MARKET RESEARCH CATALOG: PRIMIR ♦ GAMIS ♦ NPES
February 2012

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Study Description	Product Code (Print Version)	Product Code (Digital Edition)	Membership	Price
Evolution of General Commercial Print: Implications for the Future (2011 PRIMIR) With a focus on North America and Western Europe, this study will examine general commercial printing but will exclude companies where more than 85% of output is in a single niche application. It will look back at what happened, why, deaths and births of companies, evolution of markets, emerging technologies, changing business practices, etc., and then provide a directional view of the future including new business models and changing practices, workflow and process shifts, and future scenarios. The study will begin with 2000, provide a framework for today (2010), and a blueprint for 2015 and beyond. It will evaluate the future based on lessons learned and key emerging trends and provide an outlook for printers and other firms in the print value chain. (Market-Intell, Favus & Associates and State Street Consultants)	PRI-1104	PRI-1104-D	PRIMIR Member NPES Member Non-Member	$75 $995 $995
Executive Summary (34 pages)	PRI-1104ES	PRI-1104ES-D	PRIMIR Member NPES Member Non-Member	N/C $495 $495
Full Study PowerPoint Presentation		PRI-1104PP-D	PRIMIR Member NPES Member Non-Member	N/C $99 $99
Economic Indicators for Print (2011 PRIMIR) The purpose of this study is to identify a set of economic indicators such as GDP, ad dollar spend, paper volume, print capacity utilization, broadband penetration, mail volume, or other indicators that can be used to forecast the short and medium term effects on print volume and the sale of print industry consumables and capital equipment. (University of Cincinnati's Applied Economics Research Institute)	PRI-NPES-1103	PRI-NPES-1103-D	PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Summary (15 pages)	PRI-NPES-1103ES	PRI-NPES-1103ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-1103PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Printing Industry Consumables Usage & Trends (2011 PRIMIR) The study provides an understanding of the usage trends for the numerous consumables utilized by the various print processes (flexo, gravure, offset & digital) and by major application segments (packaging, newspapers, general commercial, publication, and government/inplant/education). Short list of consumables included is: inks (UV, toner, inkjet, conventional), coatings, plates, blankets, sleeves and other pressroom chemistry. The study identifies consumables shifts as printers transition from conventional to digital by application. The study provides secondary research quantitative estimates for consumption patterns and shifts. (State Street Consultants)	PRI-NPES-1102	PRI-NPES-1102-D	PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Summary (61 pages)	PRI-NPES-1102ES	PRI-NPES-1102ES-D	PRIMIR Member	N/C

			NPES Member Non-Member	N/C N/A
Executive Synopsis (4 pages)	PRI-NPES-1102SY	PRI-NPES-1102SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-1102SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-1102PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Transformative Workflow Strategies for Print Applications (2011 PRIMIR) This study explores the unique characteristics of a *transformative workflow* developed in support of business objectives or practices or for a key print application. It includes application or market segment-specific workflow diagrams, drivers, barriers, and market receptivity, ROI analysis, and case studies. Segments included in the study are: publishing (magazines, books, newspapers, journals, manuals and other bound documents), promotional (direct mail & marketing collateral), VDP (transactional documents, direct mail/marketing materials), and cross-media campaign metrics and dashboards. (InfoTrends)	PRI-1101	PRI-1101-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (30 pages)	PRI-1101ES	PRI-1101ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-1101PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Trends and Future of Direct Marketing (2010 PRIMIR) This study assesses and predicts trends for 2010 through 2013 and beyond including the impact of technology, economic/social issues, environmental, postal rates, and demographics in the North American marketplace, but also includes global trends in direct marketing that may impact or influence the North American print market. It looks at numerous vertical markets use of direct mail, catalogs, inserts & flyers, transpromo and other print products used for direct marketing. (John Zarwan & INTERQUEST)	PRI-1003	PRI-1003-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (38 pages)	PRI-1003ES	PRI-1003ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-1003PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Megatrends in Digital Printing Applications (2010 PRIMIR) This study provides detailed findings for North America, and top level findings world-wide through 2018. It covers electrophotography (toner & ink), inkjet, and hybrid (digital with litho) and investigates usage trends for major applications such as catalogs, magazines, books, direct mail, and packaging. It evaluates digital printing end-to-end cost models and impacts on the entire print value-chain, including traditional print technologies. (I.T. Strategies)	PRI-NPES-1002	PRI-NPES-1002-D	PRIMIR Member NPES Member Non-Member	$75 $75 $10,000
Executive Summary (36 pages)	PRI-NPES-1002ES	PRI-NPES-1002ES-D	PRIMIR Member	N/C

