of downtime, without a single customer having to adjust their schedule for us. Bringing the new site up seamlessly while the old one was running and being deconstructed."

"BEING ELECTED AS A BOARD MEMBER TO ONE OF THE INDUSTRY ASSOCIATIONS."

"Successfully converting our organization from an offset and digital print facility to a high-end, full production digital print shop. All this was done while the director retired. When I took over, we had to move to a temporary building while our home building was gutted and remodeled. We had to arrange moving equipment twice within 18 months."

"WHEN I WAS FIRST PROMOTED TO A MANAGERIAL ROLL. NO WAIT, WHEN I LED THE IMPLEMENTATION OF THE COMPANY'S FIRST DIGITAL COLOR PRESS (IGEN). NO WAIT, WHEN I FACILITATED THE SUCCESSFUL IMPLEMENTATION TO A NEW MIS IN 6-MONTHS TIME. NO WAIT ..."

"Supplying a client with information and services which won us the contract, because our approach made the product safer and more convenient for their end users."

"WHEN WE WERE ABLE TO CRAWL OUR WAY OUT OF A \$7 MILLION DOLLAR DEFICIT."

"Planning and executing the successful move of the printshop in a four-month period from its location of over 25 years."



PERSONAL TECHNOLOGY

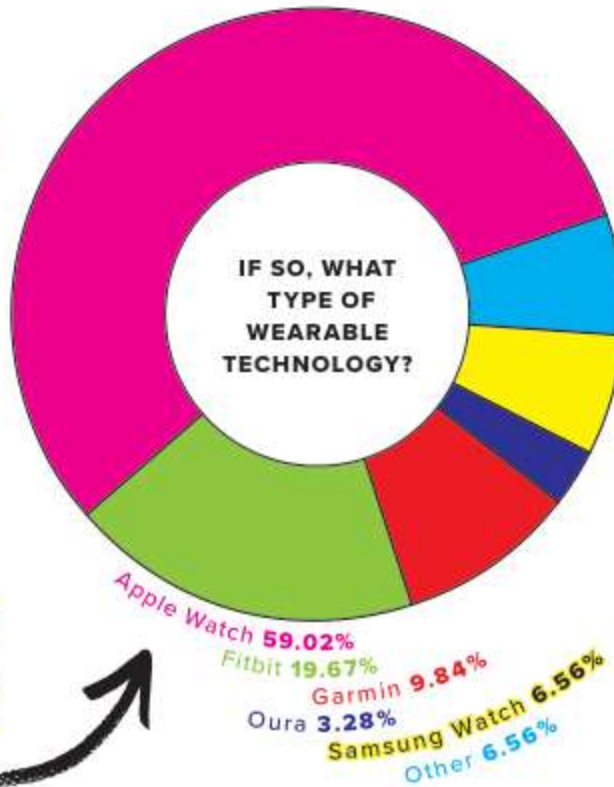
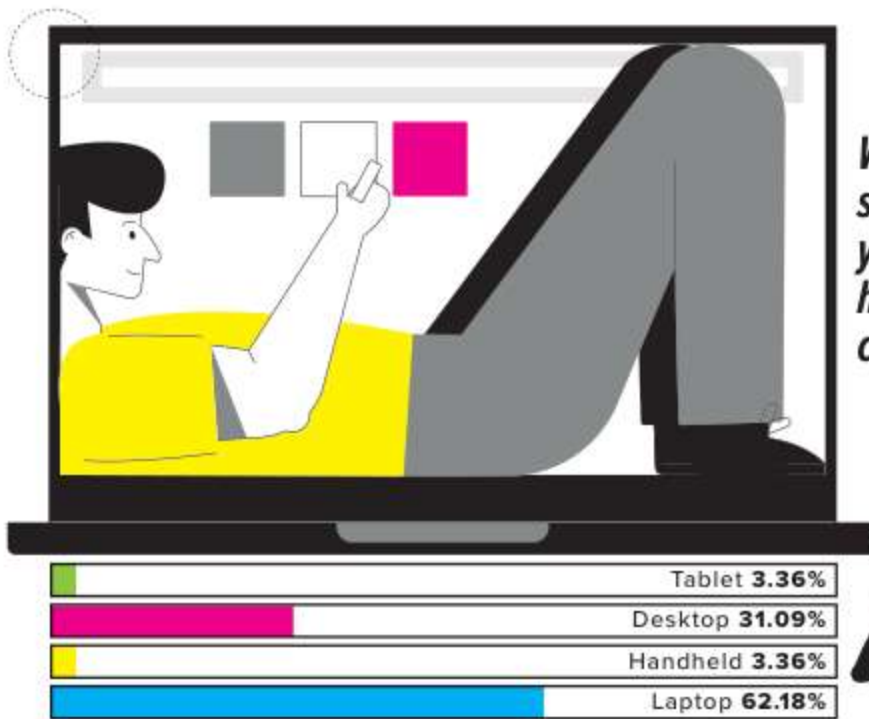
MOBILE PHONE TECHNOLOGY

