



# Stronger Together



*National Association of Graphic  
and Product Identification  
Manufactures, Inc.*

**Membership Opportunities**

“Management works in the system. Leadership works on the system.”

– Dr. Stephen R. Covey

Internationally respected leadership authority, family expert, teacher, organizational consultant, and author.



## Grow Your Business by Leading Your Industry

Ever-changing technologies, expensive labor, offshore manufacturing, and competitive pressure from digital imaging and globalization.

Sound like a crisis to you? Not to us.

GPI is a unique collaborative, an organization well positioned to recognize trends and meet challenges, and to build relationships that shape opportunity. **Our question to you: Are you waiting for these opportunities or proactively creating them?**

When you belong to GPI, you can forge relationships with senior level executives in our industry and create opportunities for your business. This is the core benefit of the GPI information network. And you can be a part of it, but only if you become a member.

- New trends, techniques, and technologies, balanced by market research and analysis, create money-saving and money-making benefits.
- Membership pays for itself in technical information, business management advice, marketing support, regulation updates, referrals, and more.

### Our Members

Our member organizations provide a vast array of services across the spectrum of the product identification and specialty graphics industry. Our members either manufacture or supply manufacturers within the broad classification of product identification, such as:

- Membrane Switches
- Overlays
- Touch Screens
- Instrument Clusters
- Front Panels
- Nameplates
- Labels
- Decorative Trim
- Man/Machine Interfaces
- Dials
- Scales

### 1951

GPI was founded as the Metal Etching & Fabricating Association (MEFA).

### 1968

With the advent of new materials, processes, products, and technologies, we changed our name to the National Association of Nameplate Manufacturers, Inc. (NAME).

### 1994

The association adopted a new name: The National Association of Graphic and Product Identification Manufacturers, Inc. (GPI).

### Future

GPI continually strengthens our member companies by fostering partnerships and strengthening relationships within the leading worldwide organization.

# Benefits of Membership

## Get Connected

A GPI membership will enable you to make connections and build relationships with peer and supplier professionals from across the industry.

- **Educational Meetings.** The Spring Annual Meeting, a three-day yearly event, involves general topics of executive management interest such as sales, marketing, the environment, finance, strategic planning, and human resource issues. The Fall Semi-Annual Meeting, a two-day event, covers technical subjects such as new materials, processes, and industry trends, as well as key business issues on subjects affecting your bottom line.
- **Networking.** GPI is member-driven. Our formal educational sessions are complemented by time to network among your senior-level peers. At GPI meetings, owners meet with owners, marketing executives confer with other marketing executives, and CEOs sit down with CEOs, all discussing industry issues within a proper legal framework. Such invaluable interaction with your peer group is one of the key benefits of a membership association.
- **Have a Voice.** As the most focused industry association for engineered graphics, we never duplicate the efforts of other organizations and we never dilute our focus with broad coverage of the specialty printing market. We give voice only to our very specific marketplace. Collectively, we can make a difference.

## Impact Your Business

A GPI membership helps you promote your products and services among an exclusive segment of industry decision makers.

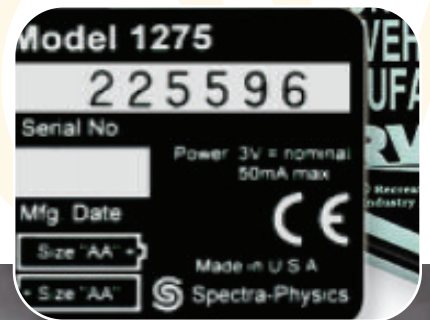
- **Increased Profits.** As the industry's leading association, your potential customers often call us first. Your partnership in GPI will help you cast a wider net, creating opportunities for your products and expertise.

- **Showcase.** Become a GPI meeting or Web sponsor. GPI offers a year-long program to showcase your products and services.
- **Promotional Support.** Is your latest innovation ready to change the industry? Wish more customers knew about it? GPI will help you place your white paper, how-to article, or other editorial piece. Our relationships with key trade journal editors makes ours a profitable partnership.

## Stay Informed

GPI membership keeps you up to speed on the most current legislative, regulatory, and business activity related to the industry.

