

## PIA Members Realize 759% ROI in 2015

Printing Industries Alliance Active members collectively achieved an amazing 759% return on their membership investment last year, according to figures contained in the Printing Industries Alliance "2015 Member ROI" report. Savings were achieved through participation in a broad assortment of services available through Printing Industries Alliance and our national affiliate, Printing Industries of America. Services being tracked for compilation into this study include:

Service	Dollars Saved
New York State Workers' Compensation	\$1,838,974
Legal/Employment Law Consulting	\$250,000
FSC Certification	\$52,274
Safety Training	\$24,228
Credit Card Processing	\$25,435
FedEx	\$13,163
National PIA Programs & Services	\$17,550
Experian Credit Reports	\$788
Commercial Collection Fees	\$1,202
Xerox Purchases	\$98,135
Sustainable Green Printing Partnership	\$2,000

The most profitable printers in the United States showed a 23.03% return on assets last year, according to the 2015-16 PIA Ratio Studies. Contrast that with the average PIA member who realized an ROI of 546% and had a net real dollar savings of \$7,952. These figures illustrate the value available to companies who become Printing Industries Alliance members AND utilize our programs.

Collectively, members saved over \$2.3 million. Savvy business owners weigh every decision they make to ensure a positive ROI is achievable. With Printing Industries Alliance you can get the industry information and business support you need AND put money in your pocket. Read on to find out how!



## Check out these Real Life ROI Examples from 2015

PIA Member	ROI %	Dollars Saved
Metro NY Printer	3,097%	\$73,965
Albany NY Printer	3,368%	\$10,105
Long Island Printer	1,903%	\$28,570
Central NY Printer	1,811%	\$37,605
Northern NJ Printer	144%	\$1,004
WNY Printer	2,889%	\$227,396
Metro NY Printer	42%	\$500
Albany NY Printer	311%	\$3,287
Long Island Printer	1,420%	\$14,997
Central NY Printer	749%	\$11,948
Northern NJ Printer	94%	\$1,494
WNY Printer	1,500%	\$65,682

# How many of these services do you utilize?

**Member Benefits:** Take a moment to think about your own operation and how Printing Industries Alliance might be able to help in the area of:

## Human Resource Management

- "No Cost" phone consultation with attorney
- Legal consulting
- Handbook and policy development
- Crisis management
- Union avoidance
- Training
- Collective bargaining and labor relations support
- Annual Human Resource Conference
- Job bank and resume referral
- Wage, salary and benefit surveys
- Employment Practices Liability Insurance
- Employment Background Checks
- HR Listserve

## Environmental, Health and Safety

- OSHA/environmental audits
- Free OSHA training (24/7 in your facility)
- Permitting assistance
- EHS Conference, seminars and webinars
- Model policies and procedures
- EHS Listserve

## Achieve! Programming

- Achieve Customer Service Excellence!
- Achieve Marketing Excellence!

## Green Sustainable Printing Services

- Group FSC certification
- Chain of Custody consultation

## Lean Manufacturing

- Information, training and workshops
- Lean manufacturing assessments
- Lean Manufacturing Council
- Continuous Improvement Conference

## Insurance Programs

- Group Workers' Compensation – 20 to 40% savings on NYS Workers' Compensation Insurance
- PIA Employee Benefits (health, disability, life, etc.)
- Teladoc
- 401(k) plans

## Government Affairs and Advocacy Services

- Representing the graphic communications industry in Washington, Albany, Trenton and Harrisburg on issues such as postal reform, sales tax, "Do Not Mail" and more.
- PIA Legislative Action Center
- PrintPAC



*With Printing Industries Alliance in your pocket, you have all the resources you need!*

## Buying Power Discounts

- New York State Workers' Compensation Insurance
- Employee Benefits
- OSHA Training
- Legal/Employment Law Services
- FSC Certification
- SSAE 16 Audits
- Safety/Industrial Supplies
- Constellation Energy Services
- Credit Card Processing
- FedEx Express & Ground
- Commercial Collection Fees
- Experian Credit Reports
- Shop Towels & Uniforms
- Employment Background Checks
- 401(k) Administration
- Xerox Equipment
- Printing Industries of America Programs and Services

## Credit & Collection Services

- Printing Industry Credit Bureau collection services
- Slow Pay – online credit reporting service
- Experian credit reports

## Newsletters, Bulletins, e-Newsletters

- PIA *Signature*
- PIA *e-Signature*
- *The Magazine*
- Economic Flash Reports
- HR Updates

## Training, Seminars, Conferences, Workshops

### Print Access

- Online Print Buyers directory featuring PIA members exclusively

## Complimentary Membership in Printing Industries of America

- iLearning Center
- Premier Print Awards
- Peer Groups
- Environmental, Health and Safety services
- Economics and Industry research
- Technical assistance hotline
- www.printing.org
- Listserves
- Conferences, Workshops, Training and Webinars
- Technical consulting
- Government Affairs & Advocacy
- Benchmarking
- Books, Publications and Reports
- Job Bank
- Quality and process control products
- Laboratory services
- HR Services

## Printing Industry Support

- Choose Print
- Print Grows Trees
- Two Sides
- Value of Print
- Print Drives America

# Printing Industries Alliance | Return on (Your Industry) Investment

## Printing Industries Alliance Membership Return on Investment

Like any business decision, your membership in Printing Industries Alliance should be evaluated based on assessment of your potential Return on Investment for your dues dollar.