			NPES Member Non-Member	N/C $995
Executive Synopsis (4 pages)	PRI-NPES-1002SY	PRI-NPES-1002SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-1002SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-1002PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Benchmarking and Worldwide Market Trends for Flexographic Printing (2010 PRIMIR) This study benchmarks current press, consumables and production data and provides forecasts thru 2012 while evaluating the current and future environment for flexography. It discusses market and print process drivers for change by global region as well as by market segment including tag and label, flexible packaging, folding cartons and corrugated. It also addresses non-packaging—including security printing and the growing printed electronics markets. The study also covers technological innovations and technology adoption in both capital equipment and consumables. (LPC, Inc.)	PRI-NPES-1001	PRI-NPES-1001-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (59 pages)	PRI-NPES-1001ES	PRI-NPES-1001ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-1001SY	PRI-NPES-1001SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-1001SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-1001PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
World Wide Market for Print: 2009-2014 Database Update (2009 PRIMIR) This CD-ROM contains a statistical database that updates data contained in the PRIMIR original 2007 "World Wide Market for Print" series of reports. The revised database updates the worldwide data from 2007 and offers adjusted forecasts through 2014 for the global printing industry and its various components. In addition to current regional and national data, the CD highlights data for key print markets for the future and offers a forecast on the state of various print products, market segments, printing equipment, consumables markets, and more. (Pira International)	PRI-NPES-0907		PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Synopsis (4 pages)	PRI-NPES-0907SY	PRI-NPES-0907SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0907SP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A

Full Study PowerPoint Presentation		PRI-NPES-1001PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Global Trends in Printing & Writing Papers (2009 PRIMIR) Printing and writing paper qualities, properties and specifications vary by global region. This study evaluates these regional differences and quality concerns, and forecasts dynamics, issues and trends for printing and writing papers based on interviews with both supply-side companies and with a range of end users. The research included a comparative visual assessment program of selected paper grades by U.S. and UK panels, in addition to a physical testing program. The report includes an examination of the dynamics of the printing and writing sector by end use and region with a focus on North America, and investigates implications for the various PRIMIR member segments. (Pira International, Ltd.)	PRI-0906	PRI-0906-D	PRIMIR Member NPES Member Non-Member	$75 N/A N/A
Executive Summary (29 pages)	PRI-0906ES	PRI-0906ES-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Full Study PowerPoint Presentation		PRI-0906PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Global Trends in Packaging Affecting N.A. Converter & Supplier Markets (2009 PRIMIR) This study identifies global packaging trends that impact the North American converter and supplier markets, identifying drivers and barriers and demographic, environmental, or regulatory issues influencing packaging, including offshoring issues. The study sizes the market and provides forecasts for labels, folding cartons, corrugated, flexible and retort pouch packaging and identifies trends impacting each segment, including substrate and coating requirements. The study also evaluates food versus other packaged goods and identifies the package format specifiers and their future needs. (State Street Consultants with Karstedt Associates)	PRI-NPES-0905	PRI-NPES-0905-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (47 pages)	PRI-NPES-0905ES	PRI-NPES-0905ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0905SY	PRI-NPES-0905SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0905SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0905PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Media Mix and the Impact on Print: 2003-2007-2012 (2009 PRIMIR) Print is part of the communications media mix. This study addresses the future of advertising dollars spent in the printing industry's various applications. It also addresses how the Internet, and new business models for advertisers, impact print. The report identifies opportunities and	PRI-NPES-0904	PRI-NPES-0904-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500

threats, and investigates executive and consumer attitudes towards print. (JMK & Associates)				
Executive Summary (17 pages)	PRI-NPES-0904ES	PRI-NPES-0904ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0904SY	PRI-NPES-0904SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0904SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0904PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Trends in Books: 2007-2012 (2009 PRIMIR) The book market is changing rapidly. This study evaluates the entire value chain for books, including the creation process. It sizes and segments the markets by black & white vs. color, evaluates imports and exports, and reviews technological and printing process changes. In addition, this report investigates paper trends including green issues, evaluates new vs. traditional distribution channels, investigates e-book adoption and other threats, and much more. This study updates the 2003 report, plus addresses new objectives noted above. (PrintCom Consulting Group)	PRI-NPES-0903	PRI-NPES-0903-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (21 pages)	PRI-NPES-0903ES	PRI-NPES-0903ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0903PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Sourcing Behavior of North American Print Originators: 2003-2013 (2009 PRIMIR) This study looks at North American print purchasing trends to determine whether print is becoming more mobile and production is shifting from local or regional to national or global and/or from developed markets to under-developed or emerging markets around the world. The study investigates and profiles the practices of North American print buyers and/or specifiers to evaluate where they purchase and why, drivers or barriers to purchasing outside their local, regional or national market, and profiles print products generally considered suitable for printing outside of the local market. (Sherburne & Associates and Print Buyers International)	PRI-NPES-0902	PRI-NPES-0902-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (45 pages)	PRI-NPES-0902ES	PRI-NPES-0902ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0902PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Sustainable Print in a Dynamic Global Market: What Going Green Means (2009 PRIMIR)	PRI-NPES-0901	PRI-NPES-0901-D	PRIMIR Member NPES Member	$75 $75