70% Apple
30% Android



DO YOU HAVE WEARABLE TECHNOLOGY?

Yes 50.42%
No 49.58%



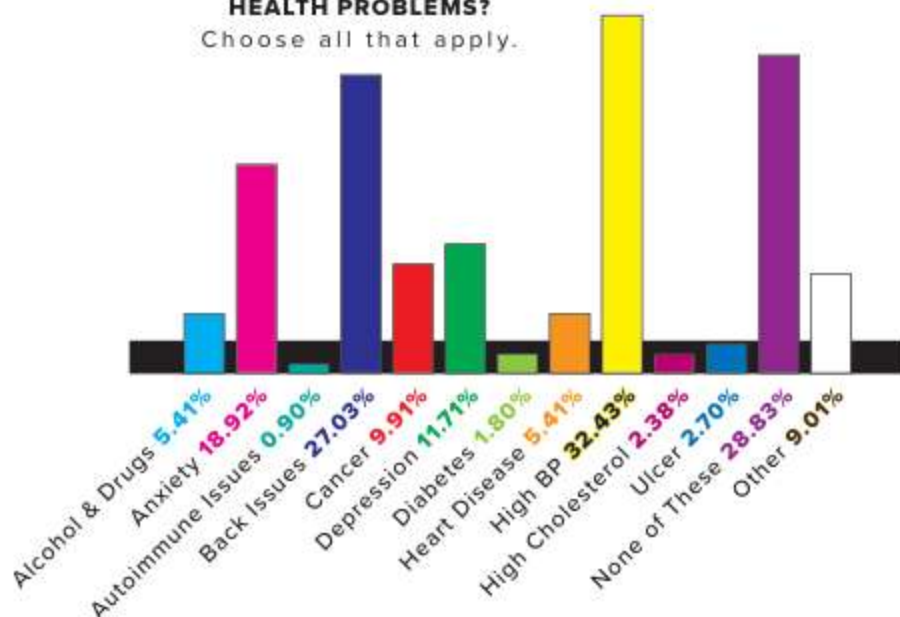
What style is your home computer?



