



# news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

## NPES 2009 Annual Conference Wrap "RECOVERY 2010: STRATEGIES FOR THE ECONOMIC UPTURN"

**N**PES members attending the 2009 Annual Conference, October 24-26 in Aventura, Florida, were treated to a timely, high-octane business agenda. Topics ranging from how to win surprising power in a brutally competitive business environment, to ways to take advantage of the opportunities in today's economy, to an insider's perspective on the current health-care debate, to a new way to leverage equipment sales data to increase sales results for your company—and the timely industry economic update—reconfirmed for participants that



Keynote presenter, Matthew May, launched the program into high gear with his presentation "The Power of Elegance," as he shared the secrets of engaging 'subtractive strategies' to gain surprising power.

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education was the primary draw for attending the Conference.

Guided by the Association's Programs and Meetings Committee, **Hank Brandtjen, D.J. Burgess, Frances Cicogna, David Klein, Steve Metcalf** and **Elinor Midlik**, the Conference program was designed to engage members in lively dialogue with an array of business and industry leaders who were specifically selected to help attendees position themselves for success during—and beyond—the impending upturn.

On Saturday, October 24, to officially welcome the seven first timers who participated in their very first annual meeting, NPES Board members and staff gathered together to personally welcome them to the Conference and

escort them to the opening Welcome Reception and Dinner. From start to finish, the tropically inspired opening evening event was a-buzz with the affable networking among old friends and new.

Kicking off the proceedings on Sunday, **Matthew May**, author of *In Pursuit of Elegance: Why the*

*Best Ideas Have Something Missing* and *Breakthrough Thinking the Toyota Way*, shared with attendees the secrets to engaging 'subtractive strategies' to artfully engage uncommon simplicity to gain surprising power. The lessons learned during his informative and entertaining presentation, and ensuing audience interaction,



The popular Printer Panel returned, engaging lively attendee interaction, moderated by George Ryan, President and CEO of the Printing Association of Florida with panelists Art Abbott; Tyler Koon; and, Mark Angstrom. *continued on page 2*

# chairman's perspective

## D.J. Burgess

NPES Chairman

Burgess Industries, Inc.

### *Fired Up For the Challenge!*



The last time I served as a chairman was back in 1993, when Burgess Industries committed to creating a strategic long-range corporate and management plan. Key driving factors

behind this initiative were challenges much the same as we are facing today—recession, struggling customers, an industry in the midst of revolutionary change, technology shifts and globalization. *Sound familiar?*

During the planning process, I truly enjoyed my leadership role. Together with our dedicated management team, we tackled the challenges and developed a long-term plan with innovative, positive solutions for the future. Our management team had incredible courage and talent. They were confident, trustworthy, humble and highly committed to the success of others. Their abilities and expertise allowed me to step away from the day-to-day processes to be highly creative... to think way outside the box and clearly focus on how best to align customers and suppliers committed to change, and new technology, to secure our place in the *future* of print. This stellar team provided me with a solid foundation from which to lead and embrace major change for long-range high impact results.

During the past several years, I have been passionate and committed to NPES, serving on both the board and a number of committees. Those of you who know me well are quite aware of my passion for NPES, and appreciation for the vital role it plays on our behalf within our industry. I believe without question that NPES' unique value stems from the diversity within our membership, and each member's willingness to share their individual experiences and ideas.

This past year I served as treasurer for NPES and a Board member of GASC, which afforded me the opportunity to work closely with Ralph Nappi, his management team and staff. I am impressed with Ralph's visionary leadership and engaging management style, and the commitment of his dedicated and talented team. I am also pleased to report that our association is financially sound and well positioned for the future.

So here I am, 16 years later, a chairman once

again at a time of major recession, struggling customers, and an industry facing revolutionary change, technology shifts, and feeling the effects of globalization.

*Sound familiar?*

Today's competitive business climate is more fierce than ever. Market pressures and customer demands are pushing us to new heights of innovation to create, design and deliver...better... cheaper... faster! But as we've learned from our industry's cyclical downturns of the past, challenging times will again inspire (and force) giant leaps in the evolution—and integration—of technology. And this is a *good* thing with the promise of fantastic new opportunities and prosperity.

Now, more than ever, we must never doubt the enduring power of print and its timeless role in the business world. After all, what other media can so effectively connect consumers to experience—by sight, touch and feel—with its chameleon-like ability to communicate in so many amazing ways!

