



The print trade association that ensures its members:

Excel by expanding their new business horizons

Grow using targeted member collaboration

Adapt to ever evolving market forces

Thrive through mutual support

To take advantage of the services listed in this brochure
please e-mail **info@ipia.org.uk** or call **01785 253 796**

Contents

Connect. Inspire. Amaze

- Dedicated to raising the tide for print **p3**

Sourcing clients and suppliers

- Strengthening members sales and supply strategy **p4**

Marketing Support Services

- Working hard to raise the profile of our members **p5**

Specialised Arbitration Service

- Finding a resolution to intractable disagreements **p6**

IPIA Business Support Helpline

- Tailored expertise to help you not just survive, but thrive **p7**

Professional credit information and checking service

- Make the right decisions **p8**

Specialist Print Insurance Services

- Just the right size of umbrella for your rainy day **p9**

Debt Recovery Services

- Get back what is rightfully yours **p10**

Utility Sourcing

- Ensuring members improve their bottom line **p11**

Specialist mail logistics

- Getting your shipment there on time and on budget **p12**

Business Intelligence

- Information is power **p13**

Training designed by and for our industry

- Supporting your staff to excel **p14**

Print and Technology Sourcing

- Driving new customers to our members **p15**

Tender and Bid Support

- Ensuring members communicate their value **p16**

EPIC

- Putting print back at the core of integrated communications **p17**

IPIA Certification

- Ensuring excellence and compliance - creating confidence **p18**

VAT Advice Service

- Drawing a clear map for members to navigate the tax jungle **p19**

Thank you to our sponsors

- Raising the tide for print **p20**

Connect. Inspire. Amaze

Dedicated to raising the tide for print

Formed in 1990 to strengthen the relationship between industry buyers and suppliers, the Independent Print Industries Association (IPIA) is a not-for-profit organisation. Its goal is to enable member business growth through mutual support and targeted cooperation and to promote print to the wider market of buyers in brand and agency.

The membership falls into three groups:

- **Trade Buyers** - Print management companies, designers, marketing agencies and any other professional buyers and resellers of print and related services
- **Trade Manufacturers** - Printers, finishers and related production businesses who offer a trade service to buyers and re-sellers of print
- **Associate Partners** - Suppliers of print, finishing, and software technology as well as consumables and service providers to the commercial print industry

We grow the membership in a controlled and sustainable way so that all can collectively benefit through mutual support and cooperation.

Our Core Values – Delivering an ROI

To give our members a return on their subscription investment through:

- The creation of direct sales opportunities and by facilitating entry into new markets for their products and services.
- A range of member benefits that take cost out of their business, provide services to them specialised for the print industry and ensure their long-term business health.

The IPIA is passionate about delivering ongoing value, support and counsel through a comprehensive range of benefits, services, events and publications specifically tailored to fully support the differing needs of its members.

The IPIA Secretariat and Council work hard to make sure every member big or small is pushed to take advantage of all relevant core member benefits and then presented with the specific suite of opportunities to aid business growth appropriate to them.



INNOVATION



INTEGRITY



PASSION



PEOPLE

Sourcing clients and suppliers

Strengthening your sales and supply strategy

Key to the value of IPIA membership is access to a comprehensive range of ground-breaking conferences, premium networking events, leading trade exhibitions, specialist award schemes, and associate member events. A full list and dates of which can be found on the IPIA website or obtained by e-mailing info@ipia.org.uk.

The goal for each member is to specifically provide them with a highly qualified and energetic business network to connect with, and be supported by, with deep roots in the commercial print industry.

We work hard to connect companies and individuals to the membership and to the wider industry through platforms such as our premium member-content only trade magazines Innovation in Print and Marketing — which is distributed across the entire print and graphics industry — and Spark, which is widely circulated to marketeers.

This portfolio both ensures members are meeting new prospects on a personal basis to build long-term relationships, while also consistently showcasing service and business offerings to the entire supply chain.

