



Making *American* Business Look Good on Paper.

The printing industry continues to play a leading role in helping America's businesses achieve success. In Florida, it is the largest of all manufacturing industries. At Mac Papers, we've been serving the printing and graphics arts community since 1965. We're the largest distributor of printing papers and graphics supplies in the state—and in the Southeast. We're proud to be a leading supporter of both the Printing Association of Florida and the Printing Industries of America. We invite you to learn more about our industry—and how we make business look good on paper.

Tradition Thriving In A Changing World



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Tallahassee

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6275 Hazeltine National Drive
Orlando, FL 32822
407-240-8009
www.pafgraf.org

Print

*Just like man's best friend,
It's always there when you need it.*



PAF and the Business Community— We're Here to Help!

Can you tell us a little about The Printing Association of Florida (PAF)?

PAF is an organization of graphic communications companies that provides programs, information, and services to positively impact the professional growth of its members. This helps the printing industry to better serve Florida's business and service organizations, the general public and the institutions of free government.

How many members belong to PAF?

There are currently 570 member companies.

What programs or services does PAF make available to Florida's business and professional communities?

PAF's electronic buyer's guide called PRINT ACCESS, is an internet based service which contains invaluable information, and is a complete resource for print buyers in Florida (and Nationwide). Buyers can connect to PRINT ACCESS through our web site www.pafgraf.org.

For Florida businesses who prefer personal service, PRINT buyers can call our experienced PAF service representatives at 800-331-0461. The caller's particular needs for a specific project will be taken into account when recommending printers who have the equipment and capabilities to fulfill these requirements.

It should not be surprising that the leading printers in Florida are PAF members, who stand ready to serve Florida's business and service communities.

All PAF member companies have extensive resources at their fingertips, which include access to industry experts in technology, finance, operations and general business management.

Just as PRINT pervades our daily lives, it's indispensable to the profitability and growth of Florida's economy. From brochures, catalogs, training manuals, and print advertising to annual shareholder reports and stocks and bond certificates, PRINT is essential to the livelihood of all organizations.

Are there any upcoming trade shows that will benefit business people?

Yes, Graphics of the Americas is scheduled for January 24-26, 2003 in Miami Beach at the Convention Center. Buyers and sellers from all across the globe promise to make GOA 2003 our biggest and best show ever. This is an expo that marketing professionals, designers and print buyers shouldn't miss (for free ticket information see page 7).

An Interview with

MICHAEL STREIBIG,

President/CEO of PAF



PAF Headquarters
Orlando, FL

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Website: www.graphicsoftheamericas.com

Graphic Arts Information Network www.gain.org

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Telephone: (703) 519-8100
Facsimile: (703) 548.3227
Website: www.gain.org



Print, the Original Information Technology

WITH ALL THE HYPE surrounding *new* information technologies, it is easy to forget that print was and is the “base” medium for communications in the U.S. and throughout the world. It’s the one medium that is reliable, credible, consistent, and universal. When all else fails (and it frequently does), “Print” is there to save the day.

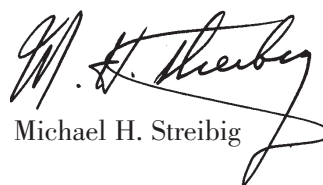
To quote Michael Makin, President and CEO of Printing Industries of America (PIA) and Graphic Arts Technical Foundation (GATF), “The printing industry is one of our nation’s best examples of the entrepreneurial spirit that has made this country the

economic envy of the rest of the world. We’ve all heard the statistics before — printing is America’s third-largest manufacturing industry, employing over 1.2 million people in almost 47,000 establishments, and selling over \$160 billion of products in 2001. But do we stop to appreciate the importance of print to our society and how each one of us plays a role in this through our daily jobs?

As if being a cornerstone of the U.S. and world economies wasn’t enough, “print” is so much more. Its history spans a millennium. It is a significant means of carrying out our most precious of individual

rights — freedom of speech. It represents and remains the most widely adopted, economical information technology ever invented. It literally touches every human’s life like no other information technology.”