I am excited and up for the challenge of providing leadership that will inspire NPES, and our inventive industry, to not only welcome, but enthusiastically and effectively embrace change. Our economic problems are *not* insurmountable. Capitalism *does* work! Don't ever underestimate the human spirit and drive to be successful.

It is a great honor to serve as your NPES chairman. I humbly appreciate your support and confidence in me. With the same respect that I have for my company's management team, I believe that Ralph and his staff, with their incredible dedication, talent and courage, are highly committed to *our* success. It is with your support, and theirs, that I look forward to advancing the strategic direction of our association.

In closing, now more than ever, I encourage you to leverage all the services, information and resources available to you from our association. *Now* is the time to take full advantage of your NPES membership. Get all of the critical industry knowledge and information you need to meet your company's challenges head-on. Embrace change and enhance your unique strategic position in the market place today...and tomorrow.

Happy holidays and many blessings to you and your family! ●

Annual Conference continued from page 1

were rated by many attendees to be among the highlights of the Conference.

Next up—and back by popular demand—was the interactive Printer Panel. Consistently rated as one of the most engaging and valuable sessions at NPES Annual Conferences, this lively session did not disappoint, bringing fresh perspectives on the new model of print and useful takeaways for NPES members. The discussion was moderated by **George Ryan**, President and CEO of the Printing Association of Florida who welcomed the interactive exchange between attendees and panelists: **Art Abbott**, President of Abbott Printing Company in Maitland, FL; **Tyler Koon**, Executive Vice President of Lawton Printers, Inc. in Casselberry, FL and **Mark Angstrom**, General Manager of Angstrom Graphics, Inc. in Hollywood, FL.

Rounding out the full morning of education, and concluding his two-year term leading the organization, **Hank Brandtjen** delivered his Chairman's report. From downturns to upswings and back, he adeptly illustrated how far NPES and its members have come armed, at times, with only results-oriented tenacity and a positive outlook on the future.

As the busy morning of education and business networking drew to a close, attendees and guests eagerly anticipated the Awards Dinner, an elegant and enjoyable evening featuring presentations of the Harold W. Gegenheimer Awards, a time-honored tradition at NPES Annual Conferences.



During the Annual Business Meeting, and concluding his two-year term leading the organization, Hank Brandtjen delivered his Chairman's report.

Preceding the evening's formal program, attendees took full advantage of yet another networking opportunity to meet and greet old friends and new, exchange perspectives on the morning's education program, and discuss their organizations plans for the coming year.

The Awards Dinner officially began as Chairman Brandtjen welcomed those in attendance and recognized the evening's participants because, "Just like our 26 founding members back in 1933 who gathered

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Bruce Goodwin, Director, Glantz & Jensen (c) receives Harold W. Gegenheimer Award for Industry Service with congrats from NPES President Ralph Nappi (l) and NPES Chairman Hank Brandtjen (r).

together to form our Association, we are all here this evening because we share a passion for our industry and a vision for its future."

Featuring presentations of the association's Harold W. Gegenheimer Awards for Industry Service, the program included special recognition for the dedicated involvement of outgoing NPES Board members: **Marc Olin**, Senior VP and General Manager APPS, EFI, and **Gavin Jordan-Smith**, VP, Commercial Print & Prepress Business, Xerox. This year's Gegenheimer Corporate Service Award winner, Xerox, was recognized for the many contributions the company and its leaders have made to NPES and to the industry. Accepting the award for the company was **Gavin Jordan-Smith**, who pledged to continue his support of the industry via the company's continued involvement in NPES. Next, **Bruce Goodwin**, Director, Glantz & Jensen, Inc., was called to the podium to receive the Gegenheimer Individual Service Award for his longstanding and passionate support of, and numerous contributions to, the industry and NPES.

Following a festive evening of friendly camaraderie, bright and early on Monday morning, it was down to business as the NPES

Annual Business Meeting convened to deliver members an executive summary of current activities and elect the association's leadership for the coming year. Elected as NPES Chairman was **D. J. Burgess**, President/CEO, Burgess Industries, Inc. Four new directors were also elected: **Malkon S. Baboyian**, President, Production Printing Systems of Océ North America; **Ronald J. Rose**, President of Nova Pressroom Products; **Mark Kannenberg**, President of RBP Chemical Technology, Inc.; and, **Gina Testa**, Vice President, Worldwide Graphic Communications for Xerox Corporation.

