



# **MARKET DATA PROGRAM REPORTING CATEGORIES**

**NPES Member Services Department**

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***NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.***

**01/02. IMAGING AND PREPRESS EQUIPMENT, SYSTEMS AND SOFTWARE**

Section 01 to report dollars; Section 02 to report units

***C. DIGITAL PROOFING DEVICES***

Devices which create hard copy color proofs using electronic/digital input.

C2b. Ink Jet *Ex: Epson Stylus Pro 7000, Iris Realist*

C2c. Half-tone and Other *Ex: KPG Approval, Fuji FinalProof, Creo Spectrum*

***D. IMAGESETTERS (CAPSTAN & DRUM)***

Machines capable of producing typeset material using photographic, electrographic or laser based technology.

Capstan: A capstan or flatbed laser based device capable of setting text and/or halftone images on photographic paper, film, or other electrophotographic material. Devices intended for imaging polyester plates should be reported in category 01/02H. *Examples: Linotype L330, AGFA Accuset 1200, Verityper 4300, Screen Katana*

Drum: A drum laser based device capable of setting text and/or halftone images on photographic paper, film, or other electrophotographic material. *Examples: AGFA Avantra 44, Fuji Sumo, Heidelberg Supersetter, Heidelberg Supersetter A*

***E. FILM/PAPER/POLYESTER PROCESSORS***

This class of products includes self-contained electro/mechanical units used to stabilize, develop (by solution or heat process), fix wash and dry graphic arts film/paper/polyester. Contains chemical tanks with a transporting system to convey photo material through washing and drying chambers. (Shipment data excludes low cost paper stabilization processors.) *Examples: LogEtronics, Glunz & Jensen, Development Technologies, Agfa*

Rapid Access/PTS Processors, Off-Line Processors, Off-Line (New) – Stand-alone film, paper, or polyester plate processor with no direct connection to an imaging device, i.e. Imagesetter, Scanner, Plotter, etc. *Example: DEVOTEC 20, Multiline 550, Rapiline 28*

Rapid Access/PTS Processors, Off-Line Processors, Off-Line (Rebuilt)

Rapid Access/PTS Processors, On-Line Processors, On-Line (New) – Film, Paper, or polyester plate processor containing an integrated film transport device for direct connection to an imaging device, i.e. Imagesetter, Scanner, Plotter, etc. or a film or paper processor which does not contain a transport device but has been modified and adapted for direct connection to an imaging device. *Example: DEVOLINK, Avantra 44, Glunz & Jensen On-Line Systems.*

Rapid Access/PTS Processors, On-Line Processors, On-Line (Rebuilt)

**G. PLATESETTERS – METAL**

Laser recording devices that image plates for use on press. Includes internal, external, and flatbed recorders. Includes thermal devices used primarily to image plates using infrared (thermal) wave spectrum to create the image on the substrate being used in the devices. Includes all visible light devices, especially violet.

G1. Up to 4

G2. 8 Up

G3. Above 8 Up

**H. PLATESETTERS – NON–METAL**

Prepress direct to plate devices commonly referred to as platesetters and primarily used for digital imaging of both polyester and paper plates. Platesetters that are capable of imaging film in addition to offset plates but are sold primarily as platesetters should be reported in this category and no longer reported as Imagesetters.

**J. PLATE PROCESSORS**

Electro/Mechanical devices that develop and/or harden image or printing plate so that they are ready for use on press.

**J1. Presensitized****J3. CTP Processors****L. OTHER EQUIPMENT (DOLLARS ONLY, INCLUDES PLAIN PAPER OUTPUT DEVICES, MASK GENERATION DEVICES)**

Miscellaneous prepress products not elsewhere classified. Samples are provided below.

**Color Scanners (Drum & Flatbed):** An electronic scanning device used to make (screened) separated films from hard-copy continuous tone photographs and black and white line drawings and logos. Examples: Crosfield Magnascan, Screen Scanagraph. Please include color scanner peripherals and black and white scanners including peripherals in category 01/02L – Other Prepress Equipment.

