



Synopsis PRIMIR Winter Meeting December 9-11, 2013

The PRIMIR Winter meeting definitely had a **global** theme. Attendees went away *with visions of industry stats dancing in their heads!* They had opportunities, along with plethora of data, to think about on their respective trips back home from the windy city.

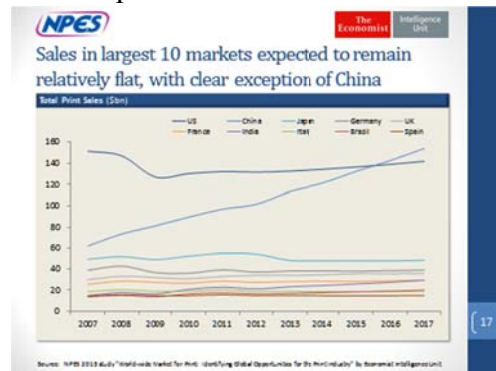
Each of the three study presentations are posted under PRIMIR Research ► Research Studies under the actual study title on www.npes.org. **REMEMBER: You must be logged in to see the download link.**

What follows is a summary of the PRIMIR Winter 2013 Meeting, including task force sessions and new topics suggested for future research. If you have questions about anything in this synopsis, please contact Rekha Ratnam at rratnam@npes.org or at (703) 264-7200.

Presentations

The PRIMIR Winter Meeting Focused on Timely Research for the Industry. Here is what you missed if you didn't attend. . . .

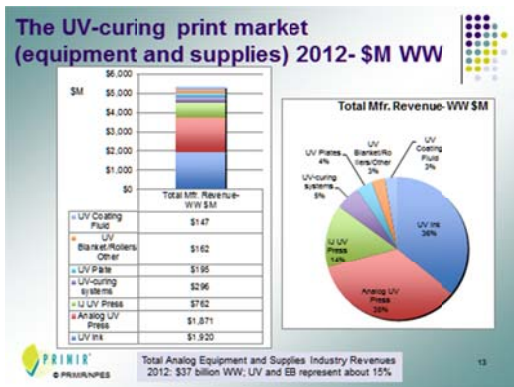
Alex Chan, Senior Consultant for the Economist Intelligence Unit provided PRIMIR attendees with an overview of the **“World-wide Market for Print: Identifying Global Opportunities for the Print Industry.”** In 2012 the global print market was \$578.6 billion US and it is forecast to grow to \$668.6 billion US by 2017. Alex's presentation covered key data points from their extensive research and focused on the key emerging print market regions. The full report will be available in early 2014.



In another presentation, attendees learned about **“Packaging in Emerging Markets.”** LPC Inc. conducted research for PRIMIR about the markets in Latin America and the Asia-Pacific region, providing insights into which are prime targets for PRIMIR and NPES member products and services.

Focusing on four key countries within those regions, LPC noted that in 2012, Brazil, Mexico, India and China accounted for 28% of the \$234.4 billion global packaging market. By 2017, with a total global market of \$288.5 billion, those four countries' share will increase to 35% of the total. This 2013 report will be circulated in early 2014.

The closing presentation in Chicago at the PRIMIR Winter Meeting focused on another PRIMIR study coming out soon entitled **“UV/EB Curing Technologies in Printing.”** Marco Boer, VP at I.T. Strategies shared findings from their research with printers/converters, manufacturers as well as brand owners. He noted that in 2012 the total global analog equipment and supplies revenues were \$37 billion worldwide, of which 15% were UV and EB related.



Marco reported that the UV/EB industry participants play a key role in increasing utilization of these curing technologies by educating the industry and brand owners on the benefits of UV/EB curing. Printers/converters who have implemented these curing technologies report both customer and operational benefits including fewer quality concerns, increased productivity and turnaround time, and quantifiable production cost savings. The UV/EB report will be finalized in spring 2014.

Current PRIMIR Research Recap

Following is a summary of activity for each current research task force at the December 2013 PRIMIR Winter Meeting. If you would like to join a task force, e-mail Rekha Ratnam (rratnam@npes.org) and she will add you to the database so you will be kept informed of conference calls or other meetings and e-mail activities between now and the next meeting.

Emerging Printing Technologies & Applications

This new study will provide an understanding of adjacent product markets that could utilize printing technologies to manufacture such as RFID, security applications, displays, electronic circuits, bio-sensors and micro printing. It will reveal threats, opportunities, drivers and barriers as well as applications in the printing industry over the next three to five years. This study will also explore stages of development and commercialization. The scope of the study will be global product development with attention to those that could offer opportunities to the North American printing industry.

Due to some family health issues there was a big delay in getting this report published. We are happy to report that the task force is reviewing the draft report and it should be published early in the new year.

Packaging in Emerging Markets (Latin America & Asia-Pacific)

An evaluation is needed to examine trends in reverse manufacturing, criteria for determining manufacturing location and packaging/converting location, market sizes, how labor trends in emerging markets will affect the purchasing decision, and effects of sustainability on the purchasing decision. The study will also evaluate the tipping point at which production might move back to mature markets based on cost, delivery, quality or other factors.

Research is completed and the LPC team presented their findings during the meeting. The draft report is in the works and will be circulated to task force members for review soon.