Next up was nationally known speaker, market futurist and finance professor, **Dr. Peter Ricchiuti**, who provided an insightful, and at times humorous, overview of our cyclical economic and business cycles. As he shared strategies for attendees to engage in leading their organizations through the upturn, he illustrated ways to take advantage of the unprecedented opportunities that lie ahead.

Following another one of the timely networking breaks interspersed throughout the

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# NPES 2010 Industry Summit

PRINT OUTLOOK • PRIMIR • NPES

MARCH 22-24, 2010

## SAVE THE DATES!

How are NPES members, like you, planning for the recovery while dealing with the realities of the current economy? What industry trends will impact the direction your company will take in the months and years ahead? Find out at the **NPES 2010 INDUSTRY SUMMIT**.

The NPES 2010 INDUSTRY SUMMIT is a timely, content-rich event that brings together **PRINT OUTLOOK 2010**, the **PRIMIR Spring Meeting** and **NPES Board of Directors Meeting** to provide you with all of the information, insights and perspective you need to move confidently forward now. Here you will enhance your industry knowledge and maximize your networking opportunities while minimizing your time away from the office.

### PRINT OUTLOOK 2010

slated for March 22-23, will deliver all the answers you need about the state of the economy, pivotal trends in the marketplace and information on business prospects for the future.

Leading off a powerhouse line-up of speakers—and back by popular demand—will be economist **Alan Beaulieu**, President and Chief Executive Officer, Institute for Trend Research. His presentation at last year's event, "The Recession...How Deep?...How



Alan Beaulieu

Long?," was rated 4.8 out of 5—the highest of any session at the event! Alan's straightforward assessment of the worldwide economic situation, and recommendations for actions that companies should take to weather the storm, received rave reviews—and an immediate call for a return engagement in 2010.

In straight-talk and engaging style, during his session titled "**From Recession to Recovery: the Road Ahead**," Alan will present his unparalleled analysis and forecasts for the economy that will enable you to return home with a clear understanding of where we are in the economic cycle, what the recovery will look like moving forward, and help you to understand how best to prepare your company to take advantage of the opportunities it presents. To see the future before your competition does you must hear Alan's presentation at the 2010 NPES INDUSTRY SUMMIT!

Members will further hone their competitive edge by participating in the **PRIMIR Spring Meeting** immediately following PRINT OUTLOOK. Each year, PRIMIR conducts several of the industry's most comprehensive research studies on topics of critical strategy concern to manufacturers, suppliers and printers. Be there at the Spring Meeting for an insider's preview of the newest PRIMIR study, "**Megatrends in Digital Printing Applications**."

**Save the dates!** Watch for complete program and registration information online at: [www.npes.org](http://www.npes.org).

# tax talk

## The Four Essential Documents

If, like many NPES members, your company is a relatively small family-owned business, that's exactly why you need to protect the business that you've worked so hard to build, and why it's so important to have an estate plan.

A successful estate plan is composed of four essential documents: a Last Will and Testament, a Living Will, a Living Trust, and a Power of Attorney. Each document operates independently of the others, yet is interrelated. All four provide you with the maximum amount of benefit and different advantages as part of your estate plan.

### The Last Will and Testament

A will provides the mechanism for distribution of any property you own at death, based upon your intent. If you do not have a will at your death, the state will determine who gets your property! The most important aspect of a will is to transfer everything you own to the people that you want to receive them. So first, make a list of all items that are important to you and identify the people you want to receive them. Be sure to include a clause to cover items that you may forget to give someone or items you may receive after you write the will. Finally, remember to include a clause stipulating how taxes will be paid. If you forget this clause, the government will charge each beneficiary for the taxes due, on a pro-rata share. Remember, your Last Will and Testament is the first and most important document in your estate.

### The Living Will

Some people think if you have a Living Will then you have a will. Wrong! A Living Will is known as a "Healthcare Directive" that states your wishes on medical treatment if you cannot make decisions for yourself. Not only does it protect you if you want to deny all available medical treatment, but it also protects you if you want to ensure that you receive all possible medical treatment. In the absence of a Living Will, the doctors who treat you will try to determine your best options, with possible consent required from a family member. The Living Will removes this responsibility from the doctors and any surviving family members by stating what you want and who you want to make those decisions on your behalf.

