

Here Are Ten Good Reasons Why You Should Join ESMA

1 Advantageous terms at major trade shows

ESMA by virtue of its membership base negotiates special rates for members with specialist printing exhibition organisers around the world.

2 Raising the levels of Specialist Printing awareness

ESMA through its Applications Committee and its Technical Developments and Standardisation Committees arranges seminars and magazine inserts to inform potential customers of the possibilities of using Specialist Printing in their industry.

3 Improved marketing

By using the ESMA web site to announce product information members generate new business leads. There is a link from the ESMA web site to each members own web site. They also have access on the Private Area of the web site to databases for magazines on a world-wide basis and full details of major trade exhibitions.

4 Marketing training services

Each member has the possibility of advertising its own training facilities to printers on the ESMA web site.

5 Regular Networking Meetings

ESMA has various committees where members work and exchange ideas and views on many topics. There is also an annual meeting where all members get together for both formal and informal meetings.

6 Get informed advice re Health Safety and Environmental Legislation

ESMA has a committee which studies all present and proposed EC and some National legislation to determine its effect on members and their customer's activities. This means that your customers can have the confidence of having the best advice from you on health, safety and environmental issues when buying from you.

7 Being part of a global network

ESMA has initiated the formation of sister organisations in North and South America and will expand this to cover Asia in due course. These organisations will then work together in the global interest of manufacturers under an umbrella organisation.

8 Developing industry standards

The Technical Development and Standardisation committee works to produce standards on various aspects of Specialist Printing. By joining ESMA and working on that committee you can have an influence on the standards which are set. The increased networking amongst technical professionals leads to more focused innovations.

9 Contacts and partnerships - is the point!

Meeting and talking with fellow professionals is an important part of membership whether you are a producer of machinery, substrates, inks, mesh or other supplies. Gaining new business is a priority for all companies and ESMA provides a fertile environment for contacts to be made and partnerships to flourish. This is a two way process and ESMA members often turn to their colleagues when sourcing supplies.

10 Company Credibility

ESMA insists on its members meeting their legal obligations with respect to labelling, packaging and the provision of product information. The use of the ESMA logo is the guarantee that the ESMA member has implemented this policy which is of benefit to the users, our customers.

Summary

Membership of ESMA provides a unique opportunity to meet colleagues who share the same goals as you. Through your activity in the organisation you interact with executives from all facets of the Specialist Printing Manufacturing Suppliers. The working groups within ESMA which help shape the direction of the association and the industry it serves are open to all members and provide opportunities for excellent networking.