- **Publishing.** GPI publishes a newsletter, the *Communiqué*, which contains current news and developments concerning our member companies; articles on business management; technical articles on materials, processes, and industry trends; new member profiles; and environmental and legislative updates.
- **Statistics and Trends.** Whether you're looking for an immediate solution or a forward trend, the answer often lies in data. For example, GPI publishes the industry's only Financial Performance Survey, distributed prior to the Annual Meeting. Culled from data collected from an annual fiscal survey – and with a response rate of more than 50% – the results offer timely and valuable industry insight.



## Who We Are

The National Association of Graphic and Product Identification Manufacturers, Inc. (GPI) is the leading not-for-profit trade association representing the combined interests of the graphics and identification industry. Some of our member companies' trademark products help OEMs—from large corporations to small companies—enhance brand value. Other times, an overlay or label makes products, services, and applications safer or easier to use. All product identification products add value and are important components of manufactured products.

GPI is dedicated to promoting the benefits of the graphic and product identification industry and to encourage its growth through innovation and dialogue.

## Our Mission

Our mission is to support member businesses in the form of:

- Business and technical programs;
- Information sharing and dissemination of pertinent industry statistics;
- Development of industry standards and practices;
- Promoting the general welfare of the industries that manufacture and sell identification and related products;
- Identifying and resolving problems common to these industries; and
- Promoting communications from our suppliers on new materials, equipment, and processes.

GPI supports its mission through:

- Professional development through seminars and industry forums
- Information and educational programs about the value and benefits of product ID
- Assembly and dissemination of common systems, innovations, and best practices to enhance industry efficiencies



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National Association of Graphic and Product Identification Manufacturers, Inc. (GPI)  
1300 Sumner Avenue • Cleveland, Ohio 44115

**Telephone (216) 241-7333 • Fax (216) 241-0105**

**Email: [gpi@gpionline.org](mailto:gpi@gpionline.org) • [www.gpionline.org](http://www.gpionline.org)**



**National Association of Graphic and Product Identification Manufacturers, Inc.**

## Corporate (Voting) Member

The GPI Corporate, or voting, membership consists of specialty printers, etchers, fabricators, and formers who offer product designs, packaging, and sign and recognition products. They are any person, firm, corporation, or division engaged in the fully integrated production of product identification from graphically decorated metal or plastic material. **Why join at the corporate level?** When you join, you become the voice of the industry, able to influence and affect outcomes that shape our collective future. Plus, no other organization offers you the opportunity to network with your peers, suppliers, and competitors like the National Association of Graphic and Product Identification Manufacturers (GPI). And no other organization can match our unique forum format, packed with exchanges of information on key management and technology issues.

Join us by completing the Corporate Membership Application Form online, or detach and mail this form.

### APPLICATION FOR CORPORATE VOTING MEMBERSHIP

**Please enroll the following as a corporate voting member of the National Association of Graphic and Product Identification Manufacturers, Inc. with all rights, privileges and benefits thereof:**

Company Name \_\_\_\_\_ Number of Employees \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Web site \_\_\_\_\_  
 Official Representative \_\_\_\_\_  
 Title \_\_\_\_\_ Email Address \_\_\_\_\_  
 Alternate Representative \_\_\_\_\_  
 Title \_\_\_\_\_ Email Address \_\_\_\_\_  
 Description of Business \_\_\_\_\_  
 \_\_\_\_\_  
 Sponsored By \_\_\_\_\_