**Analog Proofing Devices:** Devices which create hard copy color proofs using film separations as input. *Examples: DuPont Cromalin, Imation Matchprint*

**Dye Sub:** Example: Imation Rainbow

**Densitometers/Colorometers:** Devices that measure the density of color saturation or dot coverage of photographic chemicals.

**Plain Paper Output Devices:** Devices that merge text and graphics electronically. Examples: Linotype–Hell Laserwriter, AGFA CG–3400 PS, Linotype–Hell Color Printer 30, Canon, Calcomp

**Mask Generation Devices:** Devices that produce masks from material such as sketches, mechanicals and line negatives for use in a conventional stripping operation. Can also be interfaced to digital page makeup devices. Include tint generating devices. *Examples: Screen Cadograph, Krause ELMEC and Mask–O–Mat System*

**Fonts:** All fonts used in conjunction with text composition including digitized type.

**Color Scanner Peripherals:** *Peripheral* equipment to support color scanner operations. Includes: Previewers, Set Up Devices, and Other Color Peripherals (includes such things as interfaces). *Examples: Screen AI–678, Screen ST–90, Hell Chromaset*

**Black and White Scanners (Including Peripherals):** An electronic scanning device used to screen black and white hard copy elements. Output can be film, RC Paper or digital piquals. *Examples: SF323PU, ECRM Autokon 2030, Screen SF 323, ECRM Autokon 1030*

**Optical Cameras:** Mechanical or electro/mechanical devices, utilizing a lens, copy–holders and photographic material holders, which are used to expose, copy, enlarge, reduce or accomplish other photographic functions.

**Digital Electronic Imaging Systems Components And Elements:** Components or elements of electronic computer systems used to input, modify and/or create copy elements and

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plot separated film as a final product. Includes Workstation, System Elements and Software.

*Workstation and System Elements:* Includes workstations, CPUs, monitors, tape drives, and other workstation and system elements

*Software (Stand Alone/Desktop):*

*Page Layout:* Digital production and assembly pages, reducing time and necessity for manual stripping. Manipulation and placement of text, design elements and images is essential. *Examples: Quark Express, Pagemaker, Ventura Publisher*

*Imaging:* The editing, manipulation and color correction of digital images. Used largely for production purposes, however, design capabilities are a necessity as well. *Examples: Photoshop, Live Picture, Altamaira Composer. \*Not to be confused with high-end systems such as Creator, Wright Tech. Contex, etc*

*Illustration:* Digital creation of graphic elements including logos and illustrations (more design oriented). *Examples: Illustrator, Freehand, CorelDraw*

*Other* (includes trapping, imposition, and color management software): Other key elements in the digital production process including trapping, imposition and color management.

*Trapping:* The creation of overlaps, 3rd colors and overprints to eliminate unwanted white space caused by press mis-registration. *Examples: Trapwise, Trapper, Full Auto Frames*

*Imposition:* The digital stripping of printer and reader spreads maximizing output. *Examples: Impostrip, Presswise*

*Color Management:* The calibration of monitors with output devices and subsequently press and paper conditions allowing for color matching from design to final output to print.

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**NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.****03. PRESSROOM EQUIPMENT – DOLLARS****A. SHEETFED OFFSET PRESSES (LITHOGRAPHIC)**

This class of products includes all sheetfed offset presses in the following sizes and printing formats. Dimensions by sheet width.

