

# Putting Print Island on the Map

A complete turnkey brand and media launch for the print industry.



## PRINT ISLAND KEY RESULTS



86K+ total impressions across all channels



Global reach of 268K+ print businesses



Viewed in 72 countries worldwide



Available across 15+ platforms



Recognised by the Printing United Alliance



10K+ YouTube views and 20K minutes watched

Digital Ink was commissioned to create a complete turnkey solution for Print Island, transforming it from a concept into a fully realised and vibrant brand. Print Island is a free-to-view print media platform that spans all verticals of the print industry, from substrates and hardware to software, industry insights, and educational events.

Our role encompassed everything from brand conception to delivery across all platforms, including building the media framework, securing guest speakers, planning regional and vertical growth, and orchestrating digital platforms, social media, and event planning.

*"Launching Print Island meant hitting the ground running. We wanted a brand and channel as vibrant as our guests, and Digital Ink delivered - bringing colour, flair, and a go-to-market strategy that took a startup from zero to hero in just a few months.*

*That rapid growth and quality of content led to recognition from the Printing United Alliance, who invited us to join as a media partner and awarded us two all-star jerseys - a distinction not given to every media partner.*

*It's a testament to the impact and creativity of the Digital Ink team."*

**- Richard Askam, Co-Founder, Print Island**