### Our Manufacturing Processes Are as Follows (check all that apply):

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 01 Etching-Aluminum, brass, ss, zinc | <input type="checkbox"/> 11 Die casting                                   | <input type="checkbox"/> 21 UV curing - Hardcoating    |
| <input type="checkbox"/> 02 Lithographing                     | <input type="checkbox"/> 12 Engraving - pantograph                        | <input type="checkbox"/> 22 Flexographic printing      |
| <input type="checkbox"/> 03 Anodizing                         | <input type="checkbox"/> 13 Decorate - fabricate - .002" - .010" aluminum | <input type="checkbox"/> 23 Touch switch manufacturing |
| <input type="checkbox"/> 04 Die cutting - steel               | <input type="checkbox"/> 14 Decorate - fabricate - .010" - up aluminum    | <input type="checkbox"/> 24 Diamond carving (skiving)  |
| <input type="checkbox"/> 05 Die cutting - punch press         | <input type="checkbox"/> 15 Photosensitive metal processing               | <input type="checkbox"/> 25 Serial numbering           |
| <input type="checkbox"/> 06 Embossing - sheets, rolls         | <input type="checkbox"/> 16 Decorate - fabricate plastics                 | <input type="checkbox"/> 26 Bar coding                 |
| <input type="checkbox"/> 07 Screen printing - sheet fed       | <input type="checkbox"/> 17 Vacuum forming                                | <input type="checkbox"/> 27 Computer generated artwork |
| <input type="checkbox"/> 08 Screen printing - web fed         | <input type="checkbox"/> 18 Heat sealing                                  | <input type="checkbox"/> 28 CAD/CAM engineering        |
| <input type="checkbox"/> 09 Plating                           | <input type="checkbox"/> 19 Pad printing                                  | <input type="checkbox"/> 29 Sublimation printing       |
| <input type="checkbox"/> 10 Coating                           | <input type="checkbox"/> 20 Electroforming                                | <input type="checkbox"/> 30 Digital imaging/printing   |
|   |   | <input type="checkbox"/> 31 Other                      |

### Corporate Voting Membership Annual Dues Are Based on the Number of Employees

Annual Dues When You Join In

Employees	Annual Dues	Jan/Feb/March	Apr/May/June	July/Aug/Sept	Oct/Nov/Dec*
1-50	\$1300	\$1300	\$975	\$650	\$1625
51-100	\$1600	\$1600	\$1200	\$800	\$2000
101-150	\$1900	\$1900	\$1425	\$950	\$2375
151-200	\$2200	\$2200	\$1650	\$1100	\$2750
201-300	\$2500	\$2500	\$1875	\$1250	\$3125
300+	\$2800	\$2800	\$2100	\$1400	\$3500

\* includes final quarter plus following year (15-month membership)

Mail completed application along with fifteen copies of your company brochure to:

**National Association of Graphic and Product Identification Manufacturers, Inc. (GPI)**  
 1300 Sumner Avenue • Cleveland, Ohio 44115

# Associate (Non-Voting) Member

Our diverse associate sponsors are suppliers of products, materials, and equipment to our product identification and specialty graphic producers. We appreciate the partnership of any individual or group that supports or promotes the graphic and product identification industry.

**Why join at the associate level?** GPI membership is composed of owners and senior executive officers. Where else can you find all of your key decision makers assembled twice each year in an environment conducive to business and professional development?

Join us by completing the Associate Membership Application Form online, or detach and mail this form.

## APPLICATION FOR ASSOCIATE MEMBERSHIP (NON-VOTING)

**Please enroll the following as an Associate Member of the National Association of Graphic and Product Identification Manufacturers, Inc. with all rights, privileges and benefits thereof (except voting):**

Company Name \_\_\_\_\_ Number of Employees \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Web site \_\_\_\_\_  
Official Representative \_\_\_\_\_  
Title \_\_\_\_\_ Email Address \_\_\_\_\_  
Alternate Representative \_\_\_\_\_  
Title \_\_\_\_\_ Email Address \_\_\_\_\_  
Description of Business \_\_\_\_\_  
Sponsored By \_\_\_\_\_

## ASSOCIATE NON-VOTING MEMBERSHIP ANNUAL DUES ARE \$2,098 PER YEAR

If you join in (check one):

- Jan/Feb/March**    **\$1,049.00**    (billed twice annually)  
 **Apr/May/June**    **\$1,574.00**    (9 month membership)  
 **July/Aug/Sept**    **\$1,049.00**    (6 month membership)  
 **Oct/Nov/Dec**    **\$2,623.00**    (15 month membership)

NOTE: Associate Membership (non-voting) dues are payable **bi-annually**. Annual dues are based on the calendar year beginning January 1. Membership dues will be billed to new members after approval of application, on a prorated basis.

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