Sustainability and green business practices are here to stay. This study provides an understanding of the global and North American impact of this mandate to embrace sustainable/green business practices through the next three to five years. More important, the report defines the risks, opportunities and strategies of North American printers and suppliers. It delves into regulatory, economic, social and environmental drivers. The report identifies and quantifies best practice strategies to implement successful, sustainable, green practices and provides eight case studies from around the globe. (Pira International, Ltd.)			Non-Member	$4,500
Executive Summary (33 pages)	PRI-NPES-0901ES	PRI-NPES-0901ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0901SY	PRI-NPES-0901SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0901SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0901PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
The Future of the North American Newspaper Industry (2008 PRIMIR) As newspaper circulation and advertising is in decline, newspaper publishers are redefining themselves to stave off competition from the Internet in general, and specific classified ad sites such as Craigslist or Monster. This study investigates both newspaper publishers and commercial printers who print newspapers from 2007 – 2012 providing an assessment of the newspaper industry including threats, barriers, and new opportunities and new directions as newspapers reinvent themselves and their business models. (iMedia Advisory Group)	PRI-NPES-0803	PRI-NPES-0803-D	PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Summary (22 pages)	PRI-NPES-0803ES	PRI-NPES-0803ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis (4 pages)	PRI-NPES-0803SY	PRI-NPES-0803SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0803SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0803PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Mega Printers' Impact on the North American Print Market (2008 PRIMIR) Huge printers with more than 250 employees conduct business in a very different way than the average general commercial printer. This study investigates the geographic footprint effect of mergers and acquisitions (by state) and investigates purchasing power of these mega printers, and shifts due to consolidation, as well as the impact other printers and on equipment and supplies manufacturers. The study also evaluates trends in equipment disposition, and explores the impacts of print jobs being shifted to offshore plants. (J Zarwan Associates)	PRI-NPES-0802	PRI-NPES-0802-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500

Executive Summary (22 pages)	PRI-NPES-0802ES	PRI-NPES-0802ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0802SY	PRI-NPES-0802SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0802SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0802PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Trends and Future of Financial and Transactional Printing (2008 PRIMIR) This study identifies and quantifies the market for financial and transactional printing in 2007 with forecasts through 2012. Segments include statements, documentation, policies and prospectuses (including transpromo). It also investigates regulatory and other drivers and barriers impacting this specialty printing segment. Vertical markets include insurance, financial and banking. The study addresses the influence of the Internet, EBPP, and transpromo trends, consumer acceptance of each, and delves into the trends in printing processes utilized to serve this market including installed base of equipment and unique workflow requirements. Consumer research was an integral part of the methodology. (I.T. Strategies)	PRI-NPES-0801	PRI-NPES-0801-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (29 pages)	PRI-NPES-0801ES	PRI-NPES-0801ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0801PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Trends in Sheetfed Lithography (2008 PRIMIR) This North American study evaluates the current and future trends in sheetfed press technology including longer and wider presses, perfecting, hybrid printing, roll to sheet-fed, ink and coating technologies, inline finishing as well as inkjet for variable capabilities, etc. Markets covered are general commercial, packaging and specialty. The study identifies trends in consumable usage by end use or application including substrates and changes such as trends toward alkaline porous papers, specialty inks, UV and other coatings as well as roll to sheet feeders. It also evaluates hybrid workflows with digital printing. (Reed Business Information)	PRI-NPES-0805	PRI-NPES-0805-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (29 pages)	PRI-NPES-0805ES	PRI-NPES-0805ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0805PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Benchmarking 2006 N.A. Printers and Consumables (2008 PRIMIR) This study provides an overall quantitative and qualitative industry assessment of general	PRI-NPES-0804	PRI-NPES-0804-D	PRIMIR Member NPES Member	$75 $75

commercial printing in North America in 2007 using 2006 as the base year. It profiles the number of plants by geographic region and size, and identifies markets served and profiles the typical products produced including estimates on consumption of paper, ink, blankets, and other supplies. It also provides a profile of equipment utilized. (State Street Consultants)			Non-Member	N/A
Executive Summary (38 pages)	PRI-NPES-0804ES	PRI-NPES-0804ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis (4 pages)	PRI-NPES-0804SY	PRI-NPES-0804SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0804SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0804PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Installed Base and Market Potential for Traditional Bindery/Finishing Technologies (2007 PRIMIR) Forces that transformed pre-press and press rooms over the last decade are now reshaping the traditional bindery. This study profiles the North American installed base of in-line and off-line production bindery/finishing equipment by type, format (size), cycle speed, age, market, and shop size, to characterize the status of the current bindery, broken out by in-plant, production digital printer, commercial printer, and trade bindery. It also addresses barriers and drivers for bindery investment decisions including automation, JDF readiness, CIP4, etc. It delves into the decision process for new vs. used equipment. (State Street Consultants with Larry Tanowitz)	PRI-NPES-0702	PRI-NPES-0702-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (28 pages)	PRI-NPES-0702ES	PRI-NPES-0702ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0702SY	PRI-NPES-0702SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0702SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0702PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
World Wide Market for Print: Final (Phase III) Report (2007 PRIMIR) This report is the final of three studies prepared by Pira International Ltd, UK for PRIMIR. The study looks ahead at the global challenges facing the printing industry during the course of the next five years. It provides print market forecasts for the period 2006 to 2011 across print product markets, print processes and also company type, as well as data on machinery, inks, substrates and prepress consumables. This data is provided for 51 national markets, together accounting for over 99% of the global print market, as well as on a region-by-region basis.	PRI-NPES-0706	PRI-NPES-0706-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500