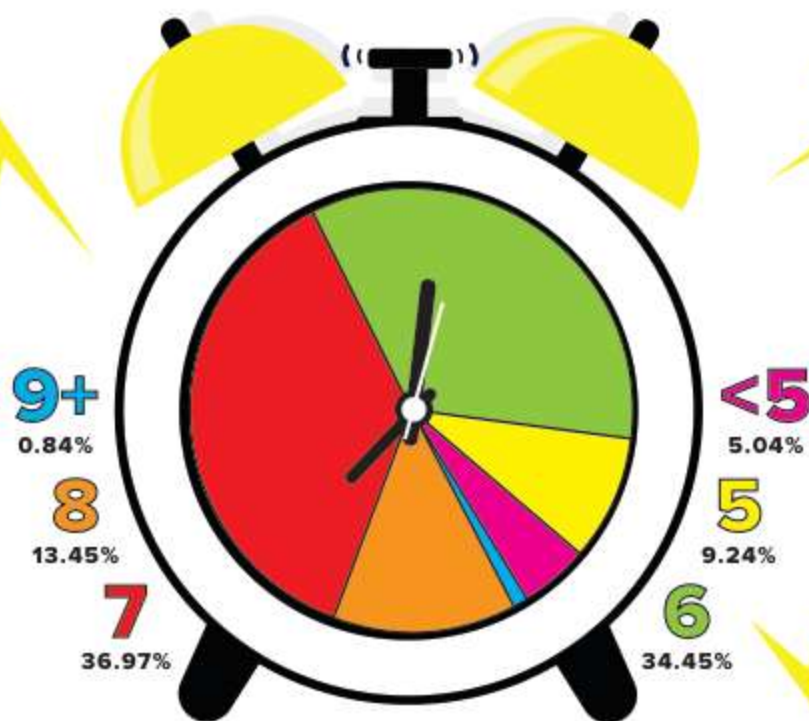
HEALTH

HAVE YOU EVER DEALT WITH ANY OF THE FOLLOWING HEALTH PROBLEMS?

Choose all that apply.



On average, how many hours do you sleep at night?



How did you get started in the printing industry?

"I needed a job to pay for college. Haven't left."

"HIGH SCHOOL GRAPHIC ARTS CLASS."

"40+ years ago, my husband was a partner in a quick print. I was hired to cover lunches and do billing. I ended up running the business and the rest is history."

"TYPESETTING AT THE SHOP MY OLDER BROTHER HAD WORKED AT AND WHERE MY TWIN WAS WORKING."

"BS in print management. Interned for RRD."

"STARTED AS A PASTE UP ARTIST IN 1981, THEN LEARNED TYPESETTING, CAMERA WORK, STRIPPING AND PLATING."

"My uncle was a stripper for the local newspaper. Always thought it was funny that he was a stripper ... of negatives, of course."

"STARTED AT A MOM AND POP 30 YEARS AGO WHEN I LOST MY CORPORATE JOB. WAS HIRED AS OFFICE MANAGER."

"I took a class in high school and ended up running a print business there and never stopped."

"4TH GENERATION PRINTER."

"1973 trade school that taught printing and graphic arts."

"TRADE SCHOOL THEN AN INTERNSHIP AT A PREPRESS FILM HOUSE AS A PROOFER AND FILM STRIPPER."

"I needed a job and there was an opening for a temp position, so I took it and have worked my way up since then."

"I WAS ABLE TO USE A MAC IN 1991, SO I STARTED IN THE 'MAC ROOM.'"

"My father co-owned a printing company. I started there when I was 13-14 peeling film for recycling."

AI

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR UNDERSTANDING OF AI?

I don't understand it at all **1.67%**
 I don't know much **18.33%**
 I understand the basics **66.67%**
 I understand it well **13.33%**

WHICH OF THESE AI PROGRAMS OR AI-BASED FEATURES HAVE YOU USED?

(Select all that apply)

Voice Assistants 71.30%
Recommendation Engines 47.83%
Smart home devices 46.09%
Generative AI 50.43%
Image and Speech Recognition 52.17%
Machine Learning & Data Analysis 1.74%
Predictive Analytics & Forecasting 2.61%
Robotic Process Automation (RPA) 0.87%
Autonomous Systems & Robotics 5.22%
Cybersecurity Tools 2.61%
Augmented & Virtual Reality 14.78%
None of the above 11.30%



Do you think AI could play a role in your current job or field? If so, in what ways?

"Yes, create recommendations around products."

"YES. AUTOMATION OF PROCESSES TO ELIMINATE THE NEED FOR A PERSON."

