New for PRINT 13 Exhibitors: Special Machinery Handling Benefit

GREATEST ADVANTAGE WITH EARLY BOOTH SPACE RESERVATION

As exhibitors strategize their plans for PRINT 13, set to take place September 8-12, 2013 at Chicago’s McCormick Place, the Graphic Arts Show Company (GASC) is pleased to announce a special opportunity for those who reserve their booth space early—a brand new Machinery Material Handling Benefit.

GASC developed this innovative pricing plan to support PRINT 13 exhibitors in bringing machinery and equipment to their show floor booths to enable the live, fully functional product demonstrations that attendees come to see.

The Machinery Material Handling Benefit is provided to all exhibitors but ‘early-birds’ save the most, based on when an exhibiting company contracts for booth space. For instance, exhibitors who submit booth space applications by September 4, 2012 with a 25% deposit and signed contract, will have 100% of their machinery handling charges paid. Beyond this date, a graduated scale illustrates what percentage of machinery handling charges will be paid. See all of the options in the Exhibitor Prospectus at: www.print2013.com.

“GASC understands that exhibitors want to showcase a broader range of their products for decision makers who come to the show specifically to explore technologies in action and discuss which will be the best solution for them,” said Ralph Nappi, GASC President. “PRINT 13 will feature everything graphic communications professionals need to adapt and grow their business, and now this new machinery handling plan offers each of the 650 exhibitors their best opportunity to spotlight their technologies before these qualified buyers.”

PRINT 13 is a ‘must-attend’ event for all sectors of the print industry. Demonstrating leading-edge technologies, applications and solutions for a motivated audience of decision makers who will come seeking world-class products and services—the PRINT 13 Machinery Material Handling Benefit will play an important role in setting the stage for this exciting global event. Add to this the planned 50 co-located industry events, and PRINT 13 promises to deliver an exceptionally rich and dynamic trade show experience. For more information about PRINT 13 and the Machinery Material Handling Benefit, visit: www.print2013.com.
chairman’s perspective

Drupa 2012—A Turning Point for the Print Industry

Bernhard Schreier’s remarks sum up the results of a very successful drupa. Our industry’s largest exhibition takes place every four years. This year there was an air of excitement in and around the show. Visitors came not just to see what was available, they came to buy.

Over the course of the two-week show 314,500 visitors from around the world came to drupa to do business with the 1,850 exhibitors. While attendance was lower than drupa 2008, the proportion of decision makers grew significantly to over 50% of the audience. We heard positive feedback from many attendees that it was no longer time to wait for the right solution, but it was time to invest in the future.

Here in Düsseldorf business was done and points were set for the future of the [print and media] sector.”

—Bernhard Schreier, drupa 2012 President

Chris Payne
NPES Chairman

“...100% expensing of equipment... focuses the tax reduction on newly acquired capital equipment, and is of particular interest to new or rapidly growing businesses.”

NPES supports 100% Bonus Depreciation Extension

Bipartisan bills introduced in House and Senate

N"PES has joined with other capital goods manufacturers in supporting legislation that would extend 100% Bonus Depreciation through the end of 2012. This powerful investment incentive was available during 2011 but expired January 1, 2012, and was not renewed in the House/Senate conference report on H.R. 3630, Temporary Payroll Tax Cut Continuation Act of 2011 that passed at the end of February. Meanwhile, 50% Bonus Depreciation is still available for qualifying purchases of plant and equipment this year, but will expire January 1, 2013.

They came to purchase a mix of traditional, digital and hybrid solutions to expand their current offerings and grow their businesses. At this drupa, offset and digital print solutions complemented rather than competed with each other in the new blended print environment.

Another key trend for drupa 2012 was the increase in attendance by printers in the emerging markets of the world. As their local economies improve, people are consuming more print and purchasing more packaged goods, resulting in a rise in local print businesses. We saw an increase in the number of attendees travelling from Latin America, China, India and Eastern Europe to purchase solutions for their surging business needs.

As the print world continues to morph into a broader set of applications based on the customer’s unique needs, partnering is playing an essential role in driving our industry forward. By working with partners that have deep experience and expertise in specific areas of the commercial print space, vendors like Kodak can bring our products and technologies to an even greater audience. Our 40 partners exhibited with Kodak at the show, and we met with many new potential partners looking to build Kodak technology and solutions into their suite of products.

drupa 2012 marks a turning point for the industry. Due to the rapid rise of the internet and new ways for people to communicate, the markets of commercial print, publishing, and packaging are undergoing dynamic change. Printers are embracing this change and looking to add new solutions to create higher value printed products for their clients.

The business of print has great potential for growth. Its time is now.

Bipartisan companion bills to reinstate 100% Bonus Depreciation for 2012 have been introduced in both the U.S. House and Senate. In the House, H.R. 4196 is co-sponsored by Representatives Patrick J. Tiberi (R-12-OH), John Larson (D-1-CT), Erik Paulsen (R-3-MN), Richard Neal (D-2-MA), Kenny Marchant (R-24-TX ) and Bill Pascrell (D-8-NJ); and in the Senate, S. 2230 is co-sponsored by Senators Debbie Stabenow (D-MI), Roy Blunt (R-MO), Sherrod Brown (D-OH) and Pat Roberts (R-KS).