- A1. SF Lith Press 23" and Under (includes 23") – (2 page and Under)  
*Examples: Heidelberg GTO52, Ryobi 252*
- A2. SF Lith Press Over 23" to 36" (includes 36") – (4 – 6 page)  
*Examples: Komori Lithrone 28, Heidelberg Speedmaster 74, Diamond 1000*
- A3. SF Lith Press Over 36" to 43" (exclude 43") – (8 page)  
*Examples: Heidelberg 102 and 102CD, Roland 700, Komori Lithrone L40, Diamond 3000, KBA Rapida 105*
- A4. SF Lith Press 43" and Over – (16 page and Up)  
*Examples: Roland 900, Lithrone L44 and L50, Mitsubishi, Diamond 5000 & 6000, KBA Rapida 142 and 162*

**F. ROLL FED OFFSET (LITHOGRAPHIC)**

This class of products includes the following web offset presses by type and size.

- F1. Newspaper**
- F3. Commercial Web**

**G. DIGITAL COLOR PRINTING SYSTEMS**

Systems that print two or more colors at speeds from 40 to 65 pages per minute and those with speeds over 65 pages per minute. Examples: HP Indigo, Xeikon, Xerox 2060

**G1. Fixed Data Printing System**

A laser recording device creates an image on a plate or reusable surface attached directly to the printing machine cylinder. Color prints of the image can be produced in multiple copies, like a conventional press. Device must be dedicated to direct imaging process. *Examples: Quickmaster DI, Ryobi DI, TruePress, Speedmaster 74DI*

**G2. Variable Data Printing System**

A laser recording device creates an image on the printing machine cylinder. A different image can be created with every cylinder revolution. The printing machine can produce variable data prints or multiple print copies. *Examples: Indigo, Xeikon, NexPress*

**G3. Non-Impact Printing System**

A digital recording device creates an image directly on the printing surface using a non-contact printing method. A different image can be created with every print. *Example: Xaar inkjet array, Scitex Vantage*

**H. OTHER PRESSES (DOLLARS ONLY)**

(Includes letterpress, gravure and flexographic)

Sheetfed and Roll Fed Letterpress. Also includes equipment for: collotype, laminating, itaglio-engraving, screen printing, thermography, metal decorating, proof press, foil stamping, die cutting, emboss, presses which die cut (steel rule), strip and emboss

Gravure. Equipment includes gravure publication presses using an etched or engraved cylinder as the printing unit only. Excludes packaging gravure presses.

Flexographic

**I. ACCESSORIES (DOLLARS ONLY)**

Sold independently or separately for application to existing presses in the field.

**I1. Sheetfed Press Accessories**

I1a. Stand Alone Coaters

I1b. Dryers

I1c. Blanket Washers

I1d. Sprayers

I1e. Agitators

I1f. Other

**I2. Webfed Press Accessories**

**J. REPLACEMENT PARTS (DOLLARS ONLY)**

Excludes: Disposable materials, supplies and sundries. Includes: Parts for small offset presses (duplicators) currently reported in Section 10.

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***NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.***

#### 04. PRESSROOM EQUIPMENT – UNITS

##### A. SHEETFED OFFSET PRESSES – LITHOGRAPHIC (# of presses)

This class of products includes all sheetfed offset presses in the following sizes and printing formats. Dimensions by sheet width.

- A1. SF Lith Press 23" and Under (includes 23") – (2 page and Under)  
*Examples: Heidelberg GTO52, Ryobi 252*
- A2. SF Lith Press Over 23" to 36" (includes 36") – (4 – 6 page)  
*Examples: Komori Lithrone 28, Heidelberg Speedmaster 74, Diamond 1000*
- A3. SF Lith Press Over 36" to 43" (exclude 43") – (8 page)  
*Examples: Heidelberg 102 and 102CD, Roland 700, Komori Lithrone L40, Diamond 3000, KBA Rapida 105*
- A4. SF Lith Press 43" and Over – (16 page and Up)  
*Examples: Roland 900, Lithrone L44 and L50, Mitsubishi, Diamond 5000 & 6000, KBA Rapida 142 and 162*

##### B. COATING DEVICES

##### **C. SHEET SCANNERS**

***A free standing unit in the pressroom that measures individual sheets for density and/or spectrally to give color a numeric value. This system can be closed-loop (tied in with the press) or open (stand-alone).***