Marketing Support Services

Working hard to raise the profile of our members

Member news is showcased quarterly in our members-content only magazine Innovation in Print Media and Marketing as well Spark, which together go out to a comprehensive database of businesses across commercial print and marketeers in brand and agency. We also take syndicated columns from members at no extra charge, as part of their base membership package.

Spark magazine is part of our EPIC initiative and is a place to showcase innovation and case studies that support the use of print in integrated marketing. We encourage all our members to send us unique and engaging content that will inspire marketeers to re-engage with the print industry, and when they do, to make their first point of contact the IPIA—which can advise and recommend partners and suppliers from the association's certified membership.

In addition, we support members with PR and copy-writing services as required and distribute this content to other industry and market relevant publications.

Additional marketing support services:

- E-mail and direct mail campaigns
- Social media advocacy and consultancy
- SEO consultancy and support through IPIA website linking
- Profile building and product sourcing through IPIA.org.uk
- Subsidised presence at trade exhibitions and industry events
- Support through connections to other specialist trade associations that fall within the umbrella of the Graphic Print Media Alliance (GMPA)



Specialised Arbitration Service

Finding a resolution to intractable disagreements

Do any of the below sound familiar?

Your client is not paying your invoice because:

- The job was not printed in the correct colour
- The paper is not the same as the previous sample and the quality is not as required
- Heavyweight paper grammages are not running through their printer as specified
- They claim you missed the launch date and the print was no longer required

There are many others... That is why the IPIA have teamed up with Consultants in Print to provide an arbitration service to IPIA members to help them resolve any disputes with their clients over the rejection of printed jobs.

Often disputes with customers can be a lengthy process; they cause ill feeling and financial stress, the lack of payment also often causing financial and supply issues with your own suppliers. The IPIA Arbitration Service provides a truly independent arbitration process, solution whereby, if both parties agree to abide by the decision of an independent arbitration process, issues can be quickly resolved.

What is Arbitration?

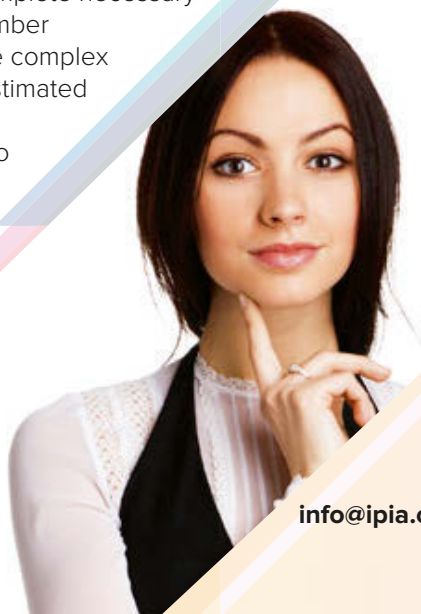
Arbitration is a method of resolving disputes without using litigation and a court process. It is particularly effective for resolving smaller, less complex disputes between printers, print managers and their clients.

How does it work?

Prior to evoking the service, both parties agree that they will abide by the decision of the Independent Arbitration Service and sign an arbitration agreement. Both parties then provide a statement of their stance concerning the dispute. A report is then prepared based upon the facts together with a decision award. The decision of the arbitration is final, and no appeal is possible.

How much does it cost?

A basic arbitration, based upon the complete necessary information being provided, is at a member subsidised rate of £500+ VAT; for more complex cases a fee quotation, based on the estimated time and expenses involved, will be provided. Taking the arbitration route to solving disputes can bring you peace of mind and resolve those difficult payment issues and avoid the cost and stress of a court battle.



IPIA Business Support Helpline

Tailored expertise to help you not just survive, but thrive

Whether you require a guiding hand on a new business venture or a second opinion on a long-term deal, the IPIA Business support Helpline offers members immediate, unlimited access by telephone to expert tailored advice.

