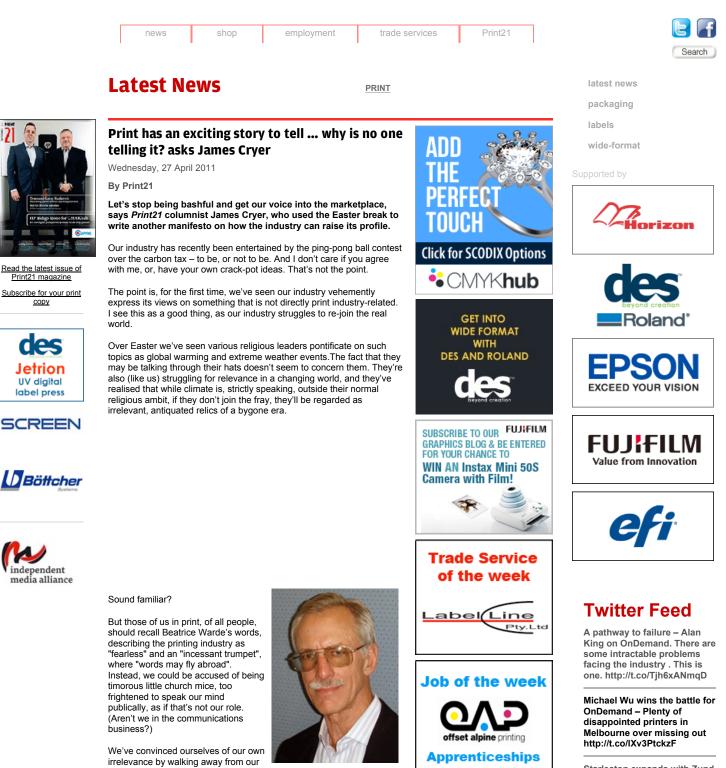
## GET INTO WIDE FORMAT WITH DES AND ROLAND "YOU TRUST US WITH YOUR COLOUR NOW TRUST US WITH YOUR SIGN & DISPLAY SOLUTION"

Printing news and information for Australia & New Zealand





Starleaton expands with Zund agency takeover | Print21 Ben Eaton is on the takeover track. http://t.co/GRtavWVg6C via @sharethis

Joan Grace quits Printing Industries & Future Print -



Jetrion UV digital label press

copy







role as content generators. We're

happy to print stuff, but we're uncomfortable in generating new ideas, proclaiming our position, sticking our neck on the line.

Some heretics even question the word "print" as being a bit so last century. Let's have the debate!

This is why the carbon debate has been a turning point in many ways. We should take the lead and become more assertive in expressing our views - as an industry - on a whole range of topics.

It may have been acceptable to have kept a low profile for the past few centuries, but we now have to compete with far more vocal, pro-active and assertive industries who are making a bigger noise than us on many fronts.

Issues such as the environment, attracting school-leavers, print versus the internet are just some of what needs to be addressed. And what about the establishment of a sovereign wealth fund? Are we in favour or against? Apprenticeship training? Are we happy with the present dog's breakfast? Immigration?

Phil Lawrence proudly tells us we're one of the most environmentally clean industries (an over 90 per cent improvement over the past decade). Who are we telling? Certainly not the mainstream media. Why haven't we been sending press releases to Paddy Manning, the *Herald* environmental writer in the business section? Other industries do. (Maybe we need a PR person in PIAA?)

We hold an extravagant back-slapping series of print awards events throughout the year. Where is the leverage we gain from promoting these showcase events to the wider public? To schools? To the media? NZ does it, maybe we could too.

To attract school-leavers we could create a website showing all the new and exciting aspects of print. It could include videos (like YouTube), interactive displays (build your own magazine/label/carton/POS display/mailing campaign ... anything!) – along with contact details: offset, packaging, magazines, out-door displays, etc. Kids only think online – so don't fight 'em, join 'em, in the strategic use of on-line media.

The role of industry associations is undergoing a transformation. We need less economic forecasting and more unabashed self-promotion. The attention is now on "branding" for the industry (see the PIAA's formation of a special-interest group to address this issue).

But at least we've made a start on telling the most exciting story never told.

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The industry can't afford to lose talent such as Joan Grace .http://t.co/DuGDpXtwbC

Colin Longbottom heads towards the exit Good man Colin, hope your saddlebags are well loaded for the sunset ride.http://t.co/d5oamorf2X