GRAPH EXPO 15 to Debut Three Exciting New Show Floor Features

APPLICATIONS ISLAND, MATERIALS MATTER, AND THE INDUSTRIAL PRINTING PAVILION

GRAPH EXPO 15 and the co-located CPP EXPO coming September 13-16, 2015 to Chicago’s McCormick Place South have strengthened the already stellar lineup of specialty show floor sections with three new attractions that reflect the ever-changing nature of the graphic communications industry. Materials Matter—will showcase the powerful role that paper and non-paper substrates play in every print job. The Industrial Printing Pavilion—will demonstrate how the exciting new worlds of Package Printing, Commercial Printing, and Industrial Manufacturing converge. Applications Island—will feature unique new print and wide-format applications.

In keeping with this year’s ‘Transform’ themed GRAPH EXPO, these three new show floor features are concrete demonstrations of how the graphic communications industry is indeed transforming,” said Graphic Arts Show Company (GASC) President Ralph Nappi. “These three new show floor attractions, along with the other show floor sections and features, demonstrate the variability and versatility of the industry.”

Materials Matter targets the tactile qualities and impact of print. Mohawk, in cooperation with GASC, has created a collective booth area at GRAPH EXPO 15 to celebrate the essential role that materials play in the print ecosystem. This new 1,200 square foot specialty hub will be a featured showcase where multiple substrate manufacturers can demonstrate the powerful role that their paper and non-paper substrates play in the printing process.

The Industrial Printing Pavilion, sponsored by The Society for the Plastics Industry (SPI), Graphic Arts Show Company (GASC), and CPP EXPO, is where print and plastic applications unite. The vast array of industrial applications include such things as floor tiles, wallpaper, acrylic, glass panels, metal, wood, ceramics, textiles, laminates, and more. The wide variety of plastic applications includes: affinity/ATM/credit/gift/phone cards, ID badges, POP displays, and more.

The Industrial Printing Pavilion also features Future Print, sponsored by FlexTech Alliance, where attendees can see the hottest new and emerging print technologies, including RFID, printed electronics, and live demonstrations of 3D printing options and the profit-building applications they create.

Applications Island, sponsored by the International Sign Association (ISA), is an exciting show floor “oasis” of hot, unique new print applications. This new beach-themed gallery, completely created by print applications with everything from the display walls, to the floor graphics, to the furniture, will also feature print categories that include cross-media direct mail, digital label, books, and more.

Along with these three exciting new features, the show floor will also present attendees with the many show sections that are back by popular demand. These include: Software: Workflow & Design/Prepress, Press/Finishing, The Inkjet Candy Store, Deliver—The Mailing & Fulfillment Center, The Marketing Pavilion, News Print—The Newspaper Pavilion, The In-Plant Place, Education Main Street, and The Printerverse.

For more information, visit: www.GraphExpo.com
While the U.S. market is largely open to the world and has the lowest tariffs on manufactured goods of any G20 country, American manufacturers face steep trade barriers abroad.

President Wins Trade Promotion Authority: PRINT’S VOICE 15 Advances NPES Trade Agenda

NPES members and other U.S. exporters, as well as American workers and consumers, scored a huge victory when President Obama signed Trade Promotion Authority (TPA) legislation into law as Congress recessed for Independence Day.

The enactment of TPA, in which President Obama and congressional Republicans joined forces, was the culmination of a long debate and an intense final month of lobbying by pro-TPA business groups. Their numbers were bolstered by over 50 leading printing industry business executives who actively engaged 80 congressional offices—including over one-third of the Senate—urging support for TPA during the PRINT’S VOICE 15 Capitol Hill Fly-In co-hosted by NPES and Printing Industries of America (see Senate and House TPA roll call votes at: www.npes.org/SenateRollCall and www.npes.org/HouseRollCall respectively). This was not an easy vote. In some cases votes came with a significant political price, as they were cast in the face of stiff opposition from unions and other anti-trade factions.

With 95% of the world’s consumers living outside the United States, NPES’s lobbying efforts in support of TPA were important in assisting U.S. manufacturers improve their ability to effectively compete for a greater share of the $11.8 trillion global market for manufactured goods, which includes international markets for printing, publishing and converting technologies that were recently documented in the NPES “World-wide Market for Print: Identifying Global Opportunities for the Print Industry” research study.

Among the study’s findings was the importance of Pacific Rim markets that are the subject of the Trans-Pacific Partnership (TPP) trade negotiations, and the continued significance of the EU that is the focus of the Transatlantic Trade and Investment Partnership (TTIP). The 28 EU countries include 20 of the top 50 printing equipment markets in the world, worth $4.2 billion or 27% of the total global market.