There are three conditions upon which most Living Wills become effective: 1) if you are diagnosed to be close to death from a terminal condition or to be permanently comatose; 2) if you cannot communicate your own wishes for your medical care, orally, in writing, or by other gestures; and, 3) if the medical personnel attending you are not notified of any written directions for your medical care. Most Living Wills provide for a "proxy," which is basically the same thing as a power of attorney except it is limited only to the Living Will. A "proxy" is a person who will make sure that your intentions are carried out. Remember, a Living Will does not operate as a Last Will and Testament, it only assists you in medical

Introducing a new

feature to *NPES News—Tax Talk!*

This column will appear periodically in upcoming editions with timely tax-related business information.

decisions, you still need your Last Will and Testament.

### The Living Trust

The Living Trust can be the most complicated of your estate documents. Basically, it is a document that is created and takes effect while you are alive, compared to a Testamentary Trust created while you are alive, but is effective upon your death. The benefits to the Living Trust are that you can avoid Probate Court and all related costs. However, you can change your mind after you write a Living Trust and void it out before your death. A Living Trust allows you to transfer ownership of your property to your intended beneficiaries while retaining benefits for yourself until your death. Therefore, you do not lose control of your property while you are alive, and upon your death, a successor Trustee will take over to distribute the property to the beneficiaries in accordance with your wishes. While the Living Trust may avoid probate, it doesn't avoid creditors or taxes, but it does provide for a quick and efficient method of distributing your property, which may discourage creditors. Remember, you do not save any estate taxes with a Living Trust over a Last Will and Testament, since you maintain "control" of all aspects of the trust until you die. The two key benefits involve avoiding probate court and its related expenses and keeping your estate private since the public does not have access to the trust documents.

### Power of Attorney

The fourth and final document that is needed in an estate plan is a Power of Attorney. A Power of Attorney is necessary in the event you are unable to make sound financial decisions regarding your assets during your lifetime. The Power of Attorney does not become effective until it is executed by the individual you state in the written document. It is important that you plan for the unfortunate situation when you are not able to make sound financial decisions. The Power of Attorney assists in a smooth transaction and can provide you with sound financial decisions that will enable you to have a steady stream of income for the rest of your life. Remember, you can always change the named individual or the terms, as long as you are of sound financial mind. ●

*Dr. Bart A. Basi is an expert on closely-held companies, an attorney, a Certified Public Accountant and the Senior Advisor of the Center for Financial, Legal & Tax Planning, Inc. He is a member of the American Bar Association's Tax Committees on Closely-Held Businesses and Business Planning. For more information, contact Dr. Basi at phone: 618/997-3436 or visit: [www.taxplanning.com](http://www.taxplanning.com).*

## No Increase in First Class Postal Rates in 2010

### Good News for Mailers, Suppliers and Consumers

Postmaster General John Potter has announced that the United States Postal Service will not increase prices for market dominant products in calendar year 2010. This includes First-Class Mail, Standard Mail, periodicals and single-piece Parcel Post.

The Postmaster General's announcement comes as especially good news for mailers, their suppliers and consumers in general, as many had expressed concerns regarding mailing costs for 2010. Noting that "the tough economic climate has presented significant challenges" Mr. Potter stated that he wanted to end pessimistic speculation as the Postal Service begins its new fiscal year, and many business clients are preparing 2010 budgets.

Potter's announcement follows closely on the heels of September 30 congressional action that provided the Postal Service with temporary relief from a budget crunch this year by postponing \$4 billion of the \$5.4 billion annual retiree health benefits payment until a later year, at no cost to U.S. taxpayers.

NPES was instrumental in the grassroots effort that generated hundreds of letters from industry leaders and workers urging congress to provide this relief. NPES also called upon congress to work with the mailing and fulfillment industry and its suppliers and customers in developing a new Twenty-first Century business model to ensure the future sustainability of the U.S. Postal Service. The industry letter can be found at: [www.npes.org/govern-](http://www.npes.org/govern-)



ment/postal-relief-letter.html.