The Phase III report follows two earlier studies covering trends during the first half of the decade, the first focusing on print product markets and the second covers markets across inks, substrates, consumables and machinery. This report is accompanied by a database of statistical information supplied in electronic format (CD-ROM), covering both market information and background statistics on the operating environment. (Pira International, Ltd.)				
Executive Summary (48 pages)	PRI-NPES-0706ES	PRI-NPES-0706ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0706PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Life Cycle of the Analog and Digital Lithographic Printing Plate – 2007 Update (2007 PRIMIR) This report is an update to the 2005 study. The objective of this study is to identify the consumption of printing plates by market segment and size of printer for products such as: conventional lithographic plates, direct to metal lithographic plates and direct to non-metal lithographic plates. This study also forecasts plate consumption change for the next five years. (State Street Consultants)	PRI-NPES-0703	PRI-NPES-0703-D	PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Summary (19 pages)	PRI-NPES-0703ES	PRI-NPES-0703ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0703PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
The Effect of Postal Reform on the Demand for Print (2007 PRIMIR) This Executive Insight study explains the new postal legislation and pending changes and evaluates the effects of postal reform and potential postage increases on the demand for print. It identifies the 'trickle down' effect postal service (and postage) changes have on all segments of the printing industry including general commercial, periodical, catalog, direct mail and financial. The study discusses the impact this has not only on print volume, but also mailing and fulfillment processes and the implications to printers as well as suppliers of equipment and consumables. (INTERQUEST, Ltd.)	PRI-NPES-0701	PRI-NPES-0701-D	PRIMIR Member NPES Member Non-Member	$75 $75 $199
Executive Summary (22 pages)	PRI-NPES-0701ES	PRI-NPES-0701ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis (4 pages)	PRI-NPES-0701SY	PRI-NPES-0701SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0701SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0701PP-D	PRIMIR Member NPES Member	N/C N/C

			Non-Member	N/A
World Wide Market for Print: Phase II Report (2007 PRIMIR) This report represents the second of three studies prepared by Pira International, Ltd. for PRIMIR. The study quantifies the value of global markets for print machinery and other equipment, printing inks, printing substrates and other consumables. These markets are broken down by region and by national market, with the 51 countries analyzed in detail in this study accounting for an estimated 99% of the global print market. Overall print market figures are also provided for other countries included within these regions. Machinery and inks markets are also split by print process, with volume data also provided for inks, substrates and other consumable markets. (Pira International, Ltd.)	PRI-NPES-0705	PRI-NPES-0705-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (66 pages)	PRI-NPES-0705ES	PRI-NPES-0705ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0705PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Magazine Printing & Publishing in the US: 2006-2011 (2007 PRIMIR) This study assesses key changes taking place in magazine printing and publishing through 2010 in North America. It addresses ad formats (digital vs. film) and impact on turnaround, time, cost, quality/quality- control, targeting, zoning, and globalization. It identifies trends in the number of titles (by category), circulation, readership, demographics/psychographics, and custom publishing. Distribution and consumable trends are also covered. It also discusses trends and effectiveness of “e-zines,” and publisher strategies regarding print vs. Internet and profitability measurements. (PrintCom Consulting Group)	PRI-NPES-0704	PRI-NPES-0704-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (16 pages)	PRI-NPES-0704ES	PRI-NPES-0704ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0704SY	PRI-NPES-0704SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0704SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0704PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Trends in Inkjet Technologies (2007 PRIMIR) This study reviews the technology and product lifecycle of inkjet products used for output applications (non-proofing). It discusses the growth/decline in various applications such as signs, direct mail, transactional, posters, point of purchase displays, and industrial applications, etc. This study reviews drivers and barriers for adoption of this technology in the various applications, as well as various print market segments. The study provides trends and forecasts the potential impact on litho and toner markets. (I.T. Strategies)	PRI-NPES-0707	PRI-NPES-0707-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (33 pages)	PRI-NPES-0707ES	PRI-NPES-0707ES-D	PRIMIR Member	N/C

			NPES Member Non-Member	$995 $995
Full Study PowerPoint Presentation		PRI-NPES-0707PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
World Wide Market for Print: Phase I Report (2006 PRIMIR) This report represents the first of three studies prepared by Pira International, Ltd. for PRIMIR. The study quantifies the value of the global print market, and breaks it down by region and by national market. The 51 countries analyzed in detail in this study account for an estimated 99% of the global print market. Overall print market figures are also provided for other countries included within these regions. Print markets are also split by print process and by print product. The report also provides background information on key trends within the operating environment, including economic, demographic, advertising and other key information drawn from a database prepared by Pira International. (Pira International, Ltd.)	PRI-NPES-0607	PRI-NPES-0607-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (43 pages)	PRI-NPES-0607ES	PRI-NPES-0607ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0607PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Digital Printing Outlook in a Production Environment (2006 PRIMIR) This study provides a quantitative analysis of the installed base of black and white and color digital printing equipment in North America by geographic region, and possibly broken out by size/type of firm including printers, trade shops, and in-plants. This study also provides a qualitative overview of trends, as well as discussion on barriers and drivers to adoption of digital printing. The analysis results in a forecast through 2011. (State Street Consultants, Inc. and John M. Hamm & Associates, LLC)	PRI-NPES-0606	PRI-NPES-0606-D	PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Summary (16 pages)	PRI-NPES-0606ES	PRI-NPES-0606ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis (4 pages)	PRI-NPES-0606SY	PRI-NPES-0606SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0606SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0606PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Small Commercial and Quick Printer Study: 2006-2011 (2006 PRIMIR) What is the Quick Printer's path to success? – What are the market leaders doing, how are they growing their business? This study investigates the print business at small copy shops, franchises, and the superstores such as Office Max and Office Depot. Is the future franchise or owner/operator? Is the future national branding or print and distribute or 'all print is local?'	PRI-NPES-0605	PRI-NPES-0605-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500