In addition to H.R. 4196 and S. 2230, 100% Bonus Depreciation could be extended as a part of a tax ‘extenders’ package, congressional hearings for which began in April.

In November 2011 testimony before the Congressional Joint Committee on Taxation (found at http://iret.org/pub/ADVS-280.PDF), former U.S. Treasury official Stephen J. Entin, President of the Institute for Research on the Economics of Taxation (IRET), testified that, “Historically, tax changes that lower the service price of capital have a major impact on investment, employment, and output. Taxes that have little or no effect on investment incentives do far less.”

Continuing, Entin noted that, “Giving up corporate expensing in exchange for a lower corporate tax rate... would yield similar GDP effects, but cost more revenue. It might please established businesses in the short run, but would not be as focused on rapid growth.”

Finally, Entin pointed out that the [then] current provision for 100% expensing of equipment “would raise GDP by 2.71% over time, if made permanent. Its static revenue cost of $34 billion... converted to a dynamic revenue gain of $49 billion, a 243% reflow of revenue (at 2008 income levels),” because it “focuses the tax reduction on newly acquired capital equipment, and is of particular interest to new or rapidly growing businesses.”

See NPES’ 2012 Tax Advisory and Tax Calculator at www.npes.org/Calculator.aspx for key existing capital investment tax incentives that are in effect for 2012 and beyond. For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.
Congress Reauthorizes Ex-Im Bank with Strong Bipartisan Vote

RESPONDING TO THE URGING OF NPES AND ITS BUSINESS COMMUNITY ALLIES, BOTH HOUSES OF CONGRESS HAVE REAUTHORIZED THE EXPORT-IMPORT BANK OF THE UNITED STATES (Ex-Im Bank) WITH STRONG BIPARTISAN MAJORITY VOTES. THIS CAME AFTER INITIAL RESISTANCE BY CONSERVATIVES WHO VIEWED THE BANK AS ‘CORPORATE WELFARE.’ MANY OF THE OBJECTIONS RAISED BY OPPONENTS WERE TEMPERED, AT LEAST TEMPORARILY, BY A COMPROMISE ENGINEERED BY HOUSE MAJORITY LEADER ERIC CANTOR (R-VA) AND MINORITY WHIP STENY HOYER (D-MD), WHICH SUBJECTS THE BANK TO NEW REPORTING REQUIREMENTS, BUT ALSO INCREASES ITS LENDING CAP FROM $100 BILLION TO $140 BILLION OVER THE FOUR YEARS OF ITS NEW REAUTHORIZATION.

THE BANK’S AUTHORIZATION EXPIRED AT THE END OF SEPTEMBER 2011, AND SINCE THEN THE BANK HAD BEEN OPERATING UNDER A SHORT-TERM EXTENSION THAT WOULD HAVE RUN OUT AT THE END OF MAY.

Ex-Im Bank is the official export credit agency of the United States that assists in financing the export of U.S. goods and services from thousands of American companies. It operates at no direct cost to taxpayers and has a track record of returning money to the U.S. Treasury. The Bank assumes credit and country risks that the private sector is unable or unwilling to accept. It also helps to level the playing field for U.S. exporters by matching the financing that other governments provide to their exporters.

During FY2011 Ex-Im Bank helped finance over $40 billion in export sales from more than 3,600 U.S. companies, supporting approximately 290,000 export-related American jobs. And through that effort the Bank set a record with more than 85% of its transactions directly benefiting small businesses.

The Ex-Im Bank products most used by U.S. small businesses are export-credit insurance and working-capital loan guarantees. Small businesses used each of these products extensively in 2011. Additionally, in 2011 Ex-Im Bank launched its new express insurance—a short-term export-credit insurance product that was developed primarily for companies new to exporting. By helping small businesses expand into new foreign markets and add new buyers, express insurance provides payment risk protection and enables exporters to extend competitive credit terms to foreign buyers. See Ex-Im Bank’s 2011 Annual Report at: www.exim.gov/about/reports/ar/2011/index.html.

On behalf of NPES’ over 550 member companies Association President Ralph Nappi commended leaders on both sides of the political aisle for coming together to reauthorize and enhance funding for the Ex-Im Bank, stating that “our international competitors are aggressively promoting exports and capturing markets, and to stay competitive we can ill afford to eliminate a vital tool for export promotion, finance and job creation such as Ex-Im Bank—in short, we need exports to grow jobs and the economy, and Ex-Im Bank plays a key role in that effort.”

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.

Nova’s Ron Rose Selected as the 2012 Southeast Exporter of the Year

O nova Pressroom Products, a leading provider of pressroom chemistry, announced that Ronald J. Rose, President has been named the U.S. Small Business Administration’s (SBA’s) North Florida District, State of Florida and Region IV (representing 8 states) Small Business Exporter of the Year.