The National Association of Manufacturers (NAM) reports that trade agreements negotiated under TPA are delivering for manufacturers and workers.

While the U.S. market is largely open to the world and has the lowest tariffs on manufactured goods of any G20 country, American manufacturers face steep trade barriers abroad. Without TPA, these manufacturers risked being left behind as other countries negotiate trade agreements that exclude them. With TPA, Congress and the President can forge a partnership that facilitates development and approval of trade agreements by ensuring congressional input on trade negotiations.

NPES commends and thanks those Members of Congress who voted for TPA (see sample letter at: www.npes.org/portals/0/GovAff/TPA-TY-House.pdf) and urges its members to do the same by going to: governmentaffairs.npes.org/voter-resources/#top to contact their senators and representatives.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235, e-mail: mnuzzaco@npes.org.
One on One with Michael B. King

Why foil? What drew you to this specialized market of both hot and cold foil technology?

At the early age of 15, I started working in my father’s company as a machinist and assembler of mechanical foil machines. By age 19, I had developed electronic foil machinery and invented the first electronic hot foil indexing machine.

More recently, nine years ago in fact, John Cote, Vice President of Innovation and Technology for Multi Packaging Solutions (MPS), the “godfather” of cold foil in the U.S., asked me to service a cold foiler that he had purchased from a company in the UK. Although I had no experience with cold foil, I repaired that equipment, but knew I could make a much better machine and truly embraced the challenge. That MPS machine was soon replaced with an Eagle Systems cold foiler, and we now have more than 30 cold foil units installed worldwide.

What are the benefits of developing in-house expertise, rather than outsourcing any part of the job?

When outsourcing your foiling work, you risk losing other work as well. Your customers know you don’t do it, so most times they will go to a vendor that can handle it all—their regular printing, die cutting and other finishing work—just because you don’t offer it.

Eagle Systems has built a reputation of delivering what it promises—a well-built machine that does exactly what we say it can do. To accomplish this, we have a dedicated team of design engineers to ensure a fully functioning design before any metal is cut, and we produce in-house all of the control systems and software for both standard and customized machines. We also follow up with extensive training and 24/7 customer support to ensure that our customers’ needs are met. We have always offered this service—Eagle Care—free of charge to our customers for the lifetime of their Eagle Systems equipment, which could be a long time, given that they are built to last “forever.”

To what do you attribute Eagle Systems’ strong international presence, including offices in Poland and the UK and successful installations across the world, in particular, China, Japan and Argentina?

Thirty-five years ago connecting with remote customers at home and abroad meant developing a service that worked via modem and phone line; then high-speed Internet came along, permitting real time connections and service. Nowadays technology allows 24/7 machine support, with the added benefit that the world has become much more accessible to us. Especially for those of us who are constantly on the road.

Our expansion internationally has been gradual, yet consistent, since 1997 seeking out the best markets for our products. In April 2013, we retrofitted an eight-color press in Tokyo, Japan with an Eco-Eagle cold foil system. In Argentina in 2014, we completed a cold foil installation at one of the country’s leading paperboard manufacturers. We followed this with the installation of a system for the largest commercial and package printers in China. With the increasing demand for hot and cold foil installations worldwide, in February 2015 we opened our Warsaw, Poland office in the heart of Europe, providing easy access to most neighboring European countries. Additionally, through a strategic alliance with Kluge International signed in early 2014, we established a UK office to handle the UK and Ireland. In 2015 this same alliance launched an office in India.

As print evolves, and substrates and technologies continually advance, how has the market changed since you started your company over 25 years ago and where do you see it heading?

I truly believe history repeats itself and, as we emerge from a recent bad economy, companies look for added value to differentiate themselves from the competition. One of the differentiators today in the print world is cold foil innovation and it’s growing rapidly. Not only have equipment, foil, adhesive and blankets improved, but now it is easier to cold foil—it is mathematical, not an art like hot foil. Basically, if you can print you can cold foil. Above all, there is still plenty of opportunity out there. Just as in the 1990’s hot foil was the added value and grew in leaps and bounds!

What can you share about any new products, developments that you will be featuring at GRAPH EXPO 15?

Eagle Systems will be featuring a large format Eco-Eagle CFM145 at the show. This will be the world’s largest cold foiler. Its capacity will be announced at show time and it will be equipped with all the latest features.
PRINT’S VOICE 15 Delivers Pro-Growth Message to Washington

In the best-supported Capitol Hill Fly-In to date, NPES and Printing Industries of America, together with key sponsor associations, brought over 50 leading printing industry executives to Washington, D.C., June 2-3, 2015 to address key industry concerns directly with their elected representatives in Congress and the Executive Branch. PRINT’S VOICE 15 participants contacted 80 congressional offices, up 13% from last year; of these contacts 28 were the elected officials themselves, 33% more than in 2014. The group also engaged with members of the Obama Administration, as well as recently appointed U.S. Postmaster General Megan Brennan.
PRINT’S VOICE 15 is both an opportunity and a responsibility to reach out to our congressional representatives on issues of concern to the printing industry.