##### D. SHEETFED UNITS (COLOR UNITS)

- D1. SF Lith Press 23" and Under (includes 23")
- D2. SF Lith Press Over 23" to 36" (includes 36")
- D3. SF Lith Press Over 36" to 43" (exclude 43")
- D4. SF Lith Press 43" and Over

##### E. PERFECTING DEVICES

A sheet turning device enabling both the front and reverse side of the substrate to be printed in one pass. A convertible perfecter allows the press to run in either perfecter or straight modes. A fixed perfecter can only run in the mode in which it prints on both sides. A sheetfed press such as the Komori Super Press that has multiple printing units configured to only print on both sides of the sheet is also a fixed perfecting press. In all cases, each press that has any such devices should count one perfecting unit.

##### **F. ROLL FED OFFSET (LITHOGRAPHIC)**

This class of products includes the following web offset presses by type and size.

##### ***F1. Newspaper***

##### ***F3. Commercial Web***

##### G. DIGITAL COLOR PRINTING SYSTEMS

Systems that print two or more colors at speeds from 40 to 65 pages per minute and those with speeds over 65 pages per minute. *Examples: HP Indigo, Xeikon, Xerox 2060*

##### G1. Fixed Data Printing System

A laser recording device creates an image on a plate or reusable surface attached directly to the printing device machine cylinder. Color prints of the image can be produced in multiple copies, like a conventional press. Device must be dedicated to direct imaging process. *Examples: Quickmaster DI, Ryobi DI, TruePress, Speedmaster 74DI*

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### G2. Variable Data Printing System

A laser recording device creates an image on the printing machine cylinder. A different image can be created with every cylinder revolution. The printing machine can produce variable data prints or multiple print copies. *Examples: Indigo, Xeikon, NexPress*

### G3. Non-Impact Printing System

A digital recording device creates an image directly on the printing surface using a non-contact printing method. A different image can be created with every print. *Example: Xaar inkjet array, Scitex Vantage*

## H. PRODUCTION SCHEDULING/PRESS MANAGEMENT SOFTWARE

***A system that obtains data from the press for estimating and sales purposes. These typically are free-standing PCs that help streamline data and allow management to stay informed of job status.*** Sold with or without the press; used to manage presses.

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**NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.**

## **05. BINDERY AND FINISHING EQUIPMENT – DOLLARS**

The detailed breakdown of categories and subcategories enables easy classification and proper reporting of items, hence product definitions are not provided.

### A. PAPER CUTTERS

- A1. Under 36"
- A2. 36" and Over

### B. FOLDING MACHINES

- B1. Table Top (14" and Under)
  - B1a. Friction
  - B1b. Vacuum
- B2. Sheet Folders
  - B2a. 17 1/2" up to 26" (exclude 26")
  - B2b. 26" and Over (include 26")

### C. COLLATING EQUIPMENT

Includes sheet collators with finishing other than saddle or perfect binding; includes roll collators (Business Forms).

- C1. Table Top Collators
- C2. Floor-model Collators

### ***D. BINDING AND FINISHING EQUIPMENT AND SYSTEMS***

***Includes Saddle Binding, Perfect/Adhesive Binding and Case Binding Machines; Gang and Saddle Stitcher; Automatic and Three-Knife Trimmers; Stitching Machines; Signature Gathering Machines.***

### ***E. NEWSPAPER INSERTING AND MAILROOM EQUIPMENT***

### ***F. BOOKLETMAKERS***

***Equipment that produces saddle stitched (stapled) and folded booklets in one operation from pre-collated flat sheet sets.***

### G. PARTS AND ACCESSORIES (for equipment categorized in Section 05)

### ***H. PAPER HANDLING AND PACKAGING EQUIPMENT***

***Includes Stackers and Counter Stackers; Bundling Machines/Palletizing Machines; Conveyors; Strapping Machines; Tying Machines; Wrapping Machines***

### ***I. ALL OTHER BINDERY AND FINISHING EQUIPMENT***

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**NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.**