Rose received the SBA award at the 20th Annual Small Business Week Celebration on May 24th at the University of North Florida’s (UNF’s) University Center in Jacksonville, FL.

“Since the onset of Nova, we have been committed to growing our export business, providing our dealers with specially formulated products for their particular markets, fast production and timely shipping. This award is a tribute to everyone on the Nova team,” stated Rose. He added, “Our location in Jacksonville, Florida gives us multiple connections to major shipping lanes into Latin America and Asia. We have also benefited significantly from the help provided by the SBA, our local bank (American Enterprise Bank of Florida) and the Small Business Development Center.”

Rose also credited Nova’s membership in NPES as a key element in Nova’s export growth noting, “It’s a big world out there and you need accurate market information before committing vital resources to a particular region. NPES’ Global Trade Program provided us with precise real-time market data about growth print markets around the world.”

Nova Pressroom Products is a full line manufacturer of pressroom chemicals including water-based coatings, UV coatings, fountain solutions, silicones and press washes. Nova products are available through a network of graphics arts dealers in the United States, Canada, Latin America and Asia.
In terms of sheer size, with 1,850 exhibitors and attendees from 130 countries, drupa still holds its own among the largest tradeshows in the world. Yet, reflecting the impacts of the printing industry’s ongoing recovery and a challenging economy, the total attendance of 314,500 at drupa 2012, held in Düsseldorf, Germany, May 3-16, was down 75,000 compared to drupa 2008 figures.

The show welcomed more than 190,000 visitors from countries other than Germany with the greatest numbers from India (15,000), followed by Belgium, France, the Netherlands, Great Britain, the United States, Switzerland and Italy. Organizers reported an increase in the percentages of visitors from South and Central America (almost 9%) compared to 7% in 2008, mostly from Brazil.

Covering all facets of the industry, the show dazzled show goers with the announcement and preview of Landa Corporation’s ground-breaking new nanography technology; leading-edge advances in digital equipment; and, hot new products in the package printing space. Other dominant themes included advances in automation, hybrid technologies, web-to-print applications and environmentally conscious printing solutions.

Digital Is Now Mainstream

Overall 40% of the visitors expressed interest in digital printing machinery and digital printing systems, with printed electronics attracting much attention in the drupa Innovation Park (DIP).

Digital technology has made huge strides in quality, cost and multiple types and volumes of digital output printers and presses. NPES President Ralph Nappi observed, “Four years ago a printer may have asked, ‘Should I invest in digital print technologies?’ Today the question is, ‘In which digital technology do I invest?’”

This year’s show saw an expansion of ‘hybrid’ presses, augmented by the various partnerships between offset and digital manufacturers. Additionally, there were many pre- and post-press offerings introduced specifically for digital printing.

Marco Boer, Chief Executive Officer of Massachusetts-based I.T. Strategies observed that, “A hardcore transition from analog to digital printing equipment occurred at drupa 2012; while 94% or more of all pages printed are still printed on analog equipment, digital production technology is where buyers of printing equipment clearly see the value and their future.”

New and renewed implementations of digital print technologies were shown, including aqueous ink jet printers using innovative intermediary transfer systems to print onto difficult substrates; UV-ink jet technology used in volume printing beyond display graphics; liquid toner technologies deployed in very different manner than HP/Indigo; and a small number of dry toner technology innovations.

Nanotechnology: Hype, but Not Hyperbole

Attracting huge media and attendee attention, with packed daily presentations repeated 30 times throughout the show, the biggest game-changing technology introduced was Landa Corporation’s nanography, whose creator, Benny Landa, possesses solid credentials as the ‘father of digital printing’ through the Indigo press, which he sold to HP in 2001.

Marco Boer observed that, “... those attending the press conference the day before drupa opened were not disappointed; with showmanship rivaling the late Steve Jobs, expectations could not have been greater for the unveiling of Mr. Landa’s next technology.”

Impressive, yes, although as GASC Vice President Chris Price observes, “these new presses will likely not be ready to ship for around 18-24 months as they work out the bugs. But, the technology will allow printing on almost any substrate without pre-treating and has many applications in both commercial and package printing.”

Diversification into Package Printing

Package Printing remains one ‘hot’ area that continues to grow, just as other printing segments contract. Many new introductions from companies already in this area...
NPES Members at drupa

For Association members, the NPES Member Booth in the U.S. Pavilion ensured a representative U.S. industry presence at drupa and also supported NPES members who took advantage of the Lounge to conduct meetings with current and potential customers. The booth enjoyed active traffic all 14 days of the show, with specific interest in the upcoming PRINT 13 show slated for September 8-12, 2013 in Chicago, IL, and NPES’ global trade mission program, and in particular the trade mission to Colombia and Brazil, set for September 15-23, 2012. On hand at the show to impart practical knowledge and discuss business expansion opportunities were NPES representatives from Latin America and also our international business experts from Russia/