"Yes, maintaining workflows, clarifying order FAQs with clients, prepress checks."

"CREATIVES WE DEAL WITH WILL NOT BE ELIMINATED, BUT THE GOOD ONES THAT REMAIN WILL WORK MORE EFFICIENTLY."

"Very Interested in the impact it may have on production efficiencies. Anticipate significant change in 10-15 years."

"ALREADY INCORPORATING IT FOR THE USPS INTEGRATED TECHNOLOGY PROMOTION, CAMPAIGN PLANNING, AND INTEND TO USE FOR ANALYTICS."

"Yes, but I haven't figured that out yet."

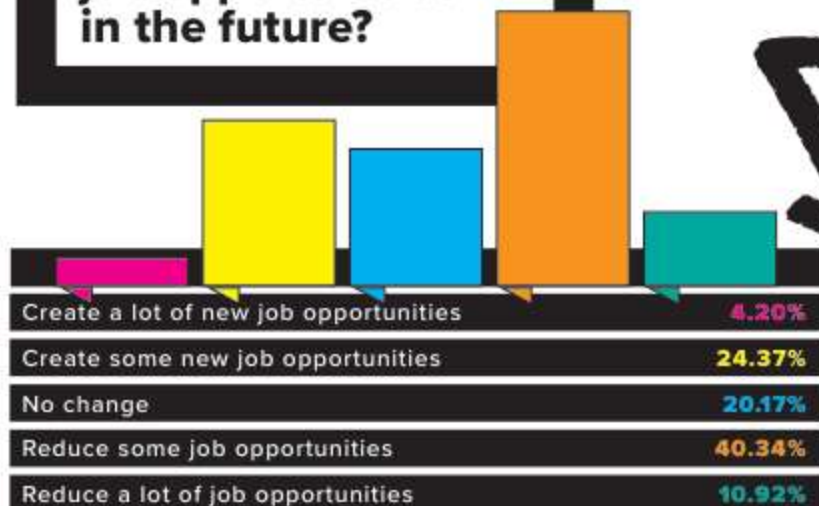
"AI HELPS ME TAKE NOTES IN MEETINGS, SET ACTION ITEMS, ETC."

"Yes. It is a training tool to better explain information to all parties. It also helps email communication."

"IT ALREADY HAS. I'VE USED IT FOR LETTER AND EMAILS AND TO ORGANIZE PRICING LISTS, ETC."

"It will, but somewhat limited to searches, etc."

Do you believe AI will create or reduce job opportunities in the future?



DO YOU HAVE ANY CONCERNS OR FEARS ABOUT THE GROWING USE OF AI?

Yes **60.83%**
No **39.17%**



If so, what are they?

"Factual information being manipulated for a specific purpose."

"HOW THE INFORMATION WE ARE SHARING INTENTIONALLY OR UNINTENTIONALLY WILL BE USED."

"False information believed to be factual."

"LIKE EVERYONE, I SUPPOSE AN AI COULD ANSWER BASIC MAILING QUESTIONS. BUT IT CAN NEVER UNDERSTAND THE NUANCES AND TRICKS OF 27 YEARS EXPERIENCE."

"Dumbifying society."

"TAKING OVER HUMAN-CENTRIC WORK."

"Job loss and fake news."