Will the new global owners of quick print centers be using their last mile delivery capability to build a new business for advertisers? This project defines the size of the quick print market (dollars and sites), and profiles the profit leaders including product mix and print processes. It identifies sales trends for the next 5-10 years. It also segments the 2005 market size by: franchise quick printers, owner/operator entrepreneurs, superstore quick print sites, and FedEx or UPS owned sites. It also identifies product and ancillary service mix such as: print, digital printing, wide format, embroidery, banners, web page development, etc. (J Zarwan Partners and Sherburne & Associates)				
Executive Summary (38 pages)	PRI-NPES-0605ES	PRI-NPES-0605ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0605PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Benchmarking Non-Print Revenues of U.S. Printing Companies: 2005-2010 (2006 PRIMIR) Printers are increasingly adding non-print ancillary services to augment their "core" print on paper business. This study identifies the revenue volume and types of non-print related services offered and trends through 2010. Findings are broken out by employee size, process, and end-use/segment specialization. The final analysis outlines the impact of ancillary services on printer's business as well as the impact on graphic arts equipment and consumables suppliers. (Richards Research)	PRI-NPES-0604	PRI-NPES-0604-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (16 pages)	PRI-NPES-0604ES	PRI-NPES-0604ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Executive Synopsis (4 pages)	PRI-NPES-0604SY	PRI-NPES-0604SY-D	PRIMIR Member NPES Member Non-Member	N/C N/C $99
Executive Synopsis Abbreviated PowerPoint		PRI-NPES-0604SPP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0604PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
The Future of Catalogs (2006 PRIMIR) This study provides a better understanding of the future trends and potential growth for catalogs: business-to-consumer, business-to-business and hybrid. It provides an understanding of the role the print catalog plays in the advertising mix and how growth in multi-channel marketing has impacted the print catalog. The study includes recent historical data and provides quantitative projections for 2010 and directional projections for 2015 and beyond. It also provides quantitative analysis of consumption of graphic arts supplies and identifies shifts in print process. (PrintCom Consulting Group)	PRI-NPES-0603	PRI-NPES-0603-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (29 pages)	PRI-NPES-0603ES	PRI-NPES-0603ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995

Full Study PowerPoint Presentation		PRI-NPES-0603PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Current and Future Trends in Printing Processes and Run Lengths (2006 PRIMIR) This study evaluates the printing processes: lithography, flexography, gravure, letterpress and digital utilized in North America and identifies why and where shifts are taking place. This includes web offset to gravure, sheet-fed offset to digital, flexo to offset, flexo to gravure and hybrid processes. Shifts between flexography and gravure for packaging and the impacts are also addressed. It covers trends today with a forecast through 2010. The report includes a quantitative forecast of the growth and decline of printing processes in the market to 2010 and identifies drivers and trends in run lengths by end-use application and discusses various run length concerns. (Naselli/SFM/PrintCom)	PRI-NPES-0602	PRI-NPES-0602-D	PRIMIR Member NPES Member Non-Member	$75 $75 N/A
Executive Summary (54 pages)	PRI-NPES-0602ES	PRI-NPES-0602ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0602PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Status of Integrated Automation in the Commercial Printing Industry - 2006, An Executive Insight Report (2006 PRIMIR) This report provides an update to the information found in the March 2005 PRIMIR study, *"Integrated Automation in the Commercial Printing Industry."* (PrintCom Consulting Group)	PRI-NPES-0601	PRI-NPES-0601-D	PRIMIR Member NPES Member Non-Member	$75 $75 $995
Executive Summary (4 pages)	PRI-NPES-0601ES	PRI-NPES-0601ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Full Study PowerPoint Presentation		PRI-NPES-0601PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
The Current and Future Status of Integrated Automation in the Commercial Printing Industry (2005 PRIMIR) This study queries printers already involved in integrated automation of their plant to find out what are they doing and how, how it has worked, as well as identify the process, bottlenecks, drivers and barriers for adoption, costs involved and paybacks. The study also queries those not yet involved and determines why. It also addresses whether integrated automation is applicable for all sizes of printing operations. (PrintCom Consulting)	PRI-NPES-0506	PRI-NPES-0506-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (33 pages)	PRI-NPES-0506ES	PRI-NPES-0506ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0506PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Trends in Paper Grade Substitution: 2005-2010 (2005 PRIMIR) This study evaluates historical trends in printing & writing paper grades, blurring of traditional	PRI-NPES-0503	PRI-NPES-0503-D	PRIMIR Member NPES Member	$75 $4,500

