



The Digital Embellishment Alliance (DEA) has been developed as a special subgroup of the Foil & Specialty Effects Association (FSEA) to create educational and communication opportunities surrounding the growing digital embellishment segment of the printing industry.

Educational programming and membership benefits specific to this growing segment of the print and packaging industry as more designers, commercial printers and print finishers utilize digital enhancement processes to add value to their print projects.

Targeted benefits related to accelerating the mainstream adoption of digital embellishment technologies, including programming at FSEA events, standardization initiatives, designer outreach, trend analysis and brand education. A website also will be developed to provide information and resources dedicated to the alliance and its mission.

## Here's what members receive...

**Access to the DEA HelpLinks** – This is an email-driven community and developed specifically for DEA members to share their questions and challenges with other members as it pertains to digital embellishment processes. Access is available to DEA and FSEA members only.

**Access to the “Members Only” section of the DEA website ([www.embellishdigital.com](http://www.embellishdigital.com))** – This will include specific surveys and studies conducted by DEA on the value of digital embellishments and its applications as well as monthly videos and pod casts on subjects that include how to sell digital embellishments, challenges with papers, coatings, and foils, and more.

**FSEA Sourcebook/FinisherFinder.com** – Listing of members by categories and services. The FinisherFinder.com database is utilized by brand owners, printers, designers and others. Available in print and online.

**Discounts for Gold Leaf Award Competition and Events** – Entry discounts in special categories for digital foils and coatings in the annual FSEA Gold Leaf Awards as well as discount pricing for FSEA and DEA conferences and events.

**Grainger Discount Program** – The program provides discounts to all DEA and FSEA members on Grainger products, including significant savings on motors and other industry-specific items.

**Shipping Discounts** – NEW FedEx Discounted Rates! Members save on domestic and international shipments through the FSEA Shipping Program, managed by PartnerShip®, with exclusive discounts of up to 45% with FedEx, and competitive rates with UPS Freight, YRC Freight, XPO and many other carriers.

## Here's what members have to say...

“Being a member of the FSEA has brought Print Panther Direct an invaluable wealth of knowledge, resources, and opportunities. Not to mention fun and friendships. I am excited by the launch of the DEA, providing a specialized platform for digital embellishment as it continues to thrive. The newly formed DEA will be able to hone in on developments and technologies that truly impact a digital print shop.”

**Christine Yardley, president, Print Panther**

# DEA Special Membership Offer

All of this for only \$350 for a full year of membership! Fill out the form below to become a part of the new Digital Embellishment Alliance today.

\_\_\_\_\_ Yes, I would like to become a member of the Digital Embellishment Alliance  
(under the umbrella of the Foil & Specialty Effects Association)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Check enclosed made payable to FSEA

or

MasterCard    VISA    American Express    Discover

Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Billing address \_\_\_\_\_

Return completed form with payment to:



## Foil & Specialty Effects Association

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