



# WEBINAR:

## The State of the Printing Industry

January 28, 2021

### Speaker

David Wilaj,  
PRINTING United Alliance

### Location

Webinar

### Time

7:00–8:00 pm\*

### Cost

free to attend  
registration required

### Register by

January 26 at  
[slreservation@gmail.com](mailto:slreservation@gmail.com)

As we work to move past a year where we saw one of the most dynamic, brutal, and unpredictable economies of all time, it is important to prepare for the recovery period that will come along with the development and distribution of a vaccine heading into 2021 and beyond. Typically, mature industries like print track pretty evenly with the general U.S. economy and that will not change, meaning that a sharp upturn should be echoed across a variety of print segments. Like any situation, some will flourish more than others and some may not even make it out of these difficult times. This session will attempt to give a better understanding of how each of these segments and the industry as a whole are affected by various current micro and macroeconomic issues

Attendees will learn about:

- The current state of both the U.S. Economy and the Printing Industry and what it means as we head into 2021
- Potential major market shifts resulting from COVID-19
- How the industry is trending based off PrUA and NAPCO's most recent Print Business Indicator research
- How to use the Performance Ratios to benchmark your operations and close the profit gap with industry leaders



David Wilaj, M.A. is an economist for the PRINTING United Alliance and works with the NAPCO research team to develop content and analysis for the printing industry. After receiving his masters degree in financial economics from Youngstown State University, David began his career working for the Printing Industries of America where he aided in the revitalization of the century-old Dynamic Ratios program and developed content for the company's Center for Print Economics and Management.