



Canadian Printing Industries Association

Representing Employers in the Graphic Communications Industry across Canada

MEMBERSHIP BEGINS WITH YOU!



What is the CPIA?

Who We Are The Canadian Printing Industries Association (CPIA), founded in 1939, is a national association comprising members located from coast to coast. We are dedicated to the advancement of the pre-press, press and bindery industries.

We promote the interests of all members by providing government relations, networking opportunities, member services and benefits.

Why join? Membership in the CPIA offers many benefits including software discounts, training, resources, privileges, strength in numbers, access to industry information and much more...

Through CPIA you will have access to ratio studies to benchmark your performance as well as access to market studies to provide insight into planning for the future.

As a member of CPIA you are part of the 12th largest manufacturing industry in Canada.

Core offer In partnership with regional and international printing and imaging associations, CPIA has four core functions:

- **Government relations**
- **Networking**
- **Industry information**
- **Providing member benefits and services**

Even more benefits inside

Industry Testimonials

'Reductions of 15-20% on such software titles as Adobe Creative Suite and Enfocus Pitstop saved the The Lowe-Martin Group well over \$1,000 last year alone!'
Ward Griffin, President, The Lowe-Martin Group, ON

'Membership enabled us to save an average of 30% on training materials. Even more important, there isn't another educational source equal to Printing Industries of America for these types of products.'
Jeff Taylor, GM & Chief Operating Officer, Hemlock Printers Ltd., BC

'In our first year as participant in CPIA's fuel discount program, we saved over \$1,200 on our gas purchases!'
Sean Murray, President/CEO, Advocate Printing & Publishing, NS

'Pazazz has committed to contributing every year to the Canadian Printing Industries Scholarship Trust Fund as we are passionate about the future health and prosperity of our industry. CPIA not only provides tools, benefits and support for existing printers in the market but also, through the Scholarship Trust Fund, they help the most talented young people enrolled in graphic arts management and technical programs become the next generation of skilled printers.'
Warren Werbitt, Founder and CEO, Pazazz Printing, QC

'In an era of tight labour markets and challenges in finding good people to join our industry, we believe that the Caliper program offered through CPIA provides us with the additional tools to make the right hiring decisions, and the savings we incur in this CPIA program alone go a long way in offsetting our CPIA dues.'
Curwin W. Friesen, President, Friesens Corporation, MB

'We have used the Apple discount program on a number of occasions and each time we have found the service to be efficient and the discounts have saved us thousands of dollars. We also offer this program to our employees as an added benefit and they too have taken advantage of it. My membership in CPIA is the only reason that we have been able to access these savings.'
Dean McElhinney, General Manager, Unicom Graphics, AB

'My membership in CPIA also provides me with membership in the Printing Industries of America and that has given me the opportunity to belong to a Print Executive Group. I attribute much of our companies' success during these last few years to belonging to this group. I have been able to network with businesses of like size from across Canada and the US and this has simply been invaluable.'
Grant Menzies, Owner, Menzies Printers, AB

CAN YOU AFFORD NOT TO JOIN?

So much more:

Advocacy & Government Relations

CPIA has for many years been the industry voice in Ottawa. Over the years many successes have been achieved including influencing the NAFTA agreement and the printing of Canadian postage stamps in Canada.

CPIA works directly on industry specific issues with other groups such as the Canadian Manufacturing Coalition and the Canadian Chamber of Commerce on manufacturing and business issues.

Issues that CPIA has been involved in more recently include: the Canada Post strike and back to work legislation, Bill C-14 as it applies to the international remailing industry; Canada Post Strategic Review; the 2011 Federal Budget; Capital Cost Allowance; Credit issues for business and Heritage Canada subsidies to publishers having books printed outside Canada.

Networking

Through our regional associations (FARAs) across the country members are able to access local seminars, awards events, dinner meetings and golf tournaments among other opportunities to meet with one's peers.

Industry information

CPIA annually publishes the Industry Profile which summarizes the state of the industry in Canada. Shipments (nationally and by province), exports, the Canadian economy are all covered in this brief but informative report.
(www.cpia-aci.ca/industry-information)

Member benefits and services

As a full CPIA member you are eligible for a variety of benefits and services including but not limited to member discounts for products from Apple and Adobe, Merchant Visa, Mastercard and Interac services, employee group benefits and access to Printing Industries of America benefits.

Our new trial membership offers new members a selection of benefits at a one-time special rate. Contact CPIA for complete details about full and trial membership offers.

The Canadian Printing Industries Association and Printing Industries of America

ONE MEMBERSHIP, TWICE THE BENEFITS



CPIA Membership Benefit Programs All of the membership benefit programs covered below are available exclusively to all CPIA full member firms in good standing as well as to their employees. Membership in Printing Industries of America, the largest print association in the world, is included in your CPIA membership. Trial members receive a selection of these benefits. To obtain additional information about these programs, how to access them or to enroll as a full or trial member, please contact CPIA at 1-800-267-7280 or by e-mail at info@cpia-aci.ca.

GROUP INSURANCE PROGRAM

A cost efficient group benefits program is available to CPIA member firms at competitive premium rates with more liberal insurance contracts and expert advice. Such a program is vital to the recruitment and retention of high caliber employees.