On behalf of our organization and all of its member companies, we welcome you all to this special informational insert on the great old industry that is printing — and so much more!


Michael H. Streibig

by Michael Streibig,
President and CEO
of the Printing
Association of Florida



Print: It's Everywhere!

THE PREDICTIONS BEGAN several years ago, remember? “The Internet will kill printing.” “We’re going to have paperless offices.” “Print is dead.”

Well, despite the impact of the Internet on our daily lives, print as a medium has not only survived: it has thrived.

Picture yourself in your office, your home, or your neighborhood, and decide for yourself if print as a medium is a thing of the past.

If you’re reading this in your office — look around you. You still get “real” mail delivered to you daily. You’ve probably got a paperback or two tucked in your backpack. You read magazines and newspapers, even if you do get some of your information on the Internet. What about your office? Do you have any prints, maps or certificates hanging on your walls?

Your daily commute includes plenty of printed material, too. Think of the city maps, the subway posters, the store signage, the city billboards, and small town window displays. Every grocery store has circulars and every retail store, sale flyers.

What about your home? It’s a safe bet that no matter what room you’re in,

there’s some printed material within arm’s reach. In your kitchen, it’s on your cereal boxes, your canned goods labels, and your wall

calendars. In your family room, it’s in your CD liners, your kids’ Pokemon card collection, and your game boards. It’s in your cookbooks and your kids’ textbooks, your sports and fashion magazines, your toothpaste tube, your Kleenex box, and your bottle of daily vitamins.

We all get a daily dose of printing in these ways and more. Print — ink on paper or other materials — is taken for granted simply because it’s everywhere. We depend on print media every day. To educate us. To entertain us. To dazzle us. To inform us.



Florida's Graphic Arts Industry: We're #1!

Of the many manufacturing industries in the state of Florida, we're proud to be #1. That's right — **we're #1 in employment.**

- Over **88,000** employees work in the graphic arts industry in Florida.

Here are some additional, impressive statistics about Florida's printing industry:

- Florida ranks **eighth** overall in the number of U.S. printing companies
- Printing sales in Florida exceeded **\$10 billion** in 2001.
- There are more than **5,700** firms in the graphic arts industry in the state of Florida.
- The annual payroll in this industry for the state of Florida exceeded **\$2.8 billion** last year.
- Florida's printing industry continues to offer plenty of career opportunities in a range of specialties. Jobs exist in graphic design and desktop publishing, in sales and customer service, in electronic prepress and digital imaging, and, of course, in all facets of pressroom operation.

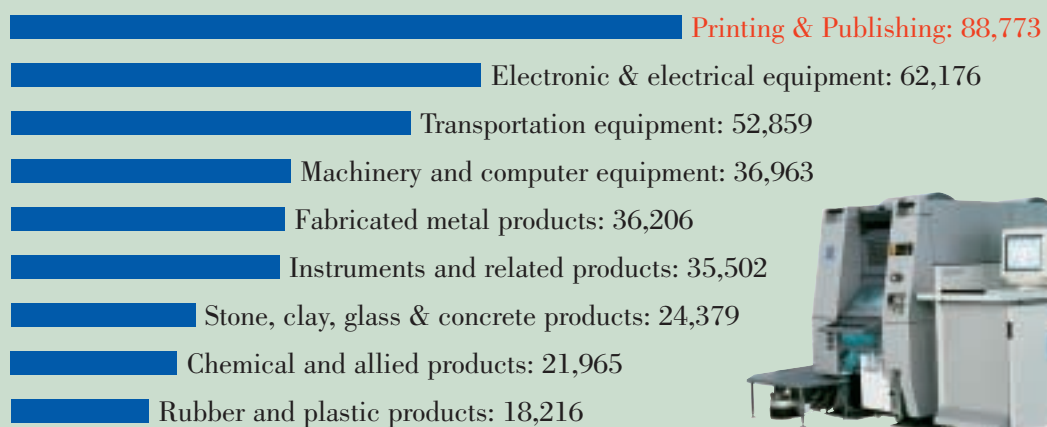
Look for more details about career opportunities in the printing industry in a future insert.