classifications, lower basis weights, etc. It also evaluates demand for each of the grades; identifying which end use markets are driving changes to grades, imports influence on purchase decision, grade substitution, and the influence of standards like SNAP and Gracol. (Temanex Consulting)			Non-Member	$4,500
Executive Summary (21 pages)	PRI-NPES-0503ES	PRI-NPES-0503ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0503PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Dynamics and Trends in Color Proofing (2005 PRIMIR) The study identifies the size of the market for inkjet, toner, conventional, film-based, digital halftones, monitor & PDF proofing. It identifies trends for the key market segments in North America including: commercial, book, and publication printers as well as newspapers, packaging printers, in-plants, and ad agencies and discusses concept, content, imposition and contract proofs. 2005 is the base with trends and forecasts projected through 2010. An interactive model is included. (State Street Consultants)	PRI-NPES-0508	PRI-NPES-0508-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (42 pages)	PRI-NPES-0508ES	PRI-NPES-0508ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0508PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Electronic Displacement of Print (2005 PRIMIR) This study looks at how print is impacted by existing and emerging technologies. It covers the Internet in general, SMS, Search, RSS Feeds, E-paper, E-Book Readers, E-mail, and other electronic media. The study details how much electronic technologies are displacing, as well as driving, new print by end product (books, catalogs, direct mail, inserts, journals, etc.), demographic and cultural changes impacting print vs. new media, and in direct marketing – how effectively print compares to other technologies. (J Zarwan Partners)	PRI-NPES-0507	PRI-NPES-0507-D	PRIMIR Member NPES Member Non-Member	$75 $4,500 $4,500
Executive Summary (40 pages)	PRI-NPES-0507ES	PRI-NPES-0507ES-D	PRIMIR Member NPES Member Non-Member	N/C $995 $995
Full Study PowerPoint Presentation		PRI-NPES-0507PP-D	PRIMIR Member NPES Member Non-Member	N/C N/A N/A
Future Direction and Trends in Retail Print Media Advertising (2005 PRIMIR) This study updates a previous GAMIS study and addresses the current status of this market, drivers and barriers to changes and retail trends in the use of print media advertising. The focus is on newspaper inserts, in-store inserts, direct mail, and magazines. It also investigates printing process trends and shifts, for example from litho to digital. (Wilkofsky, Gruen Associates)	PRI-NPES-0502	PRI-NPES-0502-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (40 pages)	PRI-NPES-0502ES	PRI-NPES-0502ES-D	PRIMIR Member NPES Member	N/C N/C

			Non-Member	$995
Full Study PowerPoint Presentation		PRI-NPES-0502PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Life Cycle of the Analog and Digital Lithographic Printing Plate (2005 PRIMIR) The objective of this study is to identify the consumption of printing plates by market segment and size of printer. This study analyzes products such as: conventional lithographic plates, direct to metal lithographic plates and direct to non-metal lithographic plates. This study also addresses how plate consumption will change in the next five years, what plates are being displaced and why, trends as to what type of plates are preferred within the above products and what factors drive purchase decisions on plates (run length, cost, brand name, sales channel, environmental, etc). (State Street Consultants)	PRI-NPES-0505	PRI-NPES-0505-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (20 pages)	PRI-NPES-0505ES	PRI-NPES-0505ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0505PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
The Market for Print Finishing Technologies (2005 PRIMIR) This study analyzes how today's changing printing technologies and streamlined workflows are affecting print finishing technologies and workflows (in-line and off-line). It establishes current market and future growth trends for “high-end” finishing technologies such as: foil stamping and embossing, die cutting, laminating and coating, gluing, scoring and wrapping equipment. This study also identifies the impact of skilled labor in post press. (Mason Consulting/PrintCom Consulting)	PRI-NPES-0504	PRI-NPES-0504-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (21 pages)	PRI-NPES-0504ES	PRI-NPES-0504ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0504PP-D	PRIMIR Member NPES Member Non-Member	N/C N/C N/A
Package Printing and Converting, An Industry Assessment: 2004-2009 (2005 PRIMIR) This study is an update to the 1994 Package Printing study. This study quantifies the market for package printing in the U.S. and Canada by major packaging industries. It also assesses the utilization of printing equipment and graphic arts supplies by process (flexo, gravure, offset) and product type. It investigates the following markets: folding carton, corrugated, flexible packaging, plastic and tag and labels and addresses important trends such as color printing, printing processes, distribution/buying patterns and legislative/environmental issues as they relate to the package printing industry. (State Street Consultants)	PRI-NPES-0501	PRI-NPES-0501-D	PRIMIR Member NPES Member Non-Member	$75 $75 $4,500
Executive Summary (32 pages)	PRI-NPES-0501ES	PRI-NPES-0501ES-D	PRIMIR Member NPES Member Non-Member	N/C N/C $995
Full Study PowerPoint Presentation		PRI-NPES-0501PP-D	PRIMIR Member NPES Member	N/C N/C

