



NPES news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

Opportunities Abound "South of the Border"

For those who may remember riding in the family car on a summer vacation driving from the northeast to Florida, clearly the 20 hour trip could get quite boring. But there was always one stretch of the trip that could keep

your attention for several hours. As you approached the North and South Carolina border, billboard after



Investments in the Printing Industry



DESCRIPTION	VOLUME (US\$) Million		
	2008 Jan/ Jul	2009 Jan/ Jul	%
PRINTING	433,163	259,391	-40.1%
WEB OFFSET	17,801	49,633	178.8%
FLEXOGRAPHY	229,596	75,948	-66.9%
SHEET-FED OFFSET	185,766	133,810	-28.0%
FINISHING	61,539	86,625	40.8%
PRE-PRESS	5,327	4,187	-21.4%
OTHERS	553,874	232,232	-58.1%
TOTAL	1,053,904	582,435	-44.7%

Source: Secex. Prepared by Decon/Abigraf

INSIDE:

- President's Perspective..... 2
- NPES 2010 Industry Summit..... 3
- Special Report from GASC: Chicago and GRAPH EXPO 2010..... 4
- Selling in Tough Times 4
- Membership Points of View..... 5
- Seattle City Council Approves Do-Not-Mail Resolution..... 6
- Postal Reform Briefings Begin in U.S. House 6
- Market Intelligence News 7
- GAERF Announces 2010 Student Design Competition 7
- News and Notes 8

billboard, for almost 175 miles, would encourage you to visit "South of the Border." With a Mexican theme, their "spokesperson," Pedro, would come up with corny one-liners to get your attention. A favorite is "Pedro's Weather Forecast.....Chili today, Hot Tamale! at South of the Border." With all this tremendous hype, one would think that South of the Border would be a fantastic resort with fabulous amenities. Of course, when you finally got

there, it was a cheesy rest stop along the never-ending US 301 highway. Today Wikipedia calls it a "tourist mecca," as it now covers over 1 square mile and has its own infrastructure including police and fire departments.

Like the "tourist mecca," there are opportunities awaiting NPES members south of the border too. However, here the destination is South America, and specifically Brazil. Like the U.S. market, the global economic downturn has

not been kind to Brazil. However, Brazil is faring somewhat better than the U.S. and when we return to economic growth, it will continue on a growth trajectory while the U.S. market will struggle to remain flat. According to the PRIMIR "World Wide Market for Print" study Brazil is the 10th largest print market in the world at 15.6 billion U.S. dollars forecast to grow 31.2% to 20.5 billion in 2014. Over that same time

president's perspective

Religion and Politics



Ralph Nappi
NPES President

Many are familiar with the common caution "Never discuss religion and politics" on your first date, job interviews, with business colleagues, and the list goes on. For NPES, practicing this advice on politics is impossible

because one of our missions is to represent members and the industry on Capitol Hill. This was never much of a challenge, until last December, when we reached out to our members to weigh-in on the health care reform legislation that was speeding through both houses of Congress like a runaway train! (*Okay if there was any doubt where your association president stands on this issue, now you know.*)

“As the issues get broader we access and engage a larger coalition of partners.”

Much to my surprise, and delight, our outreach generated a noteworthy response, actually more than any lobbying outreach in quite some time. Especially from a handful of members that felt our request to communicate with elected officials to scrap the current legislation and start over was not well received. Granted, our "anti-health care bill" message is a struggle because we offer limited solutions to a problem that all agree needs to be addressed. It is embarrassing, but it would be more embarrassing if NPES did not weigh-in on a piece of legislation that promises to be the most far reaching financial and policy change since Social Security was founded.

So what is NPES' role in the government affairs arena? First and foremost, it is to represent the interests of member companies. Our position on legislation and other public policy matters is based upon input from the association membership and directed

by the NPES Government Affairs Committee, which reports directly to the NPES Board of Directors.

