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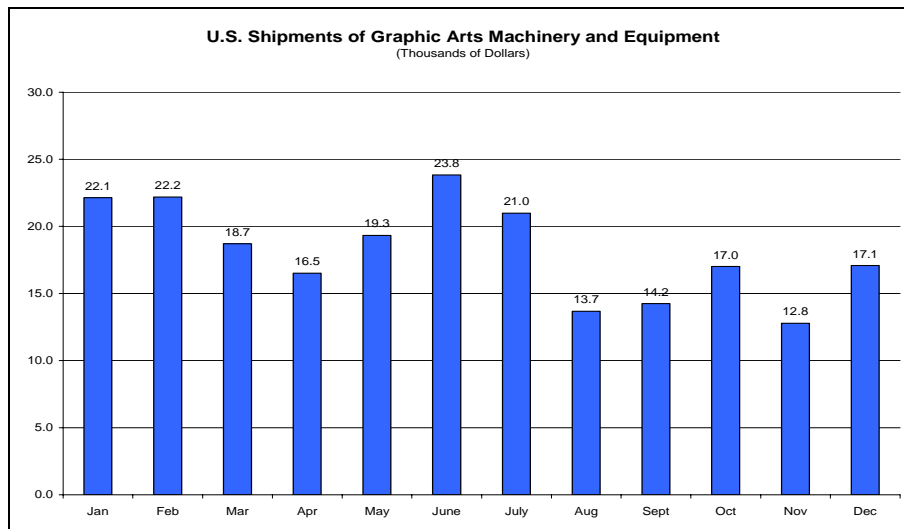
FOR IMMEDIATE RELEASE  
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## NPES MARKET DATA PROGRAM COMPLETES 50TH YEAR OF SERVICE TO THE INDUSTRY

The NPES Market Data Program marked 50 years of data collection in 2007. In 1943, the Industry Statistics Committee was founded at the time when the Association was known as NPEA. In 1957, the Committee began the collection of orders and shipment data.

Starting in 1957, data was collected for just the graphic arts machinery and equipment markets, which included: composing room equipment, plateroom equipment, pressroom equipment, bindery and finishing equipment and 'other' graphic arts machinery & equipment. Today, the NPES Market Data Program collects shipments data in nearly 200 product categories including: imaging/prepress, systems and software, pressroom equipment, bindery/finishing and graphic arts supplies.

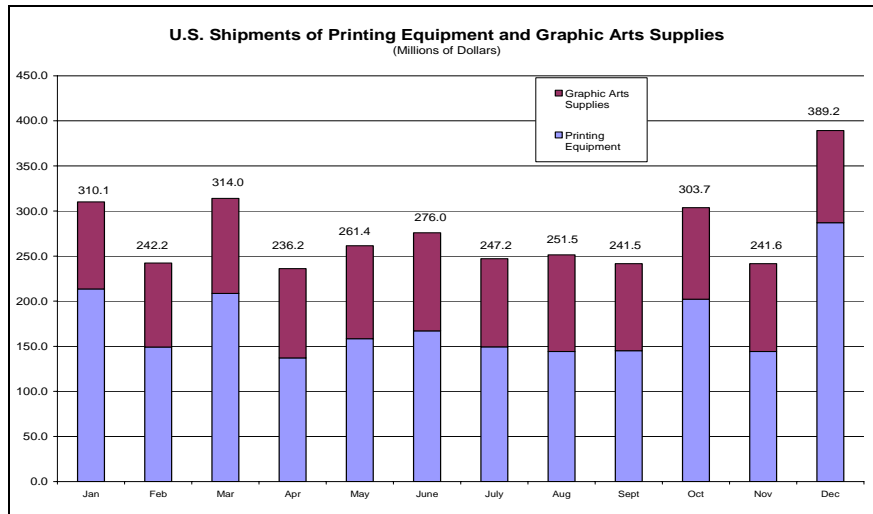
In 1957, total U.S. shipments of graphic arts machinery and equipment were nearly \$220 million.



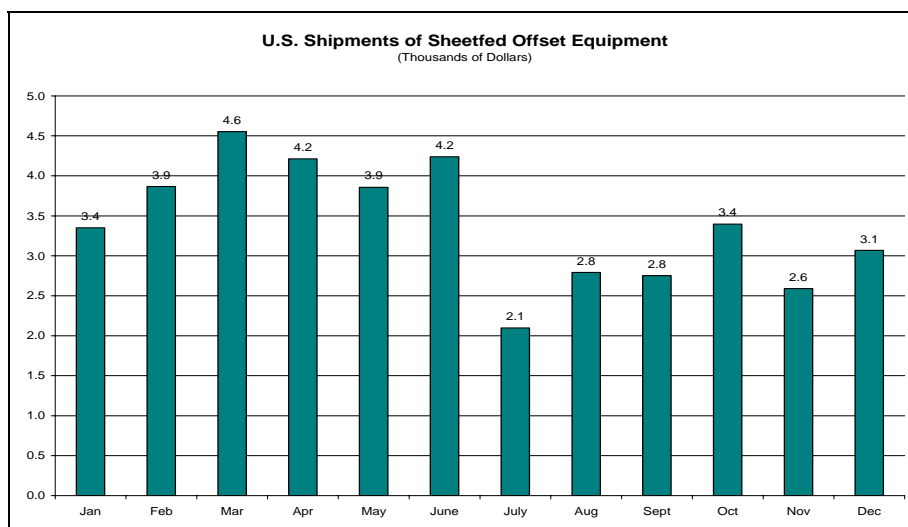
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**NPES MARKET DATA PROGRAM COMPLETES  
50TH YEAR OF SERVICE TO THE INDUSTRY**

In 2006, total U.S. shipments of printing equipment and graphic arts supplies were over \$3 billion. This data is compiled from NPES members who represent over 80% of the total market for printing and publishing equipment and an estimated 95% of the total market for graphic arts supplies.



Sheetfed offset lithographic presses continue to be an important aspect of printing equipment revenues. Starting in 1957, data was collected on sheetfed offset equipment. Throughout the years, NPES has collected data on these presses by different size ranges. Today, the presses range in size from under 23 inches to over 60 inches. In 1957, U.S. shipments of sheetfed offset equipment were nearly \$80 million. Today, these presses are a good source of strength for the equipment sector.



The NPES Market Data Program as it is known today continues to provide the most detailed and accurate market data on the printing and publishing industry to its participating members. NPES provides the opportunity for all its members to participate; there is no cost and participation is strictly voluntary. This program is legally monitored and highly confidential. From the data in this program, members can gauge their performance with confidence, evaluate the emergence of new market trends and forecast product sales.

For more information on the NPES Market Data Program, contact Rekha Ratnam, Assistant Director, Market Data and Research by phone at: 703-264-7200 or e-mail: rratnam@npes.org.

### **About NPES**

NPES is a U.S. trade association representing more than 400 companies that manufacture and distribute equipment, software and supplies used across the workflow of printing, publishing and converting processes. NPES is a co-sponsor of PRINT<sup>®</sup> and GRAPH EXPO<sup>®</sup> – the largest and most comprehensive prepress, printing, converting, package printing, binding and finishing, mailing and fulfillment, and offset and digital equipment trade show and conference in the Americas. Complete information about the association, its programs and member companies, is available online at: [www.npes.org](http://www.npes.org), by phone: 703-264-7200, or fax: 703-620-0994.

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