**06. BINDERY AND FINISHING EQUIPMENT – UNITS**

A. PAPER CUTTERS

- A1. Under 36"
- A2. 36" and Over

B. FOLDING MACHINES

- B1. Table Top (14" and Under)
  - B1a. Friction
  - B1b. Vacuum
- B2. Sheet Folders
  - B2a. 17 1/2" up to 26"
  - B2b. 26" and Over

C. COLLATING EQUIPMENT

- C1. Table Top Collators
- C2. Floor-model Collators

***F. BOOKLETMAKERS***

***Equipment that produces saddle stitched (stapled) and folded booklets in one operation from pre-collated flat sheet sets.***

***I. ALL OTHER BINDERY AND FINISHING EQUIPMENT***

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**NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.**

## 08/09. GRAPHIC ARTS SUPPLIES

Section 08 to report dollars; Section 09 to report data in square feet

### C. GRAPHICS ARTS FILM

A flexible, translucent or transparent plastic or other chemically-formed base coated with a sensitized (photographic) emulsion of a negative or positive acting nature. Specifically excludes sensitized products uniquely designed for engineering and reprographic applications.

#### ***C1. Optical Film***

***C2. Recording Film.*** Films designed to be exposed with a laser imaging device in a continuous feed machine (Recorders). Films are segmented by the wavelength of light used for imaging. *Examples: Agfa Alliance, Fuji HQ, KPG Gen 5*

### D. OFFPRESS COLOR PROOFING PRODUCTS

*Note: Please refer to the General Reporting Instructions for the correct reporting of unit data in square feet for Color Proofing Products.* Do not include Press proofs, report these in categories 08/09 E – Lithographic Printing Plates.

***Negative Prepress Proof.*** Sample test prints made from film negatives or direct from digital data. Proofs are negative acting and made by photographic techniques to eliminate the expense of making press proofs. Includes single sheet and overlay systems made of transparent material and paper. *Example: Imation Color Key*

***Positive Prepress Proof.*** Sample test prints made from film positives or direct from digital data. Proofs are positive acting and made by photographic techniques to eliminate the expense of making press proofs. Single sheet and overlay products made of transparent material and paper are included.

***Chemistry.*** Include all supporting supplies related to the above color proofing products in the dollars reported by category.

#### ***D2. Laminate Proofing***

#### ***D4. Other Digital Proofing***

#### ***D5. Ink Jet (Paper)***

##### ***D5a. Cut Sheet***

##### ***D5b. Roll Stock***

### E. LITHOGRAPHIC PRINTING PLATES

Plates on which the manufacturer has applied a coating generally consisting of a light sensitive component and an ink receptive binder. In most cases, these plates are subtractive. Presensitized plates have a shelf life of at least 12 months from the date of manufacture.

#### E1. Presensitized Metal Plates

##### ***E1b. Subtractive***

##### ***E1b1. Positive***

##### ***E1b2. Negative***

***E1b2a. One-Sided. Plates with light sensitive coatings on one side.***

***E1b2b. Two-Sided. Plates with light sensitive coatings on both sides. Follow the manufacturers' definition of aqueous and solvent.***

E3. Direct to Metal Printing Plates. *Examples: Agfa Lithostar, Fuji Brillia, KPG 830, Western Lithotech DiamondPlate, Presstek Pearlgold*

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## E3a. Thermal

Plates with an emulsion that is activated through thermal (infrared) laser imaging. Plate emulsion can be positive or negative working.

## E3b. Visible and Other

Plates with an emulsion that is activated through visible light laser or other laser light source. Plate emulsion can be positive or negative working.