Over the years, most association government affairs positions have been supported by a wide consensus of the membership: positions on issues like product liability reform and tax incentives for capital equipment purchases to name two. However, on other subjects, like trade and currency issues, consensus has been harder to achieve. But none has elicited the response that the recent health care reform bill did...and that is a great thing because NPES is only as effective on Capitol Hill as our members enable us to be! Any success in passing or defeating legislation is in direct proportion to our (and our allies') ability to turn that member engagement into calls and letters to elected representatives.

NPES has three levels of activity in the government affairs arena: first, specific issues like Postal Reform and Do-Not-Mail initiatives that directly impact our members' products and services. The next level represents activity in issues related to the general area of manufacturing and capital equipment companies, such as Section 179 expensing for small businesses and product liability reform. And the broadest level of activity includes health care reform, taxes, trade, Estate Tax reform and access to capital. As the issues get broader we access and engage a larger coalition of partners. Yet, regardless of the issue, our position is developed *by* and *for* NPES members.

We need and want that engagement, and considering the recent level of member interest in current legislative issues, NPES has decided to open up our next Government Affairs Meeting to the entire membership by hosting a Public Policy Forum at the NPES 2010 Industry Summit that will take place in Baltimore, Maryland on March 22-24. In addition to our PRINT OUTLOOK and PRIMIR Spring Meeting programs, during the Summit we will solicit the active involvement of our members to develop positions on the legislative issues of the day, which include: Postal Reform, Do Not Mail initiatives, health care reform, the future of the Estate Tax, capital investment tax incentives and financing issues. So, I would encourage you to consider being part of this year's Industry Summit for yet another reason—to help direct the legislative issues that NPES will be pursuing on Capitol Hill.

And maybe we should amend that old caution to just refrain from discussing religion in mixed company. ●

Opportunities continued from page 1

period, the U.S. market is forecast to remain flat at \$185 billion. In fact, Brazil is one of the nine "key growth markets" that NPES members should focus on for export sales according to the study.

So how big can this opportunity be for NPES member products? According to 2008 data from Abigraf, the Brazilian Printing Industry Confederation, machinery and equipment imports to Brazil were \$1.8 billion (*see Figure 1*). With the economic downturn, the first half of 2009 saw those imports fall by 44.7%. Even at a reduction of 44%, Brazil offers U.S. manufacturers a potential market of \$582 million, which is only slightly less than the U.S. market over the same time period. More importantly, when global economic growth returns, we can expect Brazilian printers to resume their consumption of printing equipment and machinery at the pre-recession levels. So now is the time for NPES members to begin the process of preparing to do business in this exciting and growing market.

To assist members learn more about this market, NPES will be organizing a trade mission to Brazil around the ExpoPrint Latin America trade show in Sao Paulo to be held June 23-29, 2010 at the Transamerica Expo Center in Sao Paulo. The specific agenda for the mission is currently being finalized but it will include a visit to the show, tours of leading printing companies, meetings with trade association leaders and appointments with potential dealers and distributors. It's a low cost method to introduce a company to the market or to enhance current relationships that your company has already established in the region. For more information, please contact Pernilla Jonsson of the Global Team at NPES at e-mail: pjonsson@npes.org or phone: 703/264-7200. Plan now to attend the NPES trade mission to Brazil. ●

REGISTER NOW!

How do NPES members predict the impact the recovery will have on our industry in the months *and* years ahead? And, how can YOU find and act upon the new business opportunities these changing economic times present—*before* your competitors do?

Find out at the **NPES 2010 Industry Summit**—the annual economic and industry trends conference for the graphic communications industry! Here you will gain a thorough understanding of *where* we are in the economic cycle, *how* the recovery will continue to unfold, plus *new* insights, strategies and tactics that will enable you to move your company forward *now*.

This timely, fast-paced event brings together **PRINT OUTLOOK 2010** with the **PRIMIR Spring Meeting** for the most up-to-the-minute commentary on the latest economic data and trends information to enhance your industry knowledge and maximize your networking opportunities while minimizing your time away from the office.



Douglas Ehmann

Vice President and Chief Technology Officer of The Sheridan Group on ***“Keeping Print Relevant in a Digital World,”*** and **Hal Hinderliter**, President of Hal Hinderliter Consulting Services on ***“Augmenting Reality with Mobile Marketing.”***

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 strategic concern to manufacturers, suppliers and printers. Be there at the Spring Meeting for your insider’s preview of the newest PRIMIR study, ***“Megatrends in Digital Printing Applications.”***



Hal Hinderliter

REGISTER TODAY!