NPES has taken a leadership role in urging these actions, because a strong and sustainable U.S. Postal Service is vital to the mailing and fulfillment industry, its suppliers and customers, and the overall national economy. In that regard, NPES President Ralph Nappi wholeheartedly agrees with the Postmaster General that “promoting the value of mail and encouraging its continued use is essential for jobs, the economy, and the future of both the Postal Service and the mailing industry,” and “suppliers to the mailing industry, including printers and printing, publishing and converting equipment manufacturers, many of whom are NPES members,” adds Mr. Nappi.

Mr. Potter also notes that “while increasing prices might have generated revenue for the Postal Service in the short term, the long term effect could drive additional mail out of the system.” Mail volume has dropped precipitously over the last few years, from a high of 213 billion pieces in 2006 to an estimated 175 billion in 2009, with an even further decline anticipated in 2010.

Continuing, Mr. Potter also states that the Postal Service is “committed to working with customers to find ways to grow the mail through innovative incentives like the Summer Sale and contract pricing.” Once again, NPES President Ralph Nappi agrees with the Postmaster General that “mail is a smart investment for the future.”

Changes in pricing for Postal Service competitive products—Priority Mail, Express Mail, Parcel Select, and most international products are under consideration, with a decision expected this month.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org. ●

# PrintED, SkillsUSA Partner to Offer Skill Connect Assessments

Individuals who choose to enter the workforce immediately after high school or post-secondary education need to have core academic and workplace competencies for employment. To provide students with a credential that validates their mastery of these competencies, and to help meet standard government education requirements, the Graphic Arts Education and Research Foundation (GAERF) and SkillsUSA have established a partnership to offer online PrintED/SkillsUSA Skill Connect Assessments. These examinations will test technical skills and knowledge with interactive questions enriched by animations, videos, drawings and photographs. The five assessments will include:

- Advertising & Design
- Digital File Preparation/Digital File Output
- Graphic Communications
- Offset Press Operations/Binding & Finishing
- Screen Printing

“Two critical trends are converging today in the field of career technical education,” notes GAERF President Ralph Nappi. “One is the need to ensure that entry level workers are well prepared with updated skills on the most current technologies. The other trend is the emphasis on one universal set of standardized skills from which to test and measure competency,” he continues. “By GAERF’s joining forces with SkillsUSA to provide end of program assessments for all graphic communications students, a more consolidated and efficient approach to address the needs of our future workforce is now in place.”

“These Skill Connect Assessments align with education and industry standards to provide employers a trusted evaluation of entry-level technical skills,” adds Tim Lawrence, SkillsUSA Executive Director. “Our ultimate goal is to ‘lift up’ students, both those inside and outside of traditional education programs.”

The Advertising & Design, Graphic Communications, and Screen Printing assessments are expected to be available for spring 2010 testing. The Digital File Preparation/Digital File Output and Offset Press Operations/Binding & Finishing assessments are expected to be available for spring 2011 testing. Students who receive passing scores on the assessments will receive co-branded GAERF/SkillsUSA certificates that display GAERF, PrintED, and SkillsUSA logos.

To access a demonstration of a skill connect assessment log onto: [www.workforcereadysystem.org/demo.shtml](http://www.workforcereadysystem.org/demo.shtml). ●

## ABOUT PrintED

PrintED is a national accreditation and certification program administered by the Graphic Arts Education and Research



Foundation, based on industry standards, for graphic communications courses of study at the secondary and post-secondary levels.

## ABOUT SkillsUSA

SkillsUSA is a national partnership of students, teachers and industry, working together to ensure America has a skilled workforce. SkillsUSA chapters help students who are preparing for careers in technical, skilled and service occupations excel. [www.skillsusa.org](http://www.skillsusa.org)



## ABOUT GAERF

The Graphic Arts Education and Research Foundation (GAERF) was created by the National Association for Printing Leadership (NAPL), NPES The Association for



Suppliers of Printing, Publishing, and Converting Technologies and the Printing Industries of America. These three national associations also jointly own the Graphic Arts Show Company (GASC). A portion of revenues earned by GASC-managed shows are provided to GAERF for projects that support a strong future for the industry. [www.gaerf.org](http://www.gaerf.org)

# NPES to Explore Fastest Growing Print Markets in 2010



NPES' trade mission to South China in March 2010 will include visits to Shanghai's large, sophisticated commercial printer Jielong and press manufacturer, Shanghai Guanghua.