Print Applications in Commercial Printing: Revenues, Processes and Run Lengths

This study will provide quantitative statistics for run lengths by print process in commercial, quick and retail printers with a focus on marketing and advertising applications to include: catalogs, brochures/pamphlets, inserts, direct mail, coupons and other. This study is Phase I of an approach to understand applications, processes and run lengths in the printing industry. The study will help manufacturers and dealers understand opportunities and trends by application and print process. Additionally, the study will explore the revenue breakdown since the value of pages is different between the various processes.

The original scope of the study was quite large, covering a variety of market types. All of the research firms who were invited to participate expressed concerns over the scope of the study and their ability to gather this information. In order to make this study manageable, the Task Force

agreed to narrow the scope by dividing the markets of the original study into specific segments (mini studies) and voted in Commercial Printers as the first segmentation. I.T. Strategies was selected to complete this research. The task force met with I.T. Strategies on December 13 to kick-off the research. A completion date later in 2014 is anticipated.

Tag & Label Printing Trends: Processes, Applications & Consumables

Focused on North America, this study will cover tags and prime labels (wet glue, pressure sensitive, clear, stretch or shrink-wrap, and pull-out labels) as well as in-mold labels and heat transfer labels. It will include shipments, export data, information about functionality by product and market segment, technology investments (incl. speed, productivity, image quality, color consistency, run length, and more). Print process usage and shifts by market segment along with substrate and other consumables usage stats and trends will be included.

The task force met with LPC on October 15 in Chicago to kick-off the research. The printer/converter questionnaire was reviewed on a conference call prior to the Winter meeting. The study is expected to be completed in late spring 2014 with findings from this research revealed at the June 2014 meeting.

UV/EB Curing Technologies in Printing

With limited data available in this rapidly changing marketplace, this study will focus on commercial and package printing markets and will include both historical data and forecasts through 2017 for market size. The study will be limited to North America and Europe and will address key drivers, barriers and opportunities for further adoption of UV and EB curing technologies in various applications for both digital and analog printing technologies.

Research is completed and Marco Boer presented his findings during the meeting. The draft report is in the works and will be circulated to task force members for review soon.

Value-Added Printing and Finishing for Improved Profitability

This study will address foiling, coatings, color, laminating, and die cutting. It will identify how brand owners manage color requirements. It will also address cost constraints and return on investment and trends by application. It will also address how print with these high-end finishing options can compete against e-technologies.

Hal Hinderliter presented his preliminary findings during the PRIMIR Virtual Meeting in August. His draft report is currently being reviewed by a professional editor and will be circulated to the task force soon for review.

Future Research Studies

Future of Retail Advertising (update of 2005 study)

This study will update the first PRIMIR report done in 2005. It will address the current and future status of retail advertising's use of print media. It will investigate both brick & mortar as well as online advertising barriers and drivers, trends and growth areas. Segments include direct mail (blast and targeted), Sunday inserts, and digital media (mobile, online, coupons, QR codes, PURLs, etc.) Baseline data will be for 2012, with a 2 year look back (2010) and a 5 year projection (2017). The study will also cover distribution, use of variable data printing, and emerging applications.

The task force met during the August PRIMIR Virtual Meeting and made significant edits to the RFP. The RFP has since been finalized and is expected to go out to bid before the holidays. A February start date is anticipated with completion later in 2014.

Adaptation Strategies for a Changing Business Environment by Printing Equipment and Supplies Manufacturers

This study will evaluate revenue sources—total revenue and percent derived from sales vs. other revenue streams such as service, retrofits, rebuilds, consulting services and possibly manufacturing outside of the graphic communications industry. With a focus on commercial printing markets conventional (offset) and digital press, bindery and other post-press equipment, color management software, consumables (rollers, inks/chemicals, blankets, plates and press accessories) and substrates manufacturers will be covered. It will provide trends and forecasts for the next 3-5 years (through 2017).

This RFP was greatly altered during the August PRIMIR Virtual Meeting, including a new title. Major edits were made to the scope and the objectives of the study. Further input was given from the audience during this PRIMIR Winter meeting. This additional feedback will be added to the RFP and it will be circulated to the task force members for further comments. A 2014 start date is anticipated.

If you wish to join any of these task forces, notify Rekha Ratnam via email at rratnam@npes.org.

Other Research

As mentioned in our last Synopsis, NPES is updating the 2006 PRIMIR *World Wide Market for Print* study and database. The new research, *The World-wide Market for Print: Identifying Global Opportunities for the Print Industry*, which somewhat mirrors output in the PRIMIR studies completed by Pira in 2006/2007 (and updated database in 2009) has been updated by a team from The Economist Intelligence Unit.

Research is completed and Alex Chan presented the findings at the PRIMIR Winter meeting. The draft report is expected soon. The final report should be distributed in early 2014 to all PRIMIR members with an Executive Synopsis to both NPES and PRIMIR members.

New PRIMIR Research Topics

A number of new topics were suggested for future PRIMIR research. A survey will go out to the members soliciting additional ideas and input about these topics after the holidays. Here is a sampling of the new topics suggested:

- 3D printing – functional printing
- New printers that are coming into the market
- Sustainability
- Printers entering new markets
- Flexible packaging
- Wide format
- Flexographic printing
- Printing & writing papers (update to the 2009 study)
- Quick turn printing
- Web-to-print
- What are the new roles and responsibilities of printers – this might be added to the Adaptation Strategies RFP.

The next PRIMIR Meeting will be held in June 2014. Watch for details early in the New Year!

Happy Holidays from PRIMIR !