			Non-Member	N/A

GAMIS ARCHIVES - STUDY DESCRIPTIONS (Available in Print Only)

Flexible Packaging Market Outlook 2004-2008 (2004 GAMIS)

With a North American scope, this study delves into the fastest growing segment of the packaging market including stand-up pouches, bags, shrink sleeve/wraps, retort, multi-wall, and aseptic food, beverage and soap packaging. The study addresses driving factors for this growth, implications for substrate, ink, press and converting equipment manufacturers, environmental barriers and advantages, and identifies and predicts the most common uses by segment. The study provides trends over the next five years.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

The Future of Direct Mail (2004 GAMIS)

This study updates the 1999 study "The Status and Future of Direct Mail," which addressed trends in non-catalog direct mail, taking into account the impacts of technology, economic/social issues and demographics. It also assesses the unique capabilities of direct mail, determines competitive advantages over alternative media, and identifies user segments likely to increase or decrease their use of direct mail and why. It identifies the probable strategies of direct mail marketers as they compete with alternative media such as TV, radio, newspapers/magazines, and the Internet.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Variable Data Imaging Opportunities with Digital Printing Presses (2004 GAMIS)

This study provides an overview of the size of the market as well as a detailed description of the process and steps for producing variable data printing including marketing and sales, design, databases, inkjet, digital presses, personalized bindery, verification process, etc. It provides examples (successes and failures) and case histories for hot applications, industries served, trends, and vertical markets. It also provides a ROI/profitability analysis for the customer as well as the service provider.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Executive Summary – Variable Data Imaging Opportunities with Digital Printing Presses (2004 GAMIS)

See above for description.

PRIMIR Member	$25
NPES Member	$125
Non-Member	$250

Book Market Outlook 2003-2012 (2003 GAMIS)

This study updates information from the 1995 GAMIS Study, "Books in the 21st Century." The report provides market size estimates, demand forecasts through 2012, and a thorough profile of eleven book segments grouped into three major categories: trade books, education, and reference. It addresses all competing technologies (i.e., e-books, Internet, books on demand, etc.), trends and forecasts, impact of changes in manufacturing and workflow, changes in distribution, and changes in underlying market demographics. PRIMIR Member

	$75
NPES Member	$300
Non-Member	$595

Executive Summary – Book Market Outlook 2003-2012 (2003 GAMIS)

See above for description.

PRIMIR Member	$25
NPES Member	$150
Non-Member	$300

Color Proofing 2003-2008 (2003 GAMIS)

This study updated and expanded upon the 1997 GAMIS Proofing study. It investigated barriers and drivers for new technologies in proofing, adoption of color management, digital halftone proofs, soft proofing, interactive proofing and Internet proofing. It looks into the role of 'creatives' in proofing and delves into the economics of the various proofing systems and workflow issues related to proofing.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

The Effect of New Printing Technologies on the Performance Requirements for Paper Substrates (2003 GAMIS)

This study identifies changes in the needs of the substrate/paper performance for key North American print technologies (runability, sheet gloss, water fastness, surface strength, etc.) today and for the next 3-5 years.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Print Sales Breakdown & Analysis (2003 GAMIS)

The purpose of this study was to look at total print 'sales' dollars that are reported. This breakdown by print process separates out 'non-print' value or profit and includes end use segments including general commercial, books, publications, packaging, quick printing, and trade shops. This first study will be used as a benchmark for future biannual studies. This study was completed for GAMIS by Kubas Consultants with the help of PIA's Economics Department.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Direct Digital Imaging (2003 GAMIS)

The purpose of this study was to update the earlier GAMIS CTP Technologies study, expanding the scope to include direct imaging presses. It addresses adoption rates, economics, and trends and forecasts. The study examines the current state - % of installations and new sales, when direct imaging is preferred over CTP including crossover points, quality, run lengths, drivers, etc. The study evaluates new plate technologies, proofing, applications and benefits for each technology, adoption rates, and other workflow issues. Projections and trends are provided.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Study & Analysis of Digital Color Wide Format Printing (2002 GAMIS)

This study provides an understanding of these technologies and potential emerging growth areas. It discusses applications, technologies, substrates and media requirements such as weight, gloss, stability, etc. It provides an understanding of the drivers and barriers for entry into this market, and defines the end use markets such as textiles, grand format, home decorating, signage, proofing, etc.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Digital Printing Market Potential (2001 GAMIS)

Key issues covered includes an assessment of digital printing trends by application, market segment, and technology. The study identifies emerging markets and new market potential for digital printing, including variable data printing. The study provides growth trends, adoption rates and areas of decline where digital printing is supplanting current processes. It includes products where a combination of traditional printing and variable digital printing is utilized.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

The Future of Catalogs (2000 GAMIS)
This study identifies key drivers and trends that will shape the catalog industry into the next decade. It covers consumer, retail and business-to-business catalogs, including versioning, medium for targeting various demographic groups, size, run length, process/medium, format and more. The study provides directional projections to 2010 and beyond.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

Defining and Segmenting Commercial Printing (1999 GAMIS)
This study defines the current commercial printing market in total, both as to current size and future growth, and by process. It identifies and defines the end use segments of the "other" commercial print market classification. It identifies major and minor segments, defines print attribute clusters, and provides current size and growth potential five to ten years out. It also identifies how alternative media and new technologies are impacting each segment.