For complete program and registration information visit:
www.npes.org ●

PRINT OUTLOOK 2010 CONFERENCE PREVIEW

From Recession to Recovery: The Road Ahead

Alan Beaulieu, President and Chief Executive Officer, Institute for Trend Research

The Outlook for Commercial Printing in 2010

Andrew Paparozzi, VP and Chief Economist, NAPL

Keeping Print Relevant in a Digital World

Douglas Ehmann, Vice President and Chief Technology Officer, The Sheridan Group

The Financial Meltdown and its Impact on Business: How Did We Get Here? What Else is in Store?

Bob Seeds, Owner, International Financial Services Corp.

Plus, the NPES Public Policy Forum on...

- Health Care Reform
- Do-Not-Mail Legislation
- Post Office Policy
- Trade Policy
- Financing for Capital Equipment Investment

Moderators: **Ulrik Nygaard**, Chairman, NPES Government Affairs Committee; President & CEO, Baumfolder Corporation
Mark J. Nuzzaco, Director, NPES Government Affairs

Presentations and Panel Discussion:

The Future of Communications—Print’s Role

Moderator: **William K. “Kip” Smythe**, Vice President, NPES Global Programs

Integrating Traditional Print with Digital Print and the Internet

Jeff Hayes, President, InfoTrends

Ensuring a Print Future in a Digital Age

Dr. Samir Husni, “Mr. Magazine,” Director, Magazine Innovation Center, The University of Mississippi

Augmenting Reality with Mobile Marketing

Hal Hinderliter, President, Hal Hinderliter Consulting Services

The Outlook for Books in a Digital World: Books, Books on Demand, Digital Books, and e-Books

Gilles Bosco, President, INTERQUEST

Special Report from GASC: Chicago and GRAPH EXPO 2010

The Graphic Arts Show Company (GASC) has a special update for current and prospective GRAPH EXPO 2010 exhibitors. At this time, much is happening in Chicago relative to expense reduction that may impact tradeshows in 2010—and for years to come. The following summarizes the most current information available on areas of interest to, and that will ultimately benefit exhibitors at GASC-produced shows.

Background

Over the past few years there have been several cost-reducing* strides forward relative to the trade unions and work rules including:

1. Reduction in the size of certain labor crews;
2. Adjusted work shifts (start and end times) to provide more straight time vs. overtime;
3. Enabling exhibitors to do more of their own work in several areas; and,
4. A major overhaul at FOCUS One to make utilities labor more efficient.

*The audited amount of savings for the work times and labor crew size reductions (*items 1 & 2 above*) for GRAPH EXPO 2006 exhibitors was \$330,000.

New for 2010

Now, working on your behalf since PRINT 09 in September, GASC has secured from Freeman additional cost-savings by negotiating lower machinery drayage rates by 15%, and holding pricing from 2009 for other Freeman products and services in time for GRAPH EXPO 2010. It is important to note that GASC negotiated this special discounted rate despite an average 5.5% increase in labor rates in Chicago.

With still more to be done, GASC has been an active participant on the Chicago Labor Management Council and has been meeting with Chicago leaders. Together with producers of other important tradeshows, GASC has joined forces to demand attention and further solutions to the costly and often difficult situations experienced in exhibiting in McCormick Place.

More Changes Pending

The City of Chicago and Metropolitan Pier and Exposition Authority (MPEA), the management of McCormick Place, have recognized that the current model must change. To begin this process, a task force formed in November 2009 has been working to develop solutions aimed at reducing exhibitor costs for all events produced in their convention centers.

GASC will continue to actively influence this process to help reduce costs and raise your ROI, while it works toward creating a valuable and productive GRAPH EXPO 2010 experience. ●

Selling in Tough Times

5 TOOLS SALES MANAGERS CAN USE TO KEEP THEIR TEAM MOVING



Carl Henry

As you might have heard already, it's a pretty tough business environment out there right now. Many of our best clients and customers are facing decreased budgets, and at a time when uncertainty about the future is greater than it has been for decades. With all of that going on, it's no wonder that so many of our salespeople—even many of the top performers—are having a tough time bringing in new accounts.

