



### **What is CPRINT™?**

CPRINT™ is the name used by Certified Printers Alliance International. It is a national program that certifies printing companies who demonstrate business practices that allow them to provide exceptional quality and service to the business print buyers in their community. The CPRINT™ certification is ongoing to assure the buying public the best possible print buying experience.

### **What does CPRINT™ mean to a customer?**

CPRINT™ holds its members to the highest standards in the industry. CPRINT™ members maintain professionalism unmatched by most printing job shops. Ongoing staff training and certification guarantee customers they are doing business with a company that practices the best business practices and techniques. This translates into high quality printing services that meet a customer's deadline needs.

CPRINT™ members understand the latest communication technology. CPRINT™ members know the digital demands customers face in today's work environment and can help them take advantage of the latest computer power. CPRINT™ members partner with customers to assure the final printed piece is just what the customer ordered.

CPRINT™ members specialize in ImagePieces™. These are printed pieces that project a customer's image in their marketplace and help a customer sell products and services. CPRINT™ members are trained to perform Image Audits that tie a company's printing together so it projects a positive image to their customers. CPRINT™ members are also experts in FunctionalForms/Documents™ and CorporateCopying™. They make the purchasing of the internal printing requirements simple so a business can concentrate on its core business.

CPRINT™ printing technicians are among the best-trained employees in the industry. The CPRINT™ staff spends hundreds of hours each year becoming certified in the demanding craft of printing. Their knowledge translates into a better-printed product suited exactly to a customer's needs and budget.

### **Who belongs to CPRINT™?**

CPRINT™ members are composed of printing companies who have made a commitment to excellence. They have pledged to maintain a rigid set of high standards in every area from customer service to print production to employee training and benefits to digital services. Each has demonstrated their dedication to sound business practices by participating in the Professional Performance Alliance. CPRINT™ membership is open to those printers who pledge themselves to maintain certified standards usually ignored by their competitors.

### **What is CPRINT™'s purpose?**

The purpose of CPRINT™ is to help customers identify printers who are dedicated to quality and service. It is hard for print buyers to find printing companies who understand the new digital technology. It is hard to find printers who will share their knowledge of printing. CPRINT™ will serve as a beacon to the printing buyer who needs more advanced services.

### **Who can Join CPRINT™?**

To join CPRINT™, a printer must first participate in the Professional Performance Alliance. The Alliance helps printers learn how to prosper by providing the management assistance needed for success. After a printer has built a solid, prospering company through the Alliance, he or she can become certified to participate in the CPRINT™ program.