The helpline is available between 9am and 5pm Monday to Friday (excluding public holidays). There is no limit to the number or length of calls you can make. Areas of advice:

- Employment and Personnel
- Health and Safety
- Tax and VAT
- Payroll
- Commercial and contract law
- Landlord and tenant issues
- Company Law
- Consumer protection and licensing
- Copyright and patents

***IPIA Business support
Helpline:
0844 755 0560***



Professional credit information and checking service

Empowering members to make the right decisions

More than ever your business demands up-to-date, comprehensive credit information and this member benefit is designed to act as an extension of your credit control department, helping you to make informed decisions.

What is ICSM?

ICSM is a specialist provider of commercial payment performance data along with other commercial credit management services catering specifically to the printing, packaging, office stationery and graphic arts industries. ICSM are known especially for their abilities to track and alert members of potential rogue debtors allowing them to make informed decisions about whether a potential customer might be such a rogue whose speciality is obtaining free goods or services from an unsuspecting supplier.

As is to sadly often the case, some businesses are quite expert at avoiding/delaying payment for supplies cynically. With ICSM's services you can identify these companies before they become a weight around your neck.

You can't always tell just by looking at a traditional credit report. The rogues often have an excellent 'conventional' credit rating. If they don't pay suppliers for goods or services, you would expect them to have plenty of money, wouldn't you? Hence often a nice healthy credit score.

All 'proprietary' information sent to ICSM remains anonymous and done so on an individual voluntary basis. Suffice to say, most people want to "scream from the rooftops" when their account facilities are being deliberately abused. They can with ICSM and know that it will remain confidential.

ICSM clients also receive much more than is available from the traditional credit report company's.

IPIA subscribers have full access to the ICSM system, which includes: -

- Membership of the unique ICSM credit community and access to community data
- Your individual login to the ICSM website
- ICSM 'Safetynet' UK LTD/Non-Limited Credit Reports
- Free ICSM Legal Letters which include: Final demand, Breach of Contract, and Account Overdue
- Customer monitoring against credit community data received and public record information
- 12-month monitoring and notification facility for all checked companies
- Trained ICSM Credit Consultants for help and advice on credit control and debt recovery
- Access to ICSM specialist Debt Recovery Services
- 25% discount on ICSM Equifax, UK Company, Consumer, and International Credit Reports

Specialist Print Insurance Services

Just the right size of umbrella for your rainy day

IPIA members benefit from a 10% premium discount on Printcover+, which provides comprehensive print industry specific insurance with the all-important extensions available for printers who install signage as part of their services portfolio.

A traditional print policy does not include installation, therefore for printers expanding into wide-format inkjet printing and graphics installation this cover is essential.

- The Printcover+ policy includes:
- Public, Products & Employers liability
- Business interruption, Stock in trade
- Goods in transit,
- Machinery and plant
- A range of specialist and bespoke print extensions

Legal expenses cover is included too, covering contract and tenants disputes, tax investigations and employment disputes.

About the provider:

Real Insurance is an independent business founded in 1976. It employs quality people, who together have over 400 years of experience in the Insurance sector.

Although independent it partners within the Bluefin Network. Bluefin is owned by the Insurance giant Marsh and has a combined turnover of £10bn. As a member of the network it has access to their large panel of insurers and, through their buying power, excellent rates and cover for its customers.

**Printcover+ helpline:
01623 397 300**



Debt Recovery Services

Get back what is rightfully yours

ICSM UK and International Debt Recovery offer a service that sends all the costs directly to your debtor. Having worked with IPIA members for many years, It knows their debtors and their idiosyncrasies better than anyone. They specialise exclusively in the print, packaging, and graphic arts sectors.

ICSM provides both UK and International consumer and commercial debt recovery services to a range of organisations, large and small, national and international. Their services also include tracing and Land Registry searches.

Key to working with ICSM is its fundamental understanding and appreciation of the value of calling in debts, whether it is to free up capital or to show your customers you are not there to be walked over. Do not let someone else's insolvency, irresponsible behaviour, or cynical debt avoidance cause you or your business to suffer.