- Group life insurance
- Dependent life insurance
- Accidental death & dismemberment insurance
- Short term disability insurance
- Long term disability insurance
- Health insurance
- Dental insurance

For additional information contact the CPIA.

CALIPER

Whether you're drafting new players or coaching your current bench-strength, the Caliper Profile gives you the insights you need to build a winning team.

Even for Pro Sports teams, finding a talented player who is a good "fit" for the team can be tough.

Now CPIA members have access to the same in-depth assessment tool that teams in the NHL, NBA and MLB use to draft their most talented athletes.

CPIA will get the Caliper Profile at the reduced rate of \$550 per assessment, a 23% discount off regular advertised rates. For more information call: 1-888-701-0069

PAYMENTECH CANADA

A complete Merchant Services Solution with preferential rates on VISA, MasterCard and Interac services

- Low VISA, MasterCard and *Interac* rates
- Application fee waived
- Deposit all your card transactions directly to your bank of choice – with no additional fee charged by Paymentech
- Competitive point-of-sale terminal pricing

PETRO-CANADA

Discounts on gasoline, diesel, car washes & CERTIGARD parts & labour

- 2.4 cents per litre discount on monthly gas and diesel purchases (min. 150 litres per month)
- 5% discount on repairs and services at CERTIGARD locations
- 20% discount on car washes
- SuperPass – the one card solution for ultimate security and control features
- A coded SuperPass commercial credit card application available from CPIA

PARK'N FLY CORPRATE PROGRAM

A 25% discount on outbound airport parking is available in Halifax, Ottawa, Toronto, Edmonton and Vancouver and a 15% discount at Calgary for business and personal travel.

- Earn up to 250 Aeroplan miles with every parking transaction
- 24 hour "minutes away" bus transportation to and from airport terminal(s) at all locations, including luggage assistance
- All locations offer quick, computerized check in/out service and/or automated pay stations
- Secure, well-lit lots with guaranteed parking
- The CorpRate program offers a significant discount on regular rates so that companies can reduce their overall parking costs – see www.parknfly.ca for current regular rates

SELECTCOM INC.

Selectcom is a 100% Canadian, privately held, full-service integrated service provider operating across Canada.

- Business and residential long distance phone rates as low as 2.9 cents/minute within Canada (24/7)
- Local business line service starting from only \$29.95 per line
- Lower, guaranteed U.S., international and domestic rates available only through CPIA
- Voice, fax, modem, cellular, toll-free 800, travel card and teleconferencing
- Pay your invoice by mail, telephone/online banking or by pre-authorized credit card or bank account payment

Contact 1-877-567-3300 x 106 or email pmacdonald@selectcom.ca

APPLE:

Apple and the Canadian Printing Industries Association bring you a special program. Now you can save up to 17% on the latest Apple products and accessories.

Program Benefits:

- Special member pricing on Apple products
- Exclusive promotions
- Complimentary shipping on all orders over \$75
- Free engraving on all new iPod models
- Mac customization

Discounts:

- Mac Hardware — save up to 8%
- iPods — save 6%
- Apple software — save 17%
- AppleCare — save 12%

Visit www.apple.ca/cepp/cpia or call 1-800-MY-APPLE

BUDGET RENT-A-CAR

Details are available once you become a member.

BENEFITS AVAILABLE FROM THE PRINTING INDUSTRIES OF AMERICA

Member discounts on a variety of products and services.

These include:

- ADOBE Creative Suite 4 Premium software at a 15% discount off the retail price
- FEDEX international, express and ground shipping at savings of up to 20%
- More than 25% off standard rates on in-house laboratory services
- From 30-50% off on standard pricing for custom training programs & workshops
- \$400 off standard pricing for conferences
- Access to Printing Industries of America industry-relevant publications
- Printing Industries Press books provide a wide array of English language titles on virtually any topic in the print and graphic communications industry
- Printing Industries of America: The Magazine
- Membership to the Digital Print Council

For additional information on Printing Industries of America benefits, contact the CPIA office or visit www.printing.org

New in 2011 – Trial Membership!

CPIA is now offering a Trial Membership program. For a one-time low fee Trial Members will receive a complimentary electronic copy of VISIBILITY – our \$225 Tactical Branding Toolkit as a special enrollment gift and access to one Printing Industries of America product. Trial members will also be entitled to receive a selection of CPIA benefits. Join CPIA now as a trial member and get:

- Advocacy
- Fuel Discount Program
- FedEx Discount
- Park'N Fly CorpRate Program
- SelectCom Telecommunications Discount
- Member Discount for CPIA events and products
- CPIA newsletter and email blasts
- Visibility for your company through the CPIA WebLink program
- Networking
- CPIA Member Directory
- Budget Rent-A-Car Discount

If you want even more value for your money, join CPIA as a full member and get all the benefits listed above plus:

- Full Printing Industries of America Benefits including access to website, technical hotline, publications, The Magazine, and member discounts
- Merchant Visa, MasterCard and Interac Services
- Employee Group Benefits
- Caliper Profile Discount – HR tool
- Apple Discount
- Adobe Discount
- All Location Access

CAN YOU AFFORD NOT TO JOIN?

For more information contact:

Bob Elliott, President

Cheri Nixon, Executive Assistant



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