



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

www.ipma.org

Thursday, July 23, 2009

Check Out IPMA's Newest Member Benefit!

IPMA has just finalized an Educational Distribution Agreement with InfoTrends, the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry.

"IPMA is very pleased that we can offer our members a discount on such a wide range of industry tools and e-learning opportunities," explains IPMA President Debbie Pavletich. "These resources should prove extremely valuable for in-plants in growing their operations."

Under the agreement, IPMA members will be able to purchase reports from InfoTrends' robust library at a 10% discount directly through the IPMA Web site.

[Learn more ...](#)

In addition, InfoTrends' e-Learning course offerings can now be purchased through IPMA's Web site.

[Learn more ...](#)

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Australian In-Plant Reveals Big Surprises "Down Under"

Deep down within the bowels of the ugliest building in Sydney exists



How Is the Economy Impacting Shops?



"We're actually experiencing some positives as a result of the severe economy. Turnover is down. Investment in our in-house operations is up. Our various subsidiaries are under considerable pressure to cut expenses, so they're taking a hard look at outside printing and mailing traditions and deciding to partner with us to bring the work in. So far we've had no problem absorbing this work, although we have encountered some technical barriers. We are generally viewed as "innovative" at a time when cost-cutting ideas are appreciated. Also, our company has a long standing tradition dating back to the Great Depression of not letting folks go during economic downturns. This commitment to our employees, our local economy, and to investment in equipment, matched with a desire to reduce outside (particularly non-local) printing expense puts us in an ideal position to contribute. Regarding 2010, I believe this

motivational slogans. A sense of purpose and harmony engulf the casual visitor.

Behind the fishbowl windows like those of a fine dining restaurant, you see the energetic staff of Robert Mascarenhas working undeterred, demonstrating their finesse and skills.



But its appearance is just one of the surprises within this predominantly digital print facility.

[Read and See More ...](#)

View this Week's Print MIS Webinar

IPMA Members have access to a variety of IPMA Webinars on topics including:

Print MIS
Centralized Copier Systems
Tips for Thriving in a Down Economy
4-Color Digital Print Systems



You must login to gain access to the member- exclusive page.

[View webinars ...](#)

Albuquerque Is Site of IPMA 2010



Ranked the second most affordable vacation destination in North America by AAA in 2008!

Photo credit: Rob Behrmann

departments are cutting back on their orders, we are receiving more of the orders rather than the order being sent to a commercial shop.

The campus staff is realizing that we are faster, cheaper and better than a commercial shop and the money spent on campus stays on campus.

Although this year we will be furloughing more staff we are planning for a profitable year."

"My small shop won't be too severely impacted the remainder of this fiscal year (through July 2010). Our administration tells us that they have been planning for lean times for the past year or two, so they're as prepared as they could be.

What this means for me? It appears as though I won't be able to purchase a couple of pieces of equipment I had been hoping for. So at this point, I'm expecting status quo through July 2010.

Fiscal year 2010-2011 looks as though it could be a bit worse. Possible furlough days to save \$'s, some loss of jobs around campus (although not in my area because it's just me and a graphic designer), and our volume might decrease if departments cut back on their printing budgets. A lot is up in the air right now."

"We are not really seeing any change. Our economy has weathered the storm better than most. Next year may be a different story as universities are affected by what happens in Asia. If their economies do not hold up very well, this will equate in less students venturing into our universities. Less students mean less readers