ICSM will retrieve your money as quickly and efficiently as possible and if it feels that legal action is the most appropriate way forward, it will ask for your consent before any legal proceedings are to take place.



Utility Sourcing

Ensuring members improve their bottom line

Searching for the best commercial energy and telephony deal can be a very time consuming and frustrating project. Working in partnership with Alan Bradbury and his team at Buying4You, they will source the best gas, electric and telephony packages available to suite your specific requirements. Alan is a procurement specialist who's experience includes over 25 years in procurement at Cadbury's.

Telephony

Reductions in costs for landline telephones are achieved through reducing both call costs and line rental charges and the process does not require new telephone numbers.

Savings vary depending on previous work carried out, but was 24.5% of the last £310,000 bills analysed.

Gas and Electricity

Working alongside Independent utility consultants, Alan's team ensure IPIA members receive competitive contracts. Given the volatility of gas and electricity prices, energy procurement has become a complex task of knowing: When to buy, for how long, and from which supplier

The process:

IPIA members e-mail a copy of a recent bill to the enquiries@buying4you.co.uk and the team complete an analysis and call to confirm the overall annual savings available.

The team then arranges an appointment to present the findings and complete paperwork (contract) and DD mandate.

Specialist mail logistics

Getting your shipment there on time and on budget

The IPIA have teamed up with IPIA member Mosaic Fulfilment Solutions and UK Mail to offer you the IPIA Logistics Member benefit.

Industry leading rates for all parcels up to 31.5kg in weight are available to IPIA members irrespective of the volumes shipped and all prices include fuel surcharge and are both for business (B2B) and home address (B2C).

Preferential rates are also available for packages up to 31.5kg despatched to: London congestion charge zone, Scottish Highlands and Islands, Northern Ireland, Eire, Isle of Man, Isle of Wight, and the Channel Isles.

Our industry leading rates are for next day delivery which is currently running at 99% delivered before 17.00hrs the next day.

Special Rates too are available for guaranteed next day delivery.

- Flexible shipping capacity – from van to 44 tonne vehicles
- Pallet rates are available
- Track and trace including email and text alerts for recipients
- Daily collections
- Software installed on your site
- Payment 30 days from invoice
- Maximum length of parcels – 2.5m

*Rates subject to change, please contact the IPIA team for the latest costs.



Business Intelligence

Information is power

It's not just about what you know - who you know certainly helps too. Working with our associate members and partners we offer industry insights and knowledge sharing, around best practice, new product releases and general industry news.

If you want to know what is going on both in the membership and the wider industry, then our regular newsletters and publications are essential reading and act as a voice for the membership to promote innovation and great service to the entire print and graphics community.

Through our Graphic Print Media Alliance (GPMA) membership we also work with all the industry bodies to distribute information that can help you better understand the influences on our market and UK business in general.

Members can also access latest government bulletins, Royal Mail reports and a host of other useful information through the members area on the website.

Training designed by and for our industry

Supporting your staff to excel

Our training offering is based around supporting sales, marketing and leadership in an industry that has traditionally been production led.

Many companies struggle to adapt to a market where value add and service are the key selling points to ensure businesses survive and thrive, so with our partners we offer a range of courses that can help develop a culture of strong sales and marketing.

From telesales appointment making and time management for front line staff, through to marketing strategy and leadership for directors and senior managers, these courses and our supporting partners have been chosen to deliver results and make an impact on both the individuals and company success.

Courses are held at a variety of locations, or recommended consultants will engage directly to deliver these courses on site.

We can also assist in finding relevant Government funding through our partners.

Supporting member diversification with Antalis

The IPIA has partnered with the Antalis Academy, a centre of excellence for digital printing and technology based in Coalville, Leicestershire. The Academy is a unique training facility offering the industry hands-on workshops to help businesses upskill, diversify and grow in both small and large-format digital print.

