



Basic strategies and guidance for...

- Digital Direct-to-Substrate and Direct-to-Garment Printing
- Wide-Format Digital Printing
- Screen Printing
- Embroidery
- Laser Engraving
- Heat Transfer/Heat Applied Graphics
- Sandcarving
- Sublimation
- Wraps
- UV/LED Printing
- Design Software

START HERE

The entry-level guide to the production side of the printed graphics, decoration and personalization businesses.

2019 Edition

START HERE is a one-of-a-kind publication that serves as the 101-level class to learn about the many techniques and processes of the graphics production business. The 2019 edition will feature in-depth case studies, applications and company profiles to help guide businesses into new profit centers.

- **For new businesses, START HERE** is the beginner's roadmap to success in signage, digital graphics, apparel decorating, recognition and personalization.
- **For established businesses, START HERE** is the place to go to learn about creative new opportunities, the place to find that next area of business growth.

Want to reach the decision makers of these businesses at this crucial juncture? **START HERE.**

Distribution: 50,000+

Audience: Decision makers at graphics-oriented businesses—from start-ups to the most-established—who are subscribers to **A&E**, **Printwear** and **Sign & Digital Graphics** magazines, and buyers at the coast-to-coast venues of **THE NBM SHOW**.

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