



FOR IMMEDIATE RELEASE

Only 19 Founders: Taktiful Opens Pre-Order for the Digital Embellishment Manifesto Book



Limited to 19 signed and numbered copies, the Founders Edition pairs the 95 theses and seven principles of the Manifesto with a premium sample kit and private implementation support, priced at \$495 and delivering at/around PRINTING United.

MELBOURNE, Fla. August 4th, 2026– Taktiful today announced that pre-order is now open for the Founders Edition of the Digital Embellishment Manifesto, a 95-thesis, seven-principle call to end commodity print. Priced at \$495 and limited to just 19 copies, the Founders Edition is reserved for the individuals and companies willing to underwrite a movement to prove the commercial value of digital embellishment. As of this release, 4 of the 19 copies have already been reserved.

The Manifesto itself is Taktiful's clearest statement yet of the philosophy behind its work in the digital embellishment market: that print has been treated as a commodity for too long, and that foil, spot UV, tactile textures, and other embellishment techniques are the industry's way back to differentiated, higher-value work. The 95 theses and seven principles lay out that argument in detail, and the Founders Edition turns the book's first printing into a founding roster of the people backing that argument commercially.

Rather than a traditional book launch, the Founders Edition is structured as a limited underwriting opportunity. Each of the 19 Founders will be named in the first printing, receive a signed and numbered copy, and gain access to a premium sample kit and a Founders-only implementation workshop focused on how to price, position, and sell embellishment in their own business.

"This Manifesto is a line in the sand for our entire industry," said Eric Vessels, Chief Experience Officer of Taktiful. "For too long, print has been sold and bought like a commodity, on price alone, when the medium is capable of so much more. The 95 theses and seven principles in this book aren't abstract ideas. They are a working argument for why embellishment matters, and the Founders Edition is our way of putting that argument in the hands of the people who are ready to act on it first."

"Every Founder who signs on is underwriting more than a book. They are underwriting a shift in how the entire digital embellishment industry gets valued," said Kevin Abergel, Founder and CEO of Taktiful. "When printers, brands, and OEMs stop competing on price and start competing on what embellishment can actually do, the whole category grows. Limiting this edition to 19 copies is intentional. We want the first printing to be a roster of the people who moved first."

What Founders Receive

- Limited to 19 copies, full stop
- One Founders Edition, signed and numbered, reserved exclusively for the 19
- Name and company listed in the first printing as an official Founder
- Premium sample kit showcasing embellished applications for live sales conversations
- Founders-only implementation workshop on how to price, position, and sell embellishment
- Early access and special pricing on future tools, training, and events related to the Manifesto

Pre-Order Details

- Edition: Founders Edition (1 of 19)
- Price: \$495
- Availability: 4 of 19 copies reserved - pre-order open now
- Delivery: At/around PRINTING United Expo, Las Vegas Convention Center, September 2026 (pickup available in Las Vegas at the event)
- Pre-order: <https://digitalembellishmentmanifesto.com/pre-order>

About Taktiful

Taktiful is a market education, sales enablement, and business development company focused on helping the print industry unlock the value of digital embellishment. Through Taktisphere, live events, strategy, training, and content development, Taktiful helps OEMs, printers, brands, and creatives better understand the science of touch and the business opportunity behind premium print.

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