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For More Information
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PRIMIR AND PESDA FORM ALLIANCE

The Print Industries Market Information and Research Organization (**PRIMIR**) and The Printing Equipment and Supply Dealers' Association of Canada (**PESDA**), have formed an alliance. Through this alliance, all PESDA members become members of PRIMIR. Each will receive all PRIMIR research studies and will benefit from the other offerings of PRIMIR.

Evan Cambray, National Marketing Manager, Graphic Systems at Cascades Resources and President of PESDA said, "Responding appropriately to high-quality market intelligence will advance the prosperity of supplier operations. Graphic technology and consumable providers are a vastly understated component within the print supply chain. Healthy suppliers contribute tremendously to the competitiveness and sustenance of the Canadian graphic communications industries. Through access to PRIMIR research, the supportive role of PESDA towards suppliers will be greatly enhanced."

"Our alliance with PESDA is important for several reasons," said William K. 'Kip' Smythe, PRIMIR President. "First, it demonstrates the value of the research conducted by PRIMIR as PESDA has made PRIMIR a member benefit enjoyed by all PESDA members. Second, it provides PRIMIR with the valuable input on the Canadian market that will enhance the depth of our understanding of the North American market for print. Finally, it provides PRIMIR with additional research dollars to provide all members with more and better information."

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About PESDA:

The Printing Equipment and Supply Dealers' Association of Canada (**PESDA**) was formed in 1975 and has since grown in strength and membership as an essential part of strategic development for manufacturers, dealers and suppliers in the graphic communications industry across the country. PESDA also provides representation for suppliers to the Canadian Printing Industries Association (CPIA) in Ottawa and continues to provide members a forum in which to enhance their financial strength, professional business skills, training and education.

PESDA is committed to providing numerous advantages that will allow members to streamline industry operations, improve standards and be on the cutting edge of this highly competitive industry while promoting responsible and ethical business practices to better serve their customer needs in the graphic communications industry.

About PRIMIR:

The Print Industries Market Information and Research Organization (**PRIMIR**), provides in-depth research and analysis about the graphic communications industry to printers, dealers, and manufacturers of equipment, paper and other supplies. Formed in 2005 when the NPES Market Research Committee merged with GAMIS, PRIMIR annually provides its members with current, relevant market research and data and detailed information on graphic arts and related fields. Members also benefit from meetings, market research skills building, and robust networking opportunities. Recent research covered such topics as package printing, trends in printing processes and run lengths, the future of catalogs, electronic displacement of print, color proofing dynamics, and more.

For information about PRIMIR contact Jackie Bland, PRIMIR Managing Director at jbland@primir.org, or by phone at 703/264-7200, ext. 287. Information is also available at www.primir.org.

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