



BENEFITS & FEATURES

About PRIMIR

PRIMIR (pronounced premier) is the premier market research association of the graphic communications industry. It was formed in 2005 when GAMIS and the NPES Market Research Committee merged. Both had a long history of publishing quality market research about the industry. Members are from diverse segments of the industry (manufacturers and distributors of equipment and supplies, printers, trade shops, publishers, software and paper companies), and are foremost in their area of specialty.

Mission: Be the most trusted global source of data, analysis and trend information about print and related communications industries through research—initiated by the industry, for the industry.

PRIMIR has nearly 60 members with annual dues that range from \$416 to \$8,100 depending upon sales volume. (NPES members receive a significant discount on dues.)

Unmatched Research Value

PRIMIR members receive nearly \$400,000 in proprietary market research (four to six studies each year) for their annual dues.

Topics are suggested by members. Along with PRIMIR staff, task forces made up of interested members, direct outside consulting teams who conduct the research for PRIMIR. Through task force participation, the organization provides an outstanding forum for market strategists to work in a peer situation developing and managing major market research projects. The research data is valuable for members to evaluate the markets and plan their product developments.

PRIMIR offers research studies for sale to non-members after a period of time, to ensure that members benefit first from study findings and recommendations. Research publications are available to members for download at www.primir.org. Flip the page for a complete list of pending and completed research.

Meetings/Education

PRIMIR meetings offer an opportunity to network with peers who are interested in tomorrow's problems and solutions. Meetings also provide an opportunity to hone research skills and learn about new resources.

Meetings provide a forum for PRIMIR: consultants to present completed research; members to exchange valuable ideas and network; and, working task forces to meet and forward the progress of their studies. In addition, meetings include plant tours, panel discussions, as well as, informational and educational presentations about management and technical issues.

Resources

PRIMIR *Meeting Synopses* update members on the status of all PRIMIR research studies and other organization activities. There is a wealth of information available on the PRIMIR website at www.primir.org, including recent research reports and PowerPoint presentations available for download. In addition to the full report, a 4-page *Executive Synopsis* and a multi-page Executive Summary is available for each PRIMIR research study that is published.

Peer Interaction and Networking

Over 200 contacts in nearly 60 companies in the PRIMIR community . . . individuals who are actively **seeking answers to “forecast the printing industry with confidence.”** These individuals are your gateway for the questions you need answered about the various aspects of this diverse industry. Where else can you find experts on paper, ink, film, plates, press, prepress and other equipment, distribution channels, and of course printing and publishing? Refer to the PRIMIR website at www.primir.org for a complete list of member companies and all the individuals who are involved in PRIMIR.

How to Join

For more details about the exclusive benefits of PRIMIR membership, contact Rekha Ratnam at (703) 264-7200 or rratnam@primir.org

Please Join Today!

PRIMIR MARKET RESEARCH

Completed

2015 COMPLETED

- Tag & Label Printing Trends
- Print Applications: Revenues, Processes and Run Lengths in Commercial Printing **
- Adaptation Strategies for a Changing Business Environment by Printing Equipment Manufacturers **
- The Future of Retail Advertising (update of 2005 study)
- U.S. Market Trends for Flexographic Printing **
- Wide Format Inkjet Printing Trends & Opportunities
- Trends and Future of Direct Mail Through 2020
- The Future of Print in the U.S. – Landscape, Implications and Opportunities **
- North American Brand Owners' Influence on the Printing/Purchasing Process **

2014 COMPLETED

- World-wide Market for Print: Identifying Global Opportunities for the Print Industry **
- Emerging Printing Technologies & Applications
- Value-Added Printing and Finishing for Improved Profitability
- Packaging in Emerging Markets (Latin America & Asia-Pacific) **
- UV/EB Curing Technologies in Printing **

2013 COMPLETED

- Impact of Integrated Marketing on the Printing Industry
- eCommerce & Print Business Models
- Defining & Understanding Communication Platform Trends: Implications to the Print Value Chain **

2012 COMPLETED

- Packaging: Evaluation of Vertical Markets & Key Applications **
- Evaluating and Understanding Non-Print Revenues of N.A. Printing Companies **
- Impact of Electronic Technologies on Print **

2011 COMPLETED

- Evolution of General Commercial Print: Implications for the Future
- Economic Indicators for Print **
- Printing Industry Consumables Usage & Trends **
- Transformative Workflow Strategies for Print Applications

2010 COMPLETED

- Trends & Future of Direct Marketing
- Megatrends in Digital Printing Applications **
- Benchmarking and Worldwide Market Trends for Flexographic Printing **

2009 COMPLETED

- World Wide Market for Print: 2009-2014 Database Update **
- Global Trends in Printing & Writing Papers
- Global Trends in Packaging Affecting N.A. Converter & Supplier Markets **
- Media Mix and the Impact on Print: 2003-2007-2012 **
- Trends in Books: 2007-2012

2009 COMPLETED (con't)

- Sourcing Behavior of North American Print Originators: 2003-2013
- Sustainable Print in a Dynamic Global Market: What Going Green Means **

2008 COMPLETED

- Trends in Sheetfed Lithography
- Benchmarking 2006 N.A. Printers and Consumables **
- The Future of the North American Newspaper Industry **
- Mega Printers' Impact on the North American Print Market **
- Trends and Future for Financial and Transactional Printing

2007 COMPLETED

- Trends in Inkjet Technologies
- The World Wide Market for Print: Final (Phase III) Report **
- World Wide Market for Print: Phase II Report **
- Magazine Printing and Publishing in the US— 2006-2011 **
- Life Cycle of the Analog and Digital Lithographic Printing Plate – 2007 Update **
- Installed Base and Market Potential for Traditional Bindery/Finishing Technologies **
- Effect of Postal Reform on the Demand for Print **

2006 COMPLETED

- World Wide Market for Print: Phase I Report **
- Digital Printing Outlook in a Production Environment **
- Small Commercial and Quick Printer Study: 2006-2011
- Benchmarking Non-Print Revenues of U.S. Printing Companies: 2005-2010 **
- The Future of Catalogs
- Current and Future Trends in Printing Processes and Run Lengths **
- Status of Integrated Automation in the Commercial Printing Industry - 2006, An Executive Insight Report

2005 COMPLETED

- Dynamics and Trends in Color Proofing
- Electronic Displacement of Print
- Current and Future Status of Integrated Automation in the Commercial Printing Industry **
- Life Cycle of the Analog and Digital Lithographic Printing Plate **
- The Market for Print Finishing Technologies **
- Trends in Paper Grade Substitution: 2005-2010
- Future Direction and Trends in Retail Print Media Advertising **
- Package Printing and Converting, An Industry Assessment: 2004-2009 **