—Ron Rose, NPES Government Affairs Chairman, President, Nova Pressroom Products, LLC

SEE MORE PHOTOS AT: www.npes.org/PV15 photogallery
ISO 15339’s goal is to reduce the proliferation of industry generated self-certified characterization data.

Fifteen Years in the Making:
PRINTING FROM DIGITAL DATA ACROSS MULTIPLE TECHNOLOGIES COMES OF AGE WITH ISO/PAS 15339

By David Q. McDowell

Traditionally printing has been defined through the use of process control aims along with careful specification of the materials involved—paper, ink, plates, etc. In the early 1990s this began to change when off-press proofing systems were introduced that used different colorants and process, but were intended to mimic the ink-on-paper printed sheet. The concept of characterization data was introduced to help address this need.

Characterization data is a table of the relationship between input CMYK data values and the color that these values are expected to produce on a printed sheet for a specific set of paper, ink, process, process control aims, etc. Today, for virtually all characterization data, the CMYK input values used are those tabulated in ISO 12642-2 (1617 sets of CMYK) and the expected color (CIELAB LAB values) are determined using both printing tests as well as computer data smoothing and adjustment to match a priori aims.

The first set of standardized and publicly available printing characterization data, ANSI CGATS TR001 published in 1995, became the specification of publication printing in North America.

Now read the full article at: www.npes.org/iso_pas15339.aspx

Reprinted courtesy of Idealliance Bulletin 6/29/15

Make Your Nominations for the NPES 2015 Gegenheimer Awards

Nominations are now open for the Harold W. Gegenheimer Awards for Industry Service, which will be presented during the NPES 2015 Annual Conference and PRIMIR Fall Meeting, October 26-28, 2015, Palm Beach, Florida.

The awards, named in honor of the former Chairman of Baldwin Technology Company and a past President of NPES, are presented annually to one NPES member company, and one individual employed by a member company, in recognition of their leadership and commitment to building a strong future for the printing and publishing industry and its suppliers.

Nominations for the Individual and Corporate Service Awards may be made by the delegate of any NPES member company. For complete award criteria, and to download a nomination form, visit: www.npes.org/members/.gegenheimerawards.aspx

Two Sides Facts:
ON SCREEN OR ON PAPER—WHAT DO CONSUMERS PREFER?

A new survey into the preferences of consumers for printed versus digital communications was recently published in May 2015 by Two Sides, the global organization created to promote the responsible production, use and sustainability of print and paper. The survey, which was commissioned by Two Sides and undertaken by international research company Toluna, sought the opinions and preferences of UK and U.S. consumers on a number of issues relating to the change from paper-based to digital media.

Results of the U.S. survey highlighted that 88% of respondents indicated that they understood, retained or used information better when they read print on paper compared to lower percentages (64% and less) when reading on electronic devices. The same trend was found for reading complicated documents with 80% indicating a clear preference for reading print on paper, and reading on screens showing a much lower preference than print at below 16% across all age groups.

The survey also revealed 81% found printed media more relaxing to read, while 62% of mobile/smartphone users (rising to 73% among the 18-24 year olds) were concerned about how these devices were damaging their health (eye strain, headaches, insomnia). Overall, the survey reported that 81% of respondents preferred to read print on paper when given the choice.

“The results of this U.S. survey will be useful for all those who choose the way in which information is distributed, particularly for advertisers, marketers and educators who need to understand how information is being delivered received, processed and retained,” explains Phil Riebel, President of Two Sides North America. He adds, “While on-screen reading occupies an increasing amount of consumer time, people’s preferences are still for reading print on paper which they believe to be more informative, less distracting and less harmful to their health. Results also show that many people are concerned about the effects on learning and literacy due to the switch from printed books to digital media in our school system.” The Two Sides survey shows that 68% of respondents believe that books are more likely to encourage learning and the development of other skills than using screens, and that 63% of respondents worry that children are not going to learn as much without books.

While acceptance of digital media is generally stronger among younger age groups, there is also a strong preference for print on paper existing across all ages. The full U.S. survey report can be downloaded at: http://tinyurl.com/OnPaperOnScreenStudy.
The meeting also served as a springboard to launch “PRIMIR 2.0” for the development of new research models for 2016 to generate more effective study design and delivery formats.

