

# CPEIA 2016 3rd Quarter Update

## The Canadian Printable Electronics Industry Association (CPEIA)

### IntelliPACK

- Held monthly meetings and continued to expand the scope of participation for the Leadership Council to now include point-of-sale displays for retail in addition to product packaging.
- Continued development of programs and initiatives for fall/winter 2016-17 including:
  1. intelliPACK fall workshop, taking place at ICI in Montreal Oct. 25.
  2. Two-day workshop and intelliPACK exhibit at Graphics Canada Expo, April 2017.
- Developed new use cases with TUKU and Unilever.
- Attended, exhibited and facilitated a panel on smart packaging at PAC, Packaging Consortium's annual PAC to the Future conference in Niagara in September, to promote our sector.
- Secured Q&A with leading industry publication Packaging Digest that featured use cases with Xerox, NFC Authority, TUKU.
- Briefed with publisher of Packaging Digest at PAC to the Future, laying groundwork for broader relationship with UBM Canon's family of packaging-related publications.
- Continued to grow new intelliPACK group on LinkedIn.

### IntelliBUILD

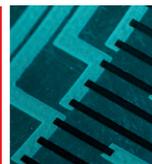
- Call for expressions of interest launched through September newsletter to create an IntelliBUILD Leadership Council – effort endorsed and promoted by CABA on our behalf. Please let us know if you are interested in this.

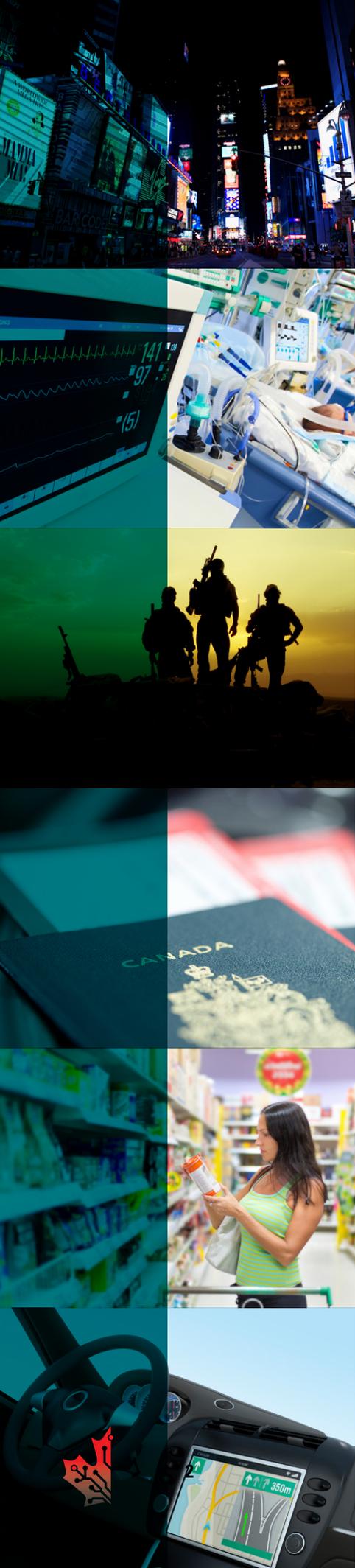
### Technical Program

- Delivered a workshop with IEEE at ANTEM, IEEE's international conference on antenna design, in Montreal in July.
- Developed a first-of-its-kind Research Review of printed antenna capability in Canada. This review is free to CPEIA Members, available to non-Members for a fee.
- Presented at IEEE Standards Association 5G Workshop, Aug. 9 in Ottawa, on uses and applications for printable electronics in the wireless industry.



**The united voice of Canada's  
Printable Electronics sector**





## External Relations

- Secured a landmark strategic partnership with Tech-Access Canada with an MOU. This will help SMEs active in printable, flexible and wearable electronics tap into the applied research and technical development capabilities of NSERC-funded Technology Access Centres at colleges and cegeps across Canada.

## Publicity

- Continued growth of the Printed Electronics Network LinkedIn Group, a major industry networking group managed by the CPEIA, to about 2,769 members. We regularly share CPEIA members' information in the network as well as all CPEIA events.
- intelliPACK feature coverage in Packaging Digest Magazine, as noted above.
- Series of momentum press releases through September to showcase and promote new Members.

## Membership

- Nine new Members were secured during the quarter alone:
  - 3M
  - Array Marketing
  - Brilliant Matters Organic Electronics
  - EMD Performance Materials
  - Information Mediarly Corp.
  - PCAS Canada
  - Red River College
  - Tech-Access Canada
  - Wibicom

- Held discussions with many other prospects.

## Admin

- Cash flow carefully managed by reducing activities in the summer months when most Members are on holidays and increasing focus on the September to June period.
- We were unable to secure professional services contracts and government funding to generate revenues, but we tried with several organizations.
- We must issue invoices sooner for 2017 to manage cashflow as we are already working on activities for 2017.