Of course, every membership needs to take into consideration intangible benefits including networking opportunities, fellowship with other graphic communications firms and having a trusted confidant at the PIA office to discuss business issues with. However, at the end of the day, an organization needs to be able to show concrete, real dollar value to its members.

The following ROI examples are based on four company sizes: \$1 million, \$5 million, \$10 million and \$20 million in annual sales, with the assumption that the programs/services illustrated will be utilized. All examples of member savings are real life examples and can be documented.

These ROI examples illustrate real dollar savings that are achievable but do not take into account intangible benefits that are also available through membership.

ANNUAL SALES	SERVICES	ANNUAL MEMBER SAVINGS
<b>\$1,000,000</b>	<ul style="list-style-type: none"> <li>Safety Supplies ..... \$400.00</li> <li>Credit Card Processing ..... 500.00</li> <li>FedEx Shipping ..... 700.00</li> <li>Experian Credit Reports ..... 100.00</li> <li>Commercial Collection Fees ..... 150.00</li> <li>Xerox Versant 2100 Purchase ..... 2,500.00</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Real Dollar Savings:</b> ..... <b>\$4,350.00</b></li> <li>Return on (Your Industry) Investment: <b>497% ROI</b> ..... \$3,618.00</li> </ul>	
<b>\$5,000,000</b>	<ul style="list-style-type: none"> <li>Free Employee Handbook ..... \$1,500.00</li> <li>Free 1-day OSHA/Walk-through and Safety training ..... 1,000.00</li> <li>FSC Certification ..... 1,700.00</li> <li>Publication – “Survey of Management Information Systems” (<i>Free to members</i>) ..... 250.00</li> <li>NYS Workers’ Compensation Premium Savings ..... 6,000.00</li> <li>Savings on iLearning Center Subscription ..... 600.00</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Real Dollar Savings:</b> ..... <b>\$11,050.00</b></li> <li>Return on (Your Industry) Investment: <b>342% ROI</b> ..... \$8,542.00</li> </ul>	
<b>\$10,000,000</b>	<ul style="list-style-type: none"> <li>Savings on 401(k) Administration ..... \$1,000.00</li> <li>Best Workplace in America Registration ..... 300.00</li> <li>Purchase 2 Ratio Study Volumes ..... 540.00</li> <li>Free Attorney Consultations on Human Resource Matters ..... 2,000.00</li> <li>Sales Tax Guide for Printers (<i>free to members</i>) ..... 400.00</li> <li>2 Days of Free OSHA Training ..... 2,000.00</li> <li>SSAE 16 Data Security Audit ..... 3,800.00</li> <li>Constellation Energy Savings ..... 10,000.00</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Real Dollar Savings:</b> ..... <b>\$20,040.00</b></li> <li>Return on (Your Industry) Investment: <b>435% ROI</b> ..... \$16,296.00</li> </ul>	
<b>\$20,000,000</b>	<ul style="list-style-type: none"> <li>2 days of Lean Manufacturing Consulting and Training from Printing Industries of America ..... \$1,000.00</li> <li>Members savings on purchase of Xerox iGen ..... 5,000.00</li> <li>1-1/2 days to certify lift truck operators to National Safety Council Standards ..... 1,500.00</li> <li>Member pricing for assistance in Updating Air Permit ..... 1,500.00</li> <li>Printing Industries of America Web and Digital Press Test Forms ..... 600.00</li> <li>Member savings on “Survey of Mailing Software” (<i>free to members</i>) ..... 250.00</li> <li>Free Attorney Consultations on Human Resource Matters ..... 2,000.00</li> <li>Attendance for 2 at Annual PIA Continuous Improvement Conference ..... 1,000.00</li> <li>New York State Workers’ Compensation Premium Savings ..... 25,000.00</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Real Dollar Savings:</b> ..... <b>\$37,850.00</b></li> <li>Return on (Your Industry) Investment: <b>593% ROI</b> ..... \$32,390.00</li> </ul>	

All “Member Savings” numbers referred to above are documented real life examples of savings achieved through Printing Industries Alliance Membership. Unless restricted by geography or size, all buying power services are available to all PIA members. Your company’s savings depends on the services utilized and could be greater or less than the numbers displayed above



# ROI | Response Form

I am interested in how PIA can help my firm in our everyday operation. Please provide more information on the following services:

- Human Resource Management Support
- Environmental, Health and Safety Services
- Buying Power Discounts
- Insurance Programs
- Achieve Customer Service/ Marketing Excellence
- Green Sustainable Printing Programs
- Lean Manufacturing Support
- Credit & Collection Services
- Government Affairs and Advocacy
- Newsletters, Bulletins, e-Newsletters
- Training, Seminars, Conferences and Workshops
- PrintAccess
- Complimentary Membership in Printing Industries of America
- Printing Industry Support

YES, I am interested in more information

\_\_\_\_\_  
Company

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Web Address

Please return to PIA by fax to (716) 691-4249 or scan/email to [tfreeman@pialliance.org](mailto:tfreeman@pialliance.org). Contact PIA at (800) 777-4742 or visit [www.PIAlliance.org/benefits/buying-power-discounts](http://www.PIAlliance.org/benefits/buying-power-discounts)

Questions / Comments: \_\_\_\_\_  
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