## E4. Silver-Based Analog/Direct to Non Metal Printing Plates

## E4a. Silver-Based Direct

Non metal silver-based emulsion printing plate exposed in imagesetter recorders using HeNe or other type laser system. *Example: Agfa Setprint.*

## E4b. Silver-Based Analog

Photographic non metal plates exposed through analog/optical (camera/UV contact) process with a silver-based emulsion. *Example: Agfa SuperMaster.*

**E5. Direct Imaging Plates**

***Polyester or aluminum based plates imaged directly on a press plate cylinder utilizing Thermal Ablation laser technology. Plates may have a cleaning stage after imaging but do not require chemistry or post image processing. Examples: Presstek Pearl Dry +, Heidelberg QuickPlate, Kodak Polychrome DirectPress DI Plates.***

E6. All Other Presensitized Plates (includes unsensitized wipe-on and additive/diazo)  
Includes all other presensitized non-metal lithographic plates. For additive plates, an ink-receptive lacquer is added to the plate during processing.

Includes:

Electrostatic Plates

Plate materials on which an image is deposited by means of electrostatic forces. A fine powder or toner is automatically brushed onto the plate and adheres to the image by electrostatic attraction.

## F. LETTERPRESS PLATES

*Metal Plates:* Photoengravings made on zinc, magnesium or copper. Image or printing areas are raised above the non-printing areas.

*Photopolymer Plates:* Precoated plates on which the image or printing areas are raised above the non-printing areas. These plates can be used as original (or direct), pattern and wrap-around plates. *Examples: BASF Nyloprint, W.R. Grace Letterflex*

## G. FLEXOGRAPHIC PRINTING PLATES

*Rubber Plates:* Plates molded from a natural or synthetic rubber compound in a femal matrix made from an original relief plate.

*Photopolymer Plates:* Precoated plates made with synthetic resins and possessing good solvent resistance.

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**H. CHEMICALS (DOLLARS ONLY)**

Photographic, plateroom and pressroom chemistries. Do not include off-press color proofing chemistries. Report those products in VIII-D.

**H1. Photographic**

Includes all chemistry related to the products reported in Sections 8A and 8C.

**H2. Plate**

Includes all chemistry related to the products reported in Sections 8E, 8F and 8G.

**H3. Press**

Includes all chemistry related to press operations.

**I. OTHER SUPPLIES**

Includes any consumable graphic arts material not categorized above, except do not include ink and/or paper. Include other sundry items not specified elsewhere.

**Graphic Arts Paper:**

Phototypesetting/Imagesetting Paper – A cellulosic paper coated on both sides with a special coating which is chemically active, but which prevents liquid penetration of the paper.

Photographic/Diffusion Transfer Paper – Includes: Positive/negative, projection/contact, diffusion transfer donor/receivers of a non-plate nature.

Includes the following:

*Conventional Photographic Paper:* A light-sensitive photographic material consisting of a paper base and a photographic emulsion, which is composed essentially of silver salts (halides) in gelatin.

*Diffusion Transfer Materials (Include Both Imager and Receiver Sheets):* A two sheet, peel-apart system consisting of a silver-based photographic emulsion on which a negative is produced and a receiver sheet on which a positive of the image is transferred during processing. Do not include donor receivers of a plate nature. Do not include diffusion transfer materials which depend upon the transfer of color dyes.

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**10/11. SMALL OFFSET PRESSES AND DUPLICATORS 19" AND BELOW**

Section 10 to report units; Section 11 to report dollars

Small sheetfed offset printing presses usually without bearers, stream fed or sophisticated registering devices. Presses in this category include the following: A.B. Dick, AM and Ryobi. Excludes rebuilt machines. Includes stand-alone duplicators, consoles and systems with integrated imaging. Does not include table tops. All small-offset units, regardless of the number of colors, should be given the value 1. *Examples: A.B. Dick 310, 360, 1600, AM1250, 2975, Itek (Ryobi) 950*

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**12. INK JET (INK)**

Section 12 to report in milliliters

Ink consumed for Ink Jet proofing is measured in milliliters of ink and dollars, unlike other proofing consumables that are measured in finished square feet of proof and dollars. Ink jet milliliter data is excluded from category totals of square feet.