**B**y now, all NPES members have received the update to the 2007 study on the "World Wide Market for Print." The original study identified nine country markets that NPES members who export should focus on to maximize their potential sales. The 2009 update confirmed those nine markets as the continuing focus going forward to 2014, but the study also showed that two of those nine are growing at faster rates than the original study portrayed.

China was originally forecast to be a \$66 billion market by 2011 and the 5th fastest growing market in the world over the 2006-2011 timeframe. The new study now predicts that milestone by 2014, China will be the second largest print market in the world at over \$100 billion overcoming its neighbor to the east—Japan. Similarly, the study showed that India was the fastest growing world market, although from a much smaller base. Nonetheless, India would be a \$20 billion market by 2011. The updated report now shows that India will grow from the 10th largest market to number 7 by 2014 at over \$24 billion. Clearly, the Asian tigers are roaring!

In light of these facts, it is clear that NPES members who are not selling to these markets are leaving dollars on the table and the International Trade Department is organizing two trade missions in early 2010 to provide a relatively low cost introduction to these important markets. If you're already established in these markets, these missions will provide an opportunity to delve deeper

into them and strengthen relationships you have already established.

## **New Delhi, India: January 18-22, 2010**

Starting with India in January and in conjunction with PAMEX 2010 in New Delhi, January 19-22, 2010, NPES will introduce members to the Indian market through the combination of site visits to printing plants, meetings with the major trade association leaders in the country and discussions with potential dealers and distributors around a visit to PAMEX 2010. PAMEX 2010 is organized by the All India Federation of Master Printers which is the largest trade association of the printing industry in India. The package for this mission includes a "presence" in the NPES booth at the show including your company name and logo along with your product literature displayed in the booth. This is an extremely cost effective way to see the show first hand without the larger investment of your own booth.

## **South China: Hong Kong and Guangzhou, March 7-14, 2010**

Our next mission will take place in early March beginning with an exploration of the South China printing market in conjunction with the Print South China Show in Guangzhou. South

China is one of the largest print markets within the huge and fast growing Chinese market, and home to some of the largest and most technologically advanced printing companies. This mission will afford NPES members the opportunity to visit the show and several of these large printers in the region and also include a visit to Shanghai where another extremely large and sophisticated commercial printer, Jielong, and a press manufacturer, Shanghai Guanghua, will provide attendees with a comprehensive view of not only their printing expertise, but also their manufacturing competencies. On the way to our visit to the Jielong facility, the group will stop by the grounds of the Expo 2010 Shanghai and the USA pavilion.

The same booth package as with PAMEX will be available at the Print South China show with one extra—participants in the China mission will also get a free listing in the Show Directory.

The "World Wide Market for Print" study has provided a roadmap for NPES members to succeed in the global printing market. In addition to the India and China activities, NPES is also planning missions around other major events such as IPEX 2010 from which we will embark on a mission to explore the opportunities in Romania and Turkey. The Expoprint Latin America show in Brazil will afford an opportunity to explore another of the fastest growing markets. Stay tuned for more details as we get closer to each of these events, and if you have any questions, please contact Kip Smythe or Pernilla Jonsson of the International Trade team at NPES at phone: 703/264-7200. ●



NPES Vice President, Global Programs, Kip Smythe (r) and GM at Jielong.



# Market Intelligence News

## NPES Top 10 Report: Equipment Purchase Update

Beginning this month, NPES is pleased to introduce an important new feature in NPES News. Regularly, the accompanying chart compiled from UCC data will be updated with information provided by Equipment Data Associates (EDA) to show up-to-date sales activity in the top ten industry product categories.

Individual product categories included in the table may vary depending on activity. This information is extracted directly from EDA's comprehensive database of nearly 30,000 records for purchasers of printing equipment.

For each of the data points in the table, subscribers to EDA's market intelligence services can see exactly who purchased the piece of equipment—and the manufacturer and model. NPES member companies that participate in

the free NPES Market Data program are eligible for significant discounts on EDA's services. By combining the critical purchaser information from EDA with the comprehensive market statistics, analysis, and forecasts provided by NPES' free Market Data program, participating NPES member companies can get a complete picture of the current and anticipated future activity in the marketplace.