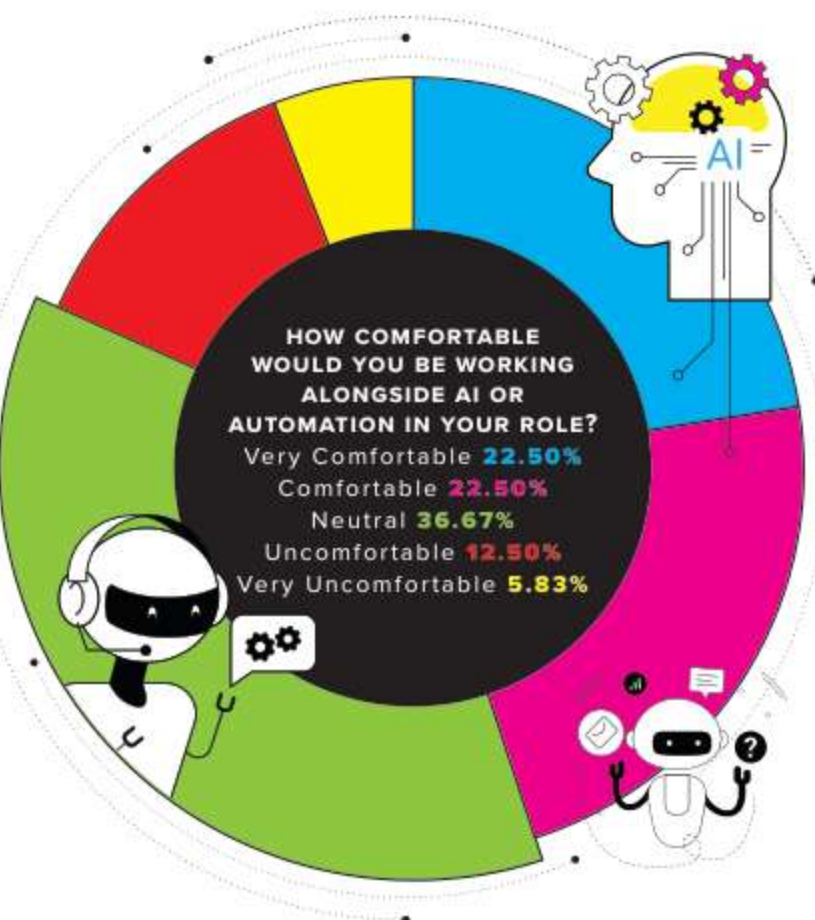
"SOME JOBS/CAREERS ARE IN JEOPARDY, BUT MORE OPPORTUNITIES WILL BE THERE. I'M CONCERNED ABOUT CREATIVITY, AND OUR IT GUY SAYS IT WILL TAKE OVER AND BE THE END OF THE WORLD. I HOPE NOT ..."

"AI deserves some caution and forethought, along the lines of 'fire is a good servant but a terrible master.'"

"KEEPING ACCOUNTS SECURE."

HOW COMFORTABLE WOULD YOU BE WORKING ALONGSIDE AI OR AUTOMATION IN YOUR ROLE?

Very Comfortable **22.50%**
Comfortable **22.50%**
Neutral **36.67%**
Uncomfortable **12.50%**
Very Uncomfortable **5.83%**





What excites you the most about being a part of the printing industry?

"The ever-changing technology and how things can be printed."

"BEING IN SUCH A NEEDED INDUSTRY."

"To a large extent — you can get help in so many ways — solid associations, personal network, great customers, and a great staff. The industry is largely characterized as honest and integrity driven."

"THE RELATIONSHIPS I'VE BUILT OVER THE YEARS AND THE TRUST THAT COMES WITH IT."

"The history and legacy of the printing industry."

"THE SCHEDULING OF JOBS TO MEET THE TIGHTER EXPECTATIONS OF OUR CLIENTS TODAY."

"I love my legacy, working as a teenager for a man who took me under his wing and taught me the printing business."

"THE CAMARADERIE IS SECOND TO NONE. WITH EDUCATIONAL IN-PLANTS, THERE IS NO COMPETITION. EACH SHOP IS WILLING TO HELP WITH ISSUES ANOTHER MAY BE FACING."

"That it is environmentally friendly."

"BEING ABLE TO DIFFERENTIATE WITH INNOVATION AND NOT HAVE TO DO IT THE WAY EVERYONE ELSE DOES."

"All the cool new things we are starting to be able to do in smaller shops that before were restricted to large commercial shops."