PRIMIR Member	$75
NPES Member	$300
Non-Member	$595

NPES ARCHIVES - STUDY DESCRIPTIONS (Available in Print Only)

The Current and Future Market Potential for Sheet and Web Offset Press Options and Accessories (2004 NPES)
The major purpose of this study was to quantify and forecast the market for major sheet and web offset press options and accessories sold in the U.S. and Canada. This study analyzes accessories such as in-line and add-on coating units; drying systems and technologies including infrared, UV, EB, and hot air; recirculators, chilling systems, and ink pumping systems; press and quality control systems; and inline finishing systems. It also assesses the various customer procurement methods for these accessories such as: installed on press by OEM vs. aftermarket.

PRIMIR Member	$250
NPES Member	$75
Non-Member	$500

White Paper Report: Newspaper Industry Trends and Implications for Suppliers (2004 NPES)
This study provides information on the status, trends, and developments in the newspaper industry. It outlines implications and recommendations in terms of supplying products and services to newspapers. This study also addresses issues such as: structure of the newspaper industry, viability and revenue sources, publishing and operating strategies and developments, buying practices, press and related technology usage and outlook for capital expenditures.

PRIMIR Member	$125
NPES Member	$75
Non-Member	$300

The U.S. Used Equipment Market: Threat or Opportunity? (2003 NPES)
This study assesses the trends of independent used equipment providers, dealers and manufacturers to rebuild and sell used graphic arts equipment including prepress, press, and bindery. It should also determine the total market size and value. It addresses influences such as equipment imported from Europe and Asia. It researches the potential for selling this equipment in other countries (i.e. China and South America). It includes issues such as rebuilding vs. selling "as is," installation, warranties, training, etc. This study identifies and profiles the top independent providers including employees, profit margins, procurement, etc., as well as the impact of e-commerce and Internet purchasing. PRIMIR Member $250

NPES Member	$75
Non-Member	$500

The Future Requirements and Needs for Service and Support in the Graphic Communications Industry (2001 NPES)
This study determines the service and support requirements of end customers, specifically in the area of digital workflow. It measures the customer's perception of service required for software, consumables, prepress and pressroom equipment. Additionally, the study measures the support needs for implementing a digital workflow, managing color, integrating systems and managing digital assets. Findings include whom customers are looking at to provide their service, expected costs and expected response times.

PRIMIR Member	$250
NPES Member	$75
Non-Member	$500

The Current and Future Status of Inkjet Technology in the Graphic Arts Market (2001 NPES)
This study provides information on the current and future applications for inkjet technology in color proofing, color printing, and b&w applications. The report addresses media and ink technologies, trends and requirements. The research covers the installed base, technology and forecasted growth rates by application and technology (i.e., continuous flow vs. drop-on-demand). It also includes non-traditional graphic arts suppliers (Canon, Epson, HP) and how they are addressing graphic arts markets.

PRIMIR Member	$250
NPES Member	$75
Non-Member	$500

Trends and Issues in Adoption of Color Management in the Graphic Arts (2001 NPES)
This study analyzes the drivers and impediments to adoption of effective color management in digital workflows. It includes an assessment of the current level of adoption of color management systems and characterizes how they are being used, as well as the impact of available solutions. The gaps and needs for more effective solutions to facilitate end-to-end color management are profiled.

PRIMIR Member	$250
NPES Member	$75
Non-Member	$500

The Changing Dynamics of Print: The Near-Term Impact of New Press Technologies (The Variable Data Press and the Direct Imaging Press) (2000 NPES)
This study examines the viability and potential for growth in hard copy original pages and jobs in a "traditional" printing and publishing environment, challenged by a growing array of hard copy materials produced in the evolving environment of on-demand, just-in-time, personalized and similar printing models. This project covers the U.S. and Canadian markets for 1995, 1998 and 2001.

PRIMIR Member	$100
NPES Member	$75
Non-Member	$200

White Paper Report: Chinese Printing & Publishing Industry, A Market Study (2000 NPES)
This study addresses the current infrastructure (technology, markets, and processes) for printing and publishing in China and the ability of this market to adopt or implement new printing and publishing technologies.

PRIMIR Member	$75
NPES Member	$25
Non-Member	$200

The Future Markets for Prepress Equipment and Systems in the U.S.: 2000-2005 (2000 NPES)
This study provides a baseline of installed prepress equipment/systems and develops projections of the installation mix to 2002, considering the impact, adoption and challenges of new technologies and market trends. It discusses current and future shipments, applications that may decline due to the impact of the World Wide Web, product usage and preferred buying method by market segment and implications for the NPES members. It is a companion to the 1997 study, "The Future Market for Films, Plates and Proofing Products in the U.S.: 1996-2004."

PRIMIR Member	$100
NPES Member	$75
Non-Member	$200