But as a sales manager, you don't have the luxury of waiting for things to turn around. Your department is the lifeblood of your company; without the business and revenue you bring in, nothing else your company does will matter.

With that in mind, I'd like to offer a handful of tips for leading your salesforce through the change and economic uncertainty that's lingering over us right now. None of these strategies is going to make things easy, but each of them can help you shift the focus away from recent problems and back where it belongs—on the customer. Doing that is always the key for opening accounts, regardless of what's on the front page of the business section.

How You Sell In Tough Times

1. Have Your Salespeople Put on Their Customer's Shoes

It's old advice, but advice that most of us forget from time to time. As the economy has faltered, many of our producers have stopped thinking about the people and companies they sell to, and started worrying about their own problems instead.

Those customers are facing tough situations too, however, and trying to sell them the same products and solutions, in the same ways as before, isn't bound to get us very far. Get the men and women on your sales staff to start

thinking about what their best clients need right now, not what they'd like to be selling, and have them customize their approach with that insight. You'll be surprised at the enormous difference it can make.

2. Think Solutions, Not Products

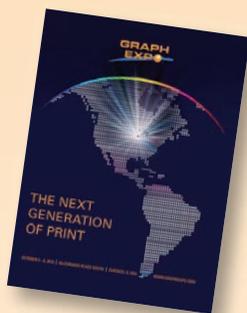
In the same way, recognize that few of your customers are looking for new equipment, a better insurance plan, or any other standard "product." In this market, they don't need any of those things. But what they're dying for is a way to lower their costs, sell more of whatever they make, and otherwise remain competitive in the face of extreme bottom-line pressures.

There's never been a better time for return on investment selling. On the one hand, it gets your salespeople speaking to their prospects and customers in their own language. But more than that, it gets them thinking about what really matters to the person who has to sign the order slip or invoice, and how they can better explain those benefits at a critical time.

3. Get Past Prices

If your salespeople are telling you that price is the biggest obstacle to closing new business, then it's a sure sign that they aren't strong enough in the sales process. That's because, time and again in every economic climate, the very best salespeople find a way to sell quality products without giving in to easy discounts. Whatever reason your customers have for choosing you as a vendor, it probably doesn't begin and end with the dollars and cents on your invoice.

Still, weaker salespeople will nearly always get hung up on prices, either because they lack the confidence to stick to their guns, or because they don't understand the sales process well enough to keep building value after the first objection. In either case, it's your job as



the manager to set them straight. Constantly cutting into your prices will make sales come faster—but put you out of business at the same time.

4. Think Long Term

While the focus of this article is on how to keep the orders coming in, that doesn't mean that you always have to tell your sales staff to try to make the biggest sale right now. In fact, sometimes the smart move is to try to sell a smaller product—which requires a lower investment or commitment, and might open the door for future business.

Again, this gets to understanding exactly where your clients are right now, and what solutions can best serve their needs. Don't let your producers prioritize this month's commission check over a client relationship that could last for years. Help them to craft proposals that don't just win business, but gain partnerships that will last a lot longer than the current downturn.

5. Give Them the Right Tools

It's ironic that so many sales managers skimp on training, technology and other tools for their sales teams at the exact moment when they need them most. Instead of shying away from the task of leading your team, stick up for them by making sure they have the necessary resources at hand. While each of the tactics I've outlined herein are useful, none of them are easy to learn or master, so invest in whatever you need to send your sales force out ready to find business.

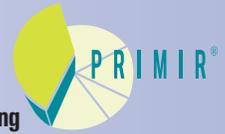
Sales Management Points

This might not be an easy time to sell, but as the manager, you need to be a leader for the producers on your staff. Follow these five tips and show them that, instead of hiding from the world, they can get out there and close new accounts. ●

Carl Henry, President of Henry Associates, is a sales and customer service educator, and corporate consultant who developed The MODERN Sales System and the PEOPLE Customer Service System. A Certified Speaking Professional and member of the National Speakers Association, he has taught essential sales and customer service skills to hundreds of companies in a diverse range of industries. For more information contact Carl Henry at phone: 704/847-7390, e-mail: chenry@carlhenry.com, or visit: www.carlhenry.com.