"BEING PART OF A CRAFT THAT IS CENTURIES OLD."

"Creating something different and new every day."

"THAT WE MAKE A DIFFERENCE."

"The innovation and tangible outputs."

"CONTINUOUS LEARNING EVERY DAY ABOUT THE PRINTING INDUSTRY."

"I love seeing all the creativity. I love seeing how printed pieces start with a clean/blank sheet of paper and turn into a 'masterpiece' when completed."

"ALL THE NEW THINGS THAT ARE CONSTANTLY BEING INTRODUCED, LIKE INKJET, WIDE-FORMAT CAPABILITIES, AND BINDERY INNOVATIONS. WE CAN'T AFFORD THEM, BUT IT'S STILL COOL!"

"It is always changing. We can do things today that we couldn't do five years ago or even last year. There are some amazing advances coming for the industry."

"THE MOST EXCITING ASPECT OF BEING PART OF THE INDUSTRY IS ITS DYNAMIC NATURE AND CONSTANT EVOLUTION. I LOVE HOW IT BLENDS CREATIVITY WITH TECHNOLOGY TO BRING IDEAS TO LIFE. WHETHER IT'S CREATING IMPACTFUL MARKETING MATERIALS, CUSTOMIZED PRODUCTS, OR INNOVATIVE PACKAGING SOLUTIONS, IT'S REWARDING TO SEE HOW PRINTED PRODUCTS MAKE A TANGIBLE DIFFERENCE IN BUSINESSES AND EVERYDAY LIFE. ADDITIONALLY, THE OPPORTUNITY TO ADAPT TO NEW ADVANCEMENTS — LIKE DIGITAL PRINTING, PERSONALIZATION, AND SUSTAINABLE PRACTICES — KEEPS THE INDUSTRY FRESH AND FULL OF OPPORTUNITIES FOR GROWTH AND INNOVATION."

"I love the idea of being able to take people's ideas and designs and make them into a tangible thing, and even come up with new solutions that make those ideas even better."

"I'VE BEEN DOING PRINTING SINCE HIGH SCHOOL. I LOVE TO DEVELOP NEW EMPLOYEES AND FIND WAYS TO SAVE MONEY FOR OUR SCHOOL DISTRICT — WHILE STILL BEING PROFITABLE."

"Seeing our work on national television."

"EVERYTHING WE TOUCH AS A CONSUMABLE PRODUCT HAS SOME ELEMENT OF DESIGN, PACKAGING, AND PRINTING."

"The creativeness of a new generation."

"WE'RE SUPPORTING THE NONPROFITS AND SMALL BUSINESSES THAT MAKE OUR COMMUNITY GO 'ROUND ... IT IS SO MEANINGFUL TO SO MANY."

"Over the years, I have had the opportunity to develop new skills, experience different types and methods of printing, work through changes in equipment, broaden my experience by adding new offerings (apparel printing, promo, wide-format flatbed and cutting) and that is continuing to this day. The industry is always evolving and I think I have been able to evolve professionally with it."

"EVERYTHING WE TOUCH AS A CONSUMABLE PRODUCT HAS SOME ELEMENT OF DESIGN, PACKAGING, AND PRINTING."

"Being part of something bigger than anything one person could do on their own."

"PRINT IS *EVERYWHERE.* I LOVE POINTING OUT TO OTHERS, ESPECIALLY YOUNG PEOPLE, ALL THE THINGS THAT ARE PRODUCED BY PRINTING PROCESSES."

"It provides an important part of our country's economy with good-paying jobs: whether they are on the shop floor, in a design room or IT environment, or in the office."

"SEEING TECHNOLOGY EVOLVE AND SEEING THE SMILE ON OUR CUSTOMERS' FACES WHEN THEY GET A HIGH QUALITY PRODUCT."

"We are an art, a craft, and now a science, all in one. We are the means by which all art is preserved."

THE PEOPLE.

