

### The IPIA, BAPC, and BPIF join forces to encourage Members to become Industry Ambassadors for PrintIT!

The Printing Industry's leading trade associations have joined forces to encourage their members to support PrintIT! by urging them to join the Twinning programme and become Ambassadors for UK Print plc. As staunch supporters of PrintIT!, the IPIA, BAPC and BPIF and all recognise the benefits that the initiative brings in terms of increasing the profile of the industry and attracting fresh, young talent to consider a future career in print. To date, over 85,000 students from over 1,000 schools have engaged in PrintIT!

This year, every printer that plays an active role in the Twinning programme will be given a host of Ipex-related benefits. These include free registration and entry to Ipex 2010 at the NEC, Birmingham in May, a free copy of the exhibitor catalogue with a RRP of approximately £25, exclusive use of a dedicated PrintIT! Twinners Visitor Lounge as well as an opportunity to attend the PrintIT! finalists awards ceremony, which will be held at the NEC during Ipex on Saturday 22nd May.

The IPIA is a longstanding sponsor of PrintIT! and Andrew Pearce, Chief Executive Officer of the IPIA added, "The average age of people in print is 45 years, so our industry needs young people to enter our vibrant, cutting edge and diverse world to

ensure its longevity in the UK. We should all be extremely proud of PrintIT! as an industry-wide initiative and I would like to see IPIA members playing a part in its continued success by signing up to the Twinning programme and working with local students to give them a unique insight into the world of print."

This year, PrintIT!, led by Sector Skills Council Proskills, has gone green, reflecting the additional focus in the course covering the sustainability and environmental responsibility of print production, in addition to learning about the wide range of substrates, technologies and production techniques involved in print.

To assist twinning printers, a ready-made presentation is available via the PrintIT! website and local press materials have been prepared to ensure companies can maximise their efforts in terms of increasing their profile in the local community.

Any IPIA Member interested in joining the PrintIT! Twinning programme should call Andrew Pearce on 0844 9020214 or visit [www.printit.org.uk](http://www.printit.org.uk)

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### It's full steam ahead for PrintSearch Chester

PrintSearch Chester have selected and ordered the "Business Builder for PrintTBM System" from Steam Software. PSC provide a total print management solution for a number of blue chip clients. Like many modern print companies, this involves both in-house print, plastic cards and direct mail production and the outsourcing of campaigns to a variety of sources according to the work to be produced and the volumes and timescales required.

#### State of the art

PSC identified a twofold need: to drive value and customer service from print management while developing state of the art Customer Relationship Management to drive lifetime revenue in each account. They found that other than TBM there was very little available which was both web based & print specific, and gave them the CRM analytics they required.

#### Real competitive advantage

Aaron Corbett, Company Manager said: "Although we have been successfully using a PC / network based print management system for some years we identified that technology had moved on. We found that in the current marketplace there are considerable



savings to be made from using TBM's internet based technology to speed up and automate both the outsourcing of print and our business admin processes". He continued: "The extra insight gained from the CRM functionality and automated reporting within the system will help us look after our customers and prospects much better, and give us real competitive advantage in today's challenging markets. We are convinced the system will allow us to significantly grow our business without increasing staff." TBM uses the power of the internet to automatically chase- responses to tenders, track the proof approval process and control fulfillment of delivery dates. CRM analytics give a single view of what's going on, sends and tracks marketing campaign activity and identifies cross selling opportunities. As the system can tell you when things are going wrong before its too late it helps everyone manage achievement of key account forecasts.

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