PRIMIR Summer Meeting Explores Pathways to Success

LAUNCHES PRIMIR 2.0: NEW STUDY FORMATS FOR 2016

The PRIMIR Summer Meeting held June 16-18, 2015 in Nashville, Tennessee brought together nearly 30 representatives from two dozen industry firms across the print value chain. Adhering to the meeting’s theme, “Pathways to Success: Growth Markets, Technologies & Applications,” PRIMIR Chair, Eric Frank, facilitated a highly interactive and informative program that explored the findings of two new studies delving into the business potential available in flexographic and wide format inkjet printing; presented two engaging industry expert panels on food packaging compliance and the commercial printer’s view; and included an “insider’s” printing and packaging plant tour, dynamic networking sessions, and collaborative roundtable discussions.

The meeting also served as a springboard to launch “PRIMIR 2.0” for the development of new research models for 2016 to generate more effective study design and delivery formats including, mini studies, white papers and webinars, in addition to the existing full study format.

PRIMIR’s Executive Committee, led by Chair Eric Frank and Vice-Chair Frances Cicogna, worked with members to begin development of scope and objectives for 2016 study deliverables that should significantly increase the engagement, penetration and participation by corporate management and divisional specialists within a broader spectrum of member companies.

For more information about PRIMIR contact Rekha Ratnam, Assistant Director, Market Data/Research at phone: 703/264-7200 or e-mail: rratnam@primir.org.

Experts in the field of chemical migration in printing and packaging provided PRIMIR members with a greater familiarity of responsibilities shared by all respective parties to consumer protections. Serving on the panel were: (l-r) Konstantin Zuyev, PDL Manager-Narrow Web, Flint Group; Jim Bishop, Field Product Manager, UV, EB & Conventional Packaging Inks, Sun Chemical Corp.; Jon Hellestein, Senior Lead, Global Product Stewardship, MeadWestvaco; George Fuchs, Director-Regulatory Affairs and Technology, NAPIM; and, moderating was Deanna Klemesrud, Global Marketing Manager, Packaging and Narrow Web, Flint Group.

NPES STANDARDS UPDATE

RECENTLY PUBLISHED STANDARDS
- ISO 17972-1 Graphic technology—Colour data exchange format—Part 1: Relationship to CxF3 (CxF/X)
- ISO 17972-4 Graphic technology—Colour data exchange format (CxF/X)—Part 4: Spot colour characterisation data (CxF/X-4)
- ISO 18619:2015 Image technology colour management—Black point compensation

REVISED STANDARDS
- ISO 12646:2015 Graphic technology—Displays for colour proofing—Characteristics
- ISO 12647-5:2015 Graphic technology—Process control for the manufacture of half-tone colour separations, proof and production prints—Part 5: Screen printing

NATIONAL ADOPTIONS
- CGATS/ISO 12642-1(IT8.7/3) Graphic technology—input data for characterization of four-colour process printing—Part 1: Initial data set

Standards are available for purchase from NPES; member companies receive a 10% discount.

UNDER DEVELOPMENT

Visit the Ballot Schedule on the NPES website to see the list of documents currently under development: www.npes.org/programs/standardsworkroom/ballotschedule.aspx

For more information on the standards activities administered by NPES visit the NPES Standards Workroom at: www.npes.org/programs/standardsworkroom.aspx
In the first quarter of 2015, shipments for both traditional printing equipment and graphic arts supplies grew [24% and 2% respectively] from the same period in 2014.

### Market Intelligence News

**TRENDS IN SHIPMENTS FOR EQUIPMENT AND SUPPLIES AND THE TOTAL MARKET**

In 2014, the market for production digital presses increased nearly 18% to over $2 billion ($1.7 billion in 2015). The total market (traditional printing equipment, graphic arts supplies and production digital color presses) also increased 7% in 2014 to $5 billion ($2.8 billion in 2015). See the chart above for more details on the total market (annually) 2009-2014.

In the first quarter of 2015, shipments for both traditional printing equipment and graphic arts supplies grew [24% and 2% respectively] from the same period in 2014. Although printing equipment and graphic arts supplies shipments are nowhere near the levels evidenced in 2008, 2009 and years prior, it is refreshing to see a period of growth. The increases are a welcome change, but only time will tell if this continues through 2015—shipments of equipment [$120 million vs. $97 million] and shipments of supplies [$154 million vs. $152 million].

The bright side continues with total market shipments in 2014 at the highest level since 2009, mainly due to the steady increase in shipments of digital presses, which are also at their highest level since 2009. The increase in digital press shipments has a strong correlation with decreases in shipments of traditional pressroom equipment and the continuing shift of some offset work to digital presses. As we continue through 2015, it will be interesting to see whether pressroom equipment will continue its growth. What will happen to digital presses if increases continue in offset? The uncertainty is both encouraging and disconcerting.