



Printing Industry of Minnesota, Inc.

Contact:

Linda White

Printing Industry of MN, Inc.

651-789-5502

lwhite@pimn.org

October 9, 2008

FOR IMMEDIATE RELEASE

PIM PARTNERS WITH MIDWEST DIRECT MARKETING ASSOCIATION

St. Paul, MN – The Printing Industry of Minnesota (PIM) is excited to announce a new partnership with the Midwest Direct Marketing Association (MDMA).

This partnership brings together two organizations whose members have a vested interest in the future of print. The printing industry has been under fire in recent years with mailing restrictions and rising costs, the looming specter of Do Not Mail lists, and the advent of Print on Demand. While the industry has responded with Green initiatives, integrated marketing, and new and innovative technologies and materials, there are still many threats to the industry, as well as new ones on the horizon. PIM also sought to bring the print-buying members of MDMA into contact with PIM members for the benefit of both memberships.

The partnership will involve cross-promotion of events to each organization's membership, support at trade shows, and education opportunities. One of the first opportunities available to show this mutual support will be at the PIM Print Showcase in February 2009.

The Printing Industry of Minnesota is committed to the graphic arts communication industry. This partnership provides an opportunity for these two organizations to band together to promote the latest news and information for printers and print buyers. For more information about PIM, see the association's website at www.pimn.org.