In the meantime, contact PAF at (407) 240-8009 for further information on employment.

We're proud to be a significant contributor to Florida's economy.



Employment in Florida's Manufacturing Industries



"The State of Florida recognizes the importance of the \$2.8 billion graphic arts industry. Florida's largest manufacturing industry—with over 88,000 employees and a \$2.8 billion payroll—plays a decisive role in the economy of the state."

—Jeb B.





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ush, Governor of Florida

Fast Facts

- Printing is America's "largest, small business industry." There are over 47,000 plants that employ 1.2 million people and have \$160 billion in sales each year.
- There are more printing plants in the U.S. than all of the McDonald's, Wendy's, Burger King, Pizza Hut and Taco Bell establishments combined.
- The average printer uses \$100,000 of equipment and technology for each employee.
- For every \$100 spent on printing, there is \$3 in profit.
- Printing presses cost from \$50,000 to millions of dollars.
- Nearly 70 percent of printing firms employ fewer than 10 people. These small shops are often referred to as "job shops" because what they print is determined by the jobs customers need.

Q & A about Printing

Q. Aren't all printers more or less alike?

A. Not at all! Printers have different niches, some may do general, commercial printing. It depends on their equipment. It's not "one-size-fits-all."

Q. How do I go about finding the right printer for my needs?

A. You can call PAF (Printing Association of Florida) at 407-240-8009, who can refer you to one of the leading printers in Florida. Visit www.pafgraf.org.

Q. Has printing technology really changed that much over the years?

A. Absolutely! Advances in digital workflow, digital proofing and other digital printing technologies have significantly changed the printing industry. It's totally state-of-the-art these days!



The Top 7 Print-Buying Secrets for Every Print Customer in Florida

by MARGIE GALLO DANA



IT'S A FACT OF LIFE: IF YOU'RE in business, you need commercial printing. At the very least, you need high-quality stationery products and other corporate identity materials. Eventually, you may require a wider range of marketing and product materials.

Here are seven insider's tips about buying printing that will help you work with printers effectively. Remember, the success of your printed materials depends on good communication between you and your printer.



1. Look for the PAF logo on the door of your printer!

PAF member companies enjoy over 60 valuable services that help keep them up-to-date in areas such as business development, training and education, technical and management consulting services, and environmental and safety regulatory issues.

2. Not every printer is created equal.

Printers have niches, depending largely on their equipment. Some do 4-color; others don't. Some specialize in really long runs, and others focus on short runs, using newer, digital presses. The challenge is finding the right printer for *you*. Get referrals from colleagues or call PAF at (407) 240-8009.

3. Buy service, not price.

Most printers can print "pleasing" color — or else they'd be out of business! So, shop for service when looking for a printer. With competition so fierce, printers are beefing up their value-added services. The less you know about printing, the more help you'll need from your printer. Find one who's willing to teach you.

4. Price/Volume breaks don't always matter.

Thanks to new digital presses, you can now print only what you

need. Determining print quantities isn't so easy. Be conservative. Figure out how long your content will remain current, and then print only what you need.

5. The devil is in the details.

Every little speck of information about your job can affect the price. A printer creates each job as it comes in — nothing is off-the-shelf. Provide detailed job specs early on, and get a written estimate. As specs change (and they will), request a revised quote. You're responsible for keeping your printer informed.

6. The Mac still rules...sort of.

The Mac operating system may be the #1 platform preferred by many printers, but most good shops today will take both Mac and PC files. While graphic designers still prefer Macs, many businesspeople prepare jobs for printers on their PCs. Printers are keeping up with these changes.