For more information, or to join the free NPES Market Data program, contact NPES Membership Director Curt Alt at phone: 703/264-7200 or e-mail [calt@npes.org](mailto:calt@npes.org). For specific information about the market intelligence services offered by EDA, contact Mauricio Jurin at phone: 704/845-1099 or e-mail: [mjurin@edadata.com](mailto:mjurin@edadata.com). ●

In August, Equipment Data Associates (EDA) entered into an agreement with NPES to become the exclusive providers of UCC marketing intelligence to NPES members.

A Uniform Commercial Code Form 1 (UCC-1) filing is a financing statement required by law to be filed with the state to show that one party (usually a lender) has a security interest in another party's (usually a borrower's) personal property, and most frequently relates to the commercial financing of capital equipment through a lending institution.

UCC data is filed everyday throughout the U.S. Each UCC data filing statement has three components: the borrower, the lender, and what the borrower purchased, including make, model and serial number.

Once the data is filed, EDA's more than 50 employees manually review each filing to identify and correctly classify the transactions of printing equipment. What results is a robust database that offers subscribers continually updated information on exactly who is buying or leasing what pieces of equipment.

CATEGORY DESCRIPTION	2008 OCT	NOV	DEC	2009 JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	GRAND TOTAL
Bindery Equip.	25	16	24	11	13	6	9	8	8	11	13	7	151
Die Cutter	19	6	8	10	3	4	6	5	4	1	9	5	80
Folder/Gluer	26	25	25	21	25	36	28	20	13	11	10	9	249
Guillotine Cutter	26	27	29	21	20	26	12	13	11	17	12	5	219
Plate Processor	26	24	31	23	27	18	30	11	19	19	17	15	260
Plate Setter	70	76	124	71	59	68	67	41	46	58	50	38	768
Prod. Digital B&W Printer	545	392	459	449	291	416	337	304	365	497	444	545	5044
Prod. Digital Color Printer	256	284	377	230	205	263	250	212	229	233	196	255	2990
Sheetfed Press	48	30	37	35	28	39	30	15	22	29	18	10	341
Wideformat Printer	179	141	174	142	102	110	108	79	94	104	73	101	1407

## NPES Launches Online Industry Directory of Printing Equipment and Supplies

NPES has launched a dynamic new and enhanced industry product locator/member directory—the **Directory for Printing Equipment and Supplies (DPES)**. This new industry resource is an online listing of suppliers of graphic communications equipment, products and services.

Located on the NPES website, [www.npes.org](http://www.npes.org) (<http://directoryfor-printing-equipmentandsupplies>), the DPES is a constantly updated online directory where NPES members—and all graphic communications service providers and end users—can locate, for free, qualified industry vendors that meet their specific business needs. Users may search by product category or keyword for results that display the most relevant industry sources. Suppliers who are NPES members are identified by an NPES logo beside their listing, and for those who exhibited in the recent PRINT 09 exhibition, the show logo will appear as well. NPES members can upgrade their basic listing to increase their visibility by purchasing a "Completed Listing," which will add a "request for information" function plus an option for visitors to the DPES to contact them with the click of a button.

"The graphic communications industry has seen various directo-

ries over the years, but we had been hearing from our membership—just as our members have been hearing from their customers—for quite some time that an industry as broad and diverse as ours needs a single complete resource with all of the latest supplier information," said Ralph Nappi, NPES President. "The *Directory of Printing Equipment and Supplies* offers industry professionals just that: a convenient, vendor-neutral index with enhanced search capabilities that enables users to locate what they need quickly and with minimal effort. And, because the DPES is Web-based, the information never goes out of date."

The DPES is a partnership between NPES and MultiView, Inc., the publisher of the online directory. Members and other industry suppliers who are interested in purchasing enhanced DPES listings may contact Multiview directly at e-mail: [npes@multiview.com](mailto:npes@multiview.com) or phone: Cathy Beavers at phone: 800/816-6710. ●



