



## **PIA/GATF's New "*Let's Talk Print*" ([www.letstalkprint.com](http://www.letstalkprint.com)) Online Member Community Launches with Digital Printing Council Forum**

Sewickley, PA – February 6, 2007 – PIA/GATF members have a new platform from which to speak their minds as the world's largest printing association unveils *Let's Talk Print*, a new online community destined to be the premier "go to" internet resource for everything related to print. *Let's Talk Print*, which will cover all aspects of print for PIA/GATF members, launches with the DPC Forum ([www.dpcforum.com](http://www.dpcforum.com)), moderated by the Digital Printing Council. This first forum has been designated as the central place for PIA/GATF experts and members to exchange ideas, information, and the latest news on digital printing.

"*Let's Talk Print* and the DPC Forum exemplify PIA/GATF's aggressive member program development strategies for 2007. We are committed to making *Let's Talk Print* the next indispensable PIA/GATF resource for our members," says PIA/GATF CEO, Michael Makin.

"*Let's Talk Print* further extends our communications resources with members. GAIN.net, our popular, existing, website, is chock full of information and resources, but is not focused on facilitating two-way communications. *Let's Talk Print* will give all of us the opportunity to have more intimate and spontaneous dialog on any number of topics, on an as-needed basis," Makin adds.

According to Julie Shaffer, director of the DPC, the DPC Forum will feature discussion on business and sales topics, personalization and specific technical issue:  
"The DPC Forum on *Let's Talk Print* is a 24 hour-a-day gathering place. We look forward to seeing our members there!"

For questions or suggestions for *Let's Talk Print*, email: [letstalkprint@piagatf.org](mailto:letstalkprint@piagatf.org).

### **About Digital Printing Council**

The Digital Printing Council (DPC) is a premier program and, as of 2006, a core service of PIA/GATF (Printing Industries of America, Inc. and the Graphic Arts Technical Foundation), providing its members and the printing industry with informative tools and publications that are designed to help firms be more productive, efficient, and generate

more sales with new digital technologies.

For more information, please visit the DPC web pages on:

[www.digitalprintingcouncil.com](http://www.digitalprintingcouncil.com).

**About PIA/GATF**

PIA/GATF is the world's largest graphic arts trade association representing an industry with more than 1.2 million employees. It serves the interests of more than 12,000 member companies. PIA/GATF, along with its affiliates, delivers products and services that enhance the growth, efficiency and profitability of its members and the industry through advocacy, education, research and technical information. For more information about PIA/GATF visit <http://www.gain.net>.

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**Media Contact:**

Helene Smith

407-786-0040 tel

[smith@helenesmith.com](mailto:smith@helenesmith.com)

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