Membership Points of View

Periodically this column will feature viewpoints and industry perspectives shared by NPES member companies across the spectrum. This month, we contacted several who participate in PRIMIR (the Print Industries Market Information and Research Organization) and asked, "Now, as we are beginning to emerge from the most challenging economic times in recent history, how has your involvement in PRIMIR, and the information that you've received from PRIMIR studies, helped your company weather the storm and plan its success strategy for the years ahead?"



Kim Stone

Director of Communications
Print Media North America, Flint Group



The value we get from PRIMIR far surpasses the cost of membership. PRIMIR does a great job of bringing industry peers together to produce data that everyone benefits from. That same

number of reports, if purchased from individual market research firms, would cost considerably more and wouldn't inspire the same level of confidence. And it wouldn't be as fun to gather, either.

The sheer volume of reports is only part of the story. As members of PRIMIR, we are introduced to more diverse topics than any one company might have the resources to purchase on its own. Since Flint Group offers almost all pressroom needs and serves customers in all major market segments, this is especially important.

The industry insight we gain from PRIMIR is a very important starting point. It provides a foundation for Flint Group to build solid strategies that drive everything we do. Whether our industry is booming or our economy is in crisis, PRIMIR is an integral part of the Flint Group toolkit.

Paul Foszcz

Marketing Manager
manroland, Inc.



As an international company, we have market segment information from around the globe. This allows manroland corporate to gauge strategic trends and to provide the analysis back out to the sales organizations. Our corporate team has found the research from PRIMIR to be of the highest quality and well-grounded in market facts. Here in the U.S., we use NPES economic data to help us to anticipate shorter term trends and to develop tactical approaches.

PRIMIR studies have provided input to a wide range of business decisions from our sales organizations to marketing communications efforts and aftermarket programs. We know we can count on the quality of the work because many of the members get involved to review the studies during the analysis phase.

Andrew Gordon

Manager, Business Intelligence
Océ North America



Interacting with PRIMIR has proven to be a win-win initiative for Océ, the market and our customers. By participating with PRIMIR members and consultants from project inception to completion,

Océ has access to research findings that examine critical future industry trends that help to shape our approach to the market. Advance information on industry trends, issues and emerging challenges provides us with critical business intelligence to ensure that the solutions we develop align with real market requirements and issues.

Likewise, by sharing insights, leadership and knowledge gained through day-to-day interactions with customers, we are able to help PRIMIR identify pressing issues, uncover key trends and allocate resources to studies that address the real needs of the market. In this way, we can help PRIMIR build a relevant and useful industry knowledge base that truly serves the needs of print professionals "out in the trenches," ensuring that technology providers develop solutions that truly serve the industry.

For example, Océ has shared insights based on customer experience leading to further research into areas such as digital book printing, the tipping points where high-volume analog applications shift to digital platforms, print-based direct marketing in key market segments and future scenarios for transformational workflow solutions. We take our leadership role with PRIMIR very seriously, always guided by the value we believe research will deliver to serve the market overall. ●

Seattle City Council Approves Do-Not-Mail Resolution

Do-Not-Mail initiatives have picked up again with the Seattle City Council passing a non-binding resolution calling on the Washington State Legislature to establish a Do-Not-Mail Registry to provide residents of the City of Seattle and Washington State with an effective, user-friendly system to voluntarily stop the receipt of unsolicited commercial direct mail. A similar measure was adopted in San Francisco last year.

Seattle-based affiliates of Mail Moves America (MMA) coalition members along with local business and postal employees groups opposed the resolution and were partially successful in that, along with the call for state action, the resolution also contains a provision directing the Seattle Public Utility to evaluate all other existing opt-out services so that the city can promote the most effective one. The SPU's findings will be reported by June 30, 2010.