# news and notes

## NPES CALENDAR

### December 2009

#### PRIMIR Winter Meeting

December 2-3 • Arlington, Virginia

### January 2010

#### Pamex 2010

January 19-22 • Pragati Maidan  
New Delhi, India • www.pamex.in

### March 2010

#### ICC Meeting

March 2-5 • Tokyo, Japan

#### The 17th South China International Exhibition on Printing Industry

China Import & Export Fair Pazhou Complex  
March 9-11 • Guangzhou, China

#### NPES Industry Summit\*

\*PRINT OUTLOOK

\*PRIMIR Spring Meeting

March 22-24 • Baltimore, MD

#### CGATS/USTAG Joint Meetings

March 24-26 • St. Paul, Minnesota

### April 2010

#### TC 130 WGs

April 19-24 • St. Gallen, Switzerland

#### TC 130 WG5

April 27-29 • Miami, Florida

### May 2010

#### IPEX

National Exhibition Center  
NPES Member Booth and Trade Mission  
May 18-25 • Birmingham, UK

#### Printtek 2010

#### 11th International Print Technologies and Paper Fair

Tüyap Fair, Convention and Congress Center  
NPES Member Booth and Trade Mission  
May 29 - June 6 • Istanbul, Turkey

### June 2010

#### ICC Meeting

June 21-24 • Bressanone, Italy

#### NPES Member Booth and Pavilion

EXPOPRINT Latin America 2010  
Transamerica Expo Center  
June 23-29 • Sao Paulo, Brazil

### September 2010

#### Central and Eastern European Print Industry Summit

September 9-10 • Warsaw, Poland

### October 2010

#### EXECUTIVE OUTLOOK Conference

October 2 • Chicago, Illinois

#### GRAPH EXPO

October 3-6 • Chicago, Illinois

#### TC 130 WGs and Plenary

October 10-16 • Sao Paulo, Brazil

Annual Conference continued from page 3



Gavin Jordan-Smith, VP Commercial Print & Prepress Business (c), accepts the Harold W. Gegenheimer Corporate Service Award on behalf of Xerox and receives congratulations from NPES President Ralph Nappi (l) and NPES Chairman Hank Brandtjen (r).

program, **John Satagaj**, President and General Counsel, Small Business Legislative Council, addressed an issue of immediate interest to us all with his up-to-the-moment update on the dynamics that will shape the final outcome of the new health care legislation and his perspective on its impact upon our business.

Transporting attendees back from the future with timely tactical strategies for the present, **David Schwartz**, Vice President of Sales and Marketing for Equipment Data Associates (EDA), garnered the spotlight by likening selling to *fishing!* "After all..." he began, "...we know the fish are in the river—the only challenge is figuring out how to catch them!" He introduced a method for extracting and utilizing UCC-driven data from EDA's comprehensive database of nearly 30,000 records for purchasers of printing equipment to reveal targeted market intelligence that detailed exactly *who* pur-

chased *what* piece of equipment—and the manufacturer and model! He continued, noting that by combining the critical purchaser information from EDA with the comprehensive market statistics, analysis, and forecasts provided by NPES' free Market Data Program, participating NPES member companies can see a complete picture of the current and anticipated future activity in the marketplace. With attendees eager to learn more, David shared how to 'fish' more effectively by using proven best practices to ratchet-up the sales results for attendees' companies.

Concluding the 'classroom' segment of the program on a high note, attendees received from NPES President **Ralph Nappi** an update on the most widely referenced study sponsored by PRIMIR/NPES, the "**World Wide Market for Print.**" The study was originally released in 2007, but to recognize recent industry changes, NPES commissioned Pira International to update

the data and forecasts for print and printing equipment in all 50 countries identified in the original study.

As another action-packed day drew to a close, attendees returned to the Fairmont Turnberry Isle Resort & Club for the final evening's networking reception before departing for dinner.

Since the conference's conclusion, attendees have provided thoughtful and enthusiastic feedback via their program evaluations and e-mails, which bodes well for the Association's next event, the **NPES 2010 Industry Summit**, which combines the popular PRINT OUTLOOK trends and economic forecast conference, the PRIMIR Spring Meeting, and the NPES Board of Directors Meeting, to be held March 22-24, 2010 at the Intercontinental Harbor Court in Baltimore, MD. ●

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#### Publisher:

Ralph J. Nappi

#### Managing Editor:

Deborah Vieler 703/264-7222

#### Correspondents:

Curt Alt Mark Nuzzaco

Jackie Bland Kip Smythe

#### Circulation:

Darcy Harris 703/264-7217



The Association for Suppliers of Printing,  
Publishing and Converting Technologies

1899 Preston White Drive  
Reston, VA 20191 USA  
703/264-7200  
e-mail: npes@npes.org  
www.npes.org