



IRgA Messaging: Key Talking Points to the AEC Industry

What is Reprographics?

Reprographics, simply, is the reproduction of graphics. In a larger sense, reprographics is a niche within the imaging industry that specializes in large or wide format print or digital applications.

What do reprographers do?

In addition to addressing the large-format reproduction needs of their core customers (shown below), many reprographers sell reprographic equipment and consumable supplies. Other business services such as mounting and lamination, quick copying, color copying, microfilming, scanning, archiving and facility management are also frequently provided. Typical items produced by reprographers include architectural/engineering blueprints and renderings, indoor and outdoor signage, maps, billboards, backlit displays, trade show graphics, legal and medical exhibits, etc.

Who are reprographics customers?

- The construction industry (AEC)
 - Architects
 - Engineers
 - Construction Firms/Contractors
- Other Growth Industries
 - Advertising/Promotion Firms
 - Legal
 - Trade Shows

What is the International Reprographic Association (IRgA)?

The IRgA is the world's leading international trade association for the reprographics industry. Founded in 1927, the association represents large- and small-format imaging and is recognized as the premier independent association representing digital imaging and file transfer technologies.

Our Mission:

To serve member firms by providing services, benefits and information which improve member profitability and the industry image, and to provide a forum for the exchange of information.

Our Vision:

The IRgA will be recognized by companies in the reprographics industry as a unique, valuable resource to improve their growth and profitability. The IRgA will unite the industry and communicate change within the evolving marketplace.

Our Members:

IRgA members are wide-format imaging service providers who serve a wide variety of industries and markets with an even wider array of services and technologies. IRgA members are best known for their expertise in the following areas:

- Wide-format engineering output
- Wide-format color graphics
- Laminating and finishing
- Scanning capabilities
- Digital file management
- Small-format digital printing
- Facilities management

Our Brand Promise: Only reprographers offer professional expertise in project-critical large/wide format document distribution and management.

The Reprographics Industry Brand

As the result of a comprehensive branding initiative, the International Reprographic Association (IRgA) announces the launch of its new logo and corporate identity, as well as new brand for the reprographics industry.

The initiative began in 2005 by surveying members of the AEC community. The study discovered several misperceptions about the reprographics industry and, subsequently, the IRgA embarked in an initiative to better appeal to its core group of customers.

The IRgA Logo and Tagline

The logo is part of a larger re-branding effort for the IRgA, in which a fresh look has been developed to better reflect where the organization stands today and where the industry is headed. The new three-pronged tagline – *Built on Blueprints. Focused on Service. Powered by Technology* – further represents the IRgA's historical support of the AEC industry, along with the technological growth of member companies and the support they provide customers.

The tagline is meant to provide a better descriptor, in addition to our organization name, so those less familiar understand who we are and what we represent. During the research, we realized that many people do not resonate with the term "blueprinting" and may not necessarily understand or be familiar with the term "reprographics." Based on the research and the desired perception of IRgA members, we set out to develop a tagline that captured where we've been, who we are and where we're going. This tagline highlights our roots in blueprinting, differentiates us with our strong focus on customer service and where our industry is heading with technology and digital services.

The New Brand

Based on the industry research and responses from member companies, the reprographics industry wishes to convey the following points to the AEC industry:

■ Built on Blueprints

The reprographics industry is a strong industry that has its roots as a trusted and longtime partner with the construction industry. What started out with blueprints today represents the most advanced technology and digital expertise available. As leaders in document and information management, reprographers have evolved and remain a credible resource throughout the entire construction process.

Everyone knows what a blueprint is – it's a household term.

■ Focused on Service

IRgA member reprographers and vendors provide dependable, customized, quality service, and they anticipate and respond to their customers' needs. Their collaborative approach to business, backed by knowledgeable, trained (skilled) people, enables reprographers to consistently deliver accurate jobs – on time, on budget, and with a positive attitude – either locally or around the globe, big jobs or small. What sets reprographers apart is the deep, long-term relationships they have developed with those in the AEC community.

■ Powered by Technology

The reprographics industry has evolved within its niche, from the basics of blueprinting to the digital age today. IRgA member firms have kept up with industry changes through continuous education, and have invested heavily in technology to better serve their customers. Reprographics firms provide cost-effective solutions. These innovative, companies continue to grow more sophisticated and forward-thinking in this rapidly changing environment.

IRgA members offer professional expertise in project-critical large/wide format document distribution and management.