Dates and costs for courses and training sessions can be found at digital2business.co.uk/antalis-academy/

IPIA Members receive a 30% discount on all courses booked at the Academy.



Print and Technology Sourcing

Driving new customers to our members

The IPIA is known throughout the print industry as the place to go to get advice and referrals for trade production. We know that our diverse membership ensures we can find and refer suppliers for print, packaging, large format, signage, mailing, marketing and any related industry services.

We are also specialists when it comes to helping our members source the right suppliers of print production and finishing equipment, workflow and MIS software, as well as consumable suppliers and ancillary equipment.

The IPIA is very careful about each and every associate it brings in so that members can be sure they are dealing with trustworthy suppliers who have their long-term business health at heart.

We extensively promote our members services to the wider print industry and perhaps more importantly to buyers of print and marketing services in agencies and in brands.

We receive numerous calls and e-mails asking us for advice and help and we use these enquiries as an opportunity to promote our members capabilities. We promote into vertical markets too to encourage buyers to engage with our membership in order to buy more efficiently.

The IPIA logo and certification also gives buyers confidence that the company they are dealing with has signed up to the strict code of conduct, which all members must adhere to.



Tender and Bid Support

Ensuring members communicate their value

Designed to help IPIA member dramatically improve their success rate when bidding for public and private sector contracts, we offer a complimentary tender support helpline. It supports members with any tender-related questions and with the evaluation of current contract opportunities.

- Do you need to evaluate your bid strategy and ability to win new contracts?
- Are you having a run of coming second in the awarding of tenders?
- Do you have lots of tender opportunities but not enough resources to complete them?
- Do you need someone to work on a specific tender submission but don't want the continued overhead once it is delivered?
- If the answer is 'yes' to any of these questions, then the IPIA can help.
- The IPIA, working with its partner Consultants in Print (CIP), has developed a special member-only service that aids in the preparation of documents for organisations to obtain tenders for the procurement of services to ensure they receive the best value at the most competitive rates.
- On an ongoing basis it can provide proposals, tenders and pre-qualification support on, or off, site as required; this typically includes:
 - Going through the pre-qualification questionnaire/tender instructions and planning the actions required to submit the tender on time
 - Collating feedback and input from key personnel
 - Developing a 'win strategy' for your bid that addresses both the explicit and the implied aims of your customer, and fully demonstrates the capabilities of your business to set your bid apart from your competitors
 - Establishing a list of suggested customer questions/clarifications if required
 - Information gathering and preparation to support bid response
 - Technology review and recommendations of any external partners which might be needed to support the bid
 - Producing draft response to all sections and questions providing method statements and screen shots to answer customer specific questions
 - Producing draft executive summary
 - Reviewing any amendments required and making changes
 - Reviewing and providing input into commercial proposition
 - Supporting the collation of fully completed documents ready for sending to customer

As part of the process CIP stays in regular contact with the member they are working with. This is in order to fully understand the unique aspects of the proposition they want to submit and to clearly convey its company's knowledge, experience and case studies relevant to the requirement.

EPIC – Everything's Possible; Integrated Communications

Putting print back at the core of integrated communications

A critical goal of the IPIA is to connect buyers with suppliers by providing the essential link between print and its markets.

EPIC is one of the few initiatives to promote print to market with no direct commercial agenda – instead the IPIA focuses on driving demand from the marketers and buyers who use our industries products and services

The flagship EPIC event is an annual conference that reaches out to the marketers in brand and agency to demonstrate how, when marketers integrate fresh approaches to print with imaginative brand strategies, data analysis, and digital channels they can achieve far better reach and impact for their clients.

Keynotes are experts from the marketing world who all advocate the importance of print as part of the marketing mix and over the years have included Rory Sutherland from OgilvyOne, Rita Clifton from Interbrand and Rafe Offer, former Global Marketing Director of Coca-Cola and Director of Global Marketing at The Walt Disney Company.

