

For Immediate Release

## **Connecting for Results and Canadian Printing Industries Association announce the 2024 mid-year Industry Survey**

*Important opportunity to learn about the current state of the Canadian Printing Industry.*

**Toronto, ON, June 24, 2024** – Connecting for Results, the strategic experts for graphic communications, and the Canadian Printing Industries Association are pleased to announce the launch of the 2024 Printing Industry Survey.

With so many changes and dynamic challenges facing printers in recent years, the goal is to provide a better understanding of the current state of print in Canada. Whether survey participants are based in any region in Canada, this is their opportunity to provide feedback and receive the latest relevant information on the Canadian market.

Participants will gain current insights from other firms serving the industry. They will learn if others are facing the same challenges and see the opportunities that you are by participating in this unique Canadian survey.

*“Individual participants information will be confidential. The combined feedback will be analyzed and findings will be shared through industry publications, trade associations, and social media,”* said Bob Dale, SVP and COO of Connecting for Results.

*“We are very pleased to be sponsoring the Industry Survey. Our goal is to help member companies and the industry as a whole. We strive to help empower printers with the latest information to make informed business decisions for the future,”* said Gerry Lacombe, Association Manager, Canadian Printing Industries Association.

Survey deadline is July 15, 2024.

The survey is available in English and French. All findings will be published anonymously.

To participate in the survey, please follow the link:

English version:

<https://connectingforresults.com/industry-survey/>

French Version:

<https://connectingforresults.com/sondage-sur-lindustrie/>

### **About Connecting for Results**

Connecting for Results (CFR) is the Premier Strategic Consulting Organization and partner for print service providers and major consumers of print. CFR is a team of experts with extensive knowledge and experience in strategic and operational management, accounting, business valuations, transactions, human resources, and change management. CFR's services include strategic consulting, mergers & acquisitions, talent acquisition, recruitment, and coaching. For more information on CFR, please visit: [www.connectingforresults.com](http://www.connectingforresults.com).

### **About the Canadian Printing Industries Association**

Our mission as an association is to strengthen and support the continual advancement of the printing industry across Canada. We aim to bring our industry closer together – through facilitating the collaboration of our members and key industry stakeholders, and through active engagement with other industry sectors, Provincial Governments and the Federal Government of Canada.

<http://cpia-aci.ca>

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