7. It's not just business, it's personal.

Your goal is to develop a long-term business relationship, so find a printer you like. Respect and trust are mandatory.

Good printing is a masterful combination of technology and art. Educating yourself about printing is the smartest first step you can take as you search for a commercial printer. Your ultimate goal should be to develop a long-term relationship with one or more trusted vendors.

You just might find a friend for life.

Margie Gallo Dana is president of Dana Consulting in Chestnut Hill, MA. Her firm helps printers and print buyers communicate better. An author and speaker, Margie publishes the Print Tip of the Week, a free weekly column about printer/buyer issues. Subscribe at <http://www.printconsulting.com/Subscribe.htm>.



Free Poster Giveaway!

PAF currently has a limited quantity of full-color posters to give away on a first-come, first-served basis.

Each poster promotes printing as the original information technology (see the posters above and at left).



These posters are perfect for print customers, graphic designers, marketing communications professionals, educators — anyone who is proud to be part of the printing industry.

For your free poster, call or email Meg

Streibig of PAF at (407) 240-8009 or mastrebig@pafgraf.org.

Hurry, while supplies last!



Come Meet the Best Printers in Florida

IF YOUR COMPANY OR BUSINESS purchases business cards, flyers, postcards, stationery, or any other printed material, then you already know the difference a quality printer can make. A reputable printing professional can also save you enormous amounts of money, time and energy. But did you know that South Florida will play host to the largest gathering of printers anywhere in the world this January?

Graphics of the Americas will take place at the Miami Beach Convention Center this January 24, 25 and 26. Over 25,000 printing and graphic arts professionals are expected to attend this industry trade show. Graphic arts professionals from all over the world come to see the very latest in equipment and services specific to the graphic arts industry. Just visit the Printing Association of Florida professionals at booth 809 and we can put you in contact with the printer who will best suit your unique printing needs.

3 Steps to Boosting the Response Rate on Your Promotional Materials

1) Come to Graphics of the Americas 2003 and see all the latest in digital and variable data printing equipment. At Graphics of the Americas 2003, you'll be able to explore possibilities you've never imagined existed. See the presses and software that can help you with One-to-One marketing programs.

2) Find out which printers have the equipment you need to implement your unique marketing program. With more than 25,000 printers in attendance, Graphics of the Americas 2003 will be the largest gathering of graphic arts professionals anywhere in the world this January. Pay a visit to the friendly and helpful staff at the Printing Association of Florida booth (809) and we'll be happy to help you locate a printer with the equipment you'll need to execute your program.

JOIN OVER
25,000
Graphic Arts and Converting
Industry Professionals in
Miami Beach
January 24 - 26, 2003
Miami Beach Convention Center

**Global Graphic Arts
& Converting Expo**

- **MORE than 700 manufacturers and vendors in 1400+ booths**
- **ATTEND new cutting-edge digital technology, desktop publishing and sales seminars**
- **SEE demonstrations of the newest software, printing and converting equipment**
- **NETWORK with industry professionals from the U.S. and around the world**
- **ATTEND and learn automated workflow systems in this fast-changing industry!**
- **SEE it, learn it, use it... become more competitive and profitable**

Call 800-749-4855 or 305-558-4855
www.graphicsoftheamericas.com

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3) Speak with one of the thousands of design professionals who will be present to attend the cutting edge seminars offered from January 23rd through the 26th. These graphic artists and designers represent the finest talent in all of North and South America. They have the experience to help you create and implement a program that will get you the results you need. Simply inquire at the American Institute of Graphic Arts booth (2285) for a complete list of Florida's finest design professionals.

Whether you're looking for a printer, a graphic designer or the latest information on emerging marketing technologies, Graphics of the Americas 2003 is your One-Stop-Shopping Experience.

Admission (a \$20 value) is FREE when you fax the above coupon and request a complimentary registration form.
GOA 2003 is produced by the PAF.
For more information on GOA 2003 call 800-749-4855 x 22 or visit our website: www.graphicsoftheamericas.com