Other speaker sessions are taken by leaders in their fields such as Royal Mail MarketReach.

The Benefits for Members

Apart from buying subsidised tickets our members can apply to sponsor the event in a number of ways:

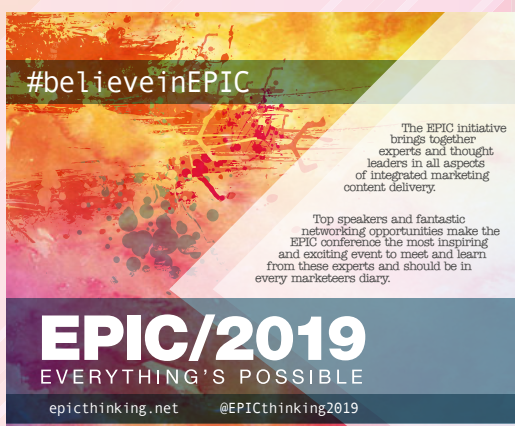
They can table host senior marketing officers from major brands and agencies large and small.

Demonstrate innovation in the five-minute speaker slots and apply to take space in the networking area called “The Exchange” where members have a booth displaying their product/solution.

Showcase their products and service to marketers in brand and agency through Spark magazine, which is a key tool in promoting the conference, in addition to the conference brochure. They are also able to advertise in both publications at heavily subsidised rates.

What does success look like?

- Marketeers leave the day with new knowledge of print's extraordinary, technology-led capabilities and an understanding of the benefits of working with IPIA Members
- IPIA members make great new connections with the potential to secure new business and drive growth through influencing buyers at the start of their planning process



IPIA Certification

Ensuring excellence and compliance - creating confidence

The purpose of the Certification scheme is to identify and verify the good business practice of IPIA members, making membership distinctive and more relevant. It is just one of many ways you can benefit from joining the Association.

1. Trade Print and Finishing Specialist

For the manufacturing members, the IPIA promotes the certification so that companies looking to outsource know that they will be dealing with exceptional trade service providers. Certification encourages professional buyers/resellers, both members and non-members within the industry to work with our production membership.

2. Trade Buyer

For professional resellers of print, print management companies, the certification will be a useful addition to their sales process, giving them a unique advantage as they grow their businesses in an increasingly competitive market. IPIA print managers will be able to assure clients that they belong to a professional body, have achieved their certification, and importantly, are supported by suppliers who are also part of the scheme; demonstrating excellence throughout the entire supply chain.

3. Associate Partner

Our associates will also be part of the scheme with the certification mark acknowledging that their service and products are best in class.

Promotion of the Scheme

The IPIA promotes this certification throughout the print industry and to the wider market of brands and marketers who buy our members products and services, giving IPIA members a unique advantage over non-members.



ipia

Connect | Inspire | Amaze

VAT Advice Service

Drawing a clear map for members to navigate the tax jungle

Zero-rating, single sourcing, charity concession, the package test, the 25% rule, cost apportionment, reverse charge.

Is this all jargon or important legal compliance and potential business-winning savings for your clients?

The IPIA VAT Advise Member benefit provides access to professional support covering the VAT treatment of all types of printed matter and associated services.

Support Helpline and Best Practice Guide

Our Best Practice Guide provides comprehensive support on a wide range of issues relevant to our industry, including:

- VAT basics, background and terminology explained
- VAT mitigation for printed matter and associated supplies
- Compliance, best practice administration and dealing with HMRC
- Charity relief and Extra Statutory Concessions
- Import and Export for EU and non-EU goods and services
- Frequently Asked Questions



The IPIA is deeply appreciative of the support from sponsors and would like to thank them for their assistance as we grow our projects, events, and initiatives, helping our members and the UK print industry thrive.

Each have solutions that represent the very cutting edge of technological advancement in our sector. Please do investigate what they have to offer your business and how they can support its long-term growth.



To take advantage of the services listed in this brochure please

e-mail info@ipia.org.uk

or call 01785 253 796

