

# Printciples

Support • Connect • Inspire

Having the right knowledge, connections and creativity is vital in today's market, so we wanted to introduce you to Printciples, a very special service that will add great value to your business and help you make the most of new opportunities.

This initiative will provide you with connections, new business opportunities, inspiration and ideas, in addition to showing that you support the graphics industry in which we all work.

The benefits of Printciples include:

- Expert advice on business issues such as finance, human resources, recruitment, the environment, marketing, PR, promotions, and more.
- The opportunity to attend – for free – a range of both dedicated and open networking events, which cover a selection of industry topics from making the most of variable data to selling digital, from how to go green to winning new customers. These events are informal and we try to match you with potential customers or other companies who you could partner with to benefit from offering more to customers.
- Access to a password protected area on our website that includes a friendly forum where you can air opinions, solve problems or get advice.
- This area also includes access to white papers, studies, research, guides and so much more.
- Free copies of our market and technology based knowledge handbooks, market surveys and reports, which will only be available to non Printciples for purchase.
- Business introductions that will allow you to pursue new opportunities or talk to new customers. Tell us what you need or what you want to achieve and we will connect you.
- Special offers, discounts and services exclusive to Printciples that will complement your business.
- Help with partnerships. Do you need design work? Would you like to add augmented reality to your print? Does your data need managing? Do you need an illustrator? A book binder? From our leading database of services, we can find you the right partner.
- Connect with companies in other areas and gain new business.
- The opportunity to join us for The Solutions Awards, roundtable networking, and other industry leading events at a discounted price.
- Have your logo displayed as a supporter of Print iT. Print iT is the biggest schools into industry initiative in the UK. You can be part of moulding the future of this industry and tick a big CSR box for your business.
- Use of the Printciples logo to show you are supporting print and the graphic arts.
- And, of course, you will get Print Solutions and its sister magazines for free, delivered to your door, all year long!

'So much! But, how much?' I hear you ask – all this and more for only £95 a year to register your business as a Printciple.

So join the growing list of leading companies who are the future of print.

Make sure you have the right knowledge, the right connections and the chance at the right business opportunities.

To sign up and become a Printciple simply drop an e-mail to [louise@earthisland.co.uk](mailto:louise@earthisland.co.uk) and we will be in touch.

Here's to the future and working together!