Although Do-Not-Mail proponents often mischaracterize commercial direct mail as "junk," Do-Not-Mail registry bills have been defeated in more than 20 states when legislators understand the detrimental impact such measures would have on the economy and jobs in their communities and states.

In addition to the Seattle and San Francisco initiatives, the Berkeley, California City Council is also considering a non-binding resolution urging the California State Legislature to adopt a state Do-Not-Mail registry. The resolution has been forwarded to the city's Commission on Labor and its Zero Waste Commission. MMA continues to closely monitor this situation.

Mail Moves America is a broad-based coalition of printing and mailing & fulfillment industry companies and associations committed to educating government policymakers and the general public about the vital role printed commercial advertising disseminated through the U.S. Mail plays in the nation's economy.

Mail Moves America's activities will be one of the topics covered during the Public Policy Forum portion of PRINT OUTLOOK at the **NPES 2010 Industry Summit**, March 22-24.

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

Postal Reform Briefings Begin in U.S. House

NPES SPEAKS THROUGH 21ST CENTURY POSTAL COALITION

The House Subcommittee on the Federal Workforce, Postal Service and the District of Columbia has begun a series of multi-stakeholder briefings to educate congressional staff about issues facing the future viability of the United States Postal Service (USPS).

On January 26, the first briefing was held and attended by over 100 staff and stakeholders who reviewed current issues challenging the USPS business model. NPES was represented by The Coalition for a 21st Century Postal Service. Other participants included the USPS, Postal Regulatory Commission, Government Accountability Office, postmaster organizations and five unions representing different groups of postal employees.

The Coalition for a 21st Century Postal Service is a broad-based group of printing and mailing & fulfillment industry companies and associations committed to working for postal reforms that will minimize mailing costs and keep printing competitive with other forms of communication.

A founding member of the Coalition, NPES is an adamant advocate for a strong and sustainable U.S. Postal Service because:

- The \$800 billion plus mailing industry employs nearly 8.3 million workers and comprises more than 8% of U.S. GDP;
- Millions of other American jobs and livelihoods depend on printed communications of all types, nearly 50% of which rely on the U.S. Postal Service for dissemination; and,
- Millions of these jobs stem from small entrepreneurial businesses already hard hit by the recession, which rely heavily on advertising disseminated through the U.S. Mail.

During the initial briefing NPES and its Coalition partners highlighted these key issues:

- The size and scope of the \$1.2 trillion/year U.S. mailing industry that employs 8.3 million workers and is relied upon by businesses and consumers nationwide;

- The precipitous decline in mail volume and revenues, which after hitting an all-time high of 213 billion pieces in 2006 has fallen to the lowest level since the early 1990s, resulting in a one-year loss of 26 billion pieces in 2009 and an \$11 billion loss over the past three years;

- Postal Service labor costs and contracts that set the terms and conditions for wages, benefits and conditions of employment, which account for about 80 percent of total USPS expenses;

- Funding of Postal Service retiree health benefits and its impact on annual operating costs;

- The emergence of USPS debt, which due to declining revenue, overly aggressive funding of the USPS Retiree Health Benefits Fund mandated by the Postal Accountability and Enhancement Act of 2006, and the recent severe recession is expected to hit \$13.2 billion in total at the end of the 2010 fiscal year;

- The large Postal infrastructure with its over 36,000 retail outlets that number more than all the Starbucks, McDonald's and Wal-Mart's combined, and the administrative and political challenges in downsizing this capacity to match the new market for postal services; and,

- The options for reducing USPS operating costs, which include possible reductions in delivery and processing days.

NPES and its Coalition partners will elaborate on these issues at a second briefing session that will be followed by two more sessions conducted by representatives from the USPS and the various postal unions.

Postal reform will be one of the topics covered during the Public Policy Forum portion of PRINT OUTLOOK at the NPES 2010 Industry Summit, March 22-24, Baltimore, MD.

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

Market Intelligence News

UCC FILING UPDATE

The chart compiled from UCC data provided herein by Equipment Data Associates (EDA), shows up-to-date UCC (see definition below chart) activity for all printing equipment. Although UCC filings are a combination of new equipment sales, used equipment sales and refinancings of existing placements, they are still a strong indicator of market 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 Assistant Director for Market Data, Rekha Ratnam at phone: 703/264-7200 or e-mail: rratnam@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. ●

Printing Equipment UCC Filings: 2006—2009



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.

GAERF Announces 2010 Student Design Competition

The Graphic Arts Education and Research Foundation (GAERF) has announced the launch of its second annual student design competition, which this year challenges students to develop a marketing product to promote GRAPH EXPO 2011—the largest and most comprehensive trade show and conference for the graphic communications industry in the Americas.

The GAERF 2010 Student Design Competition invites students to be creative by taking their original design from concept to finished product as they:

- Create a theme for GRAPH EXPO 2011
- Design artwork to support the theme, incorporating the GRAPH EXPO logo, show dates and location, and
- Produce a product that incorporates the theme and logo (i.e., advertisement, website page, postcard, etc.).

The competition is open to all students attending secondary or post-secondary institutions in the continental United States who are studying in a graphic communications/printing, advertising, graphic design or interactive media program. Design competition entries must be received by June 15, 2010. Those selected by GAERF will be judged by the Graphic Arts Show Company, producer of GRAPH EXPO 2011. Winners and their instructors will be notified by August 15, 2009.

Among the total six prizes for winning entries submitted by students at the secondary and post-secondary levels will be two first place awards, two second place awards and two third place awards.

First place winners and their instructors will receive two-day all-inclusive paid trips to attend GRAPH EXPO 2010 in Chicago, IL. In addition, the winners will be presented at the show with \$2,000 awards during Career Awareness Day on October 6, 2010. The second place winners will be awarded \$1,500, and the third place winners will receive \$1,000. Complete details are available online at: www.gaerf.org. ●



NPES CALENDAR

March 2010

ICC Meeting

March 2-5 • Tokyo, Japan

The 17th South China International Exhibition on Printing Industry

China Import & Export Fair Pazhou Complex
NPES Member Booth and Trade Mission
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

GAERF Board Meeting

April 20 • Philadelphia, PA

GASC Board Meeting

April 21 • Philadelphia, PA

TC 130 WGs

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

EXPOPRINT Latin America 2010

Transamerica Expo Center
NPES Member Booth and Trade Mission
June 23-29 • Sao Paulo, Brazil

September 2010

Central and Eastern European Print Industry Summit and Trade Mission

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

CGATS/USTAG

October 28-29 • Location TBA

NPES Members are Integral to Update of "Old" Standard

One of ISO's first International Standards has been fully updated with input from experts from around the world, including several NPES members. ISO 5:2009 *Photography and graphic technology—Density measurements*, as its name implies, was the fifth standard developed through the International Organization for Standardization (ISO) and is still routinely updated and maintained. It consists of four parts:

- Part 1: *Geometry and functional notation*
- Part 2: *Geometric conditions for transmittance density*
- Part 3: *Spectral conditions*
- Part 4: *Geometric conditions for reflection density*

Work on the revision of the ISO 5 series began more than a decade ago with the effort made to update all four parts of the series together for consistency.

"The publication of this

series of standards is a testament to the perseverance of

member companies who were active participants in this work



The publication of this series of standards is a testament to the perseverance of the small group of scientists and engineers who continued to carry this burden against the current of conventional thinking to finally arrive at this apex."

the small group of scientists and engineers who continued to carry this burden against the current of conventional thinking to finally arrive at this apex. To all of us who struggled over these long years, I say, "Well done!" says Danny Rich of Sun Chemical Corporation. Other NPES

were Vertis Communications, X-Rite, Inc. and Eastman Kodak. ●

Industry Standards Revisions: Call for Participation

Work is underway to revise ANSI B65.1-2005, "Graphic technology – Safety standard – Printing press systems" and ANSI B65.2-2005, "Graphic technology – Safety requirements for binding and finishing equipment and systems."

This work is open to anyone with an interest in participating; the committees are especially seeking users of these technologies. To become involved, please contact Debbie Orf at e-mail: dorf@npes.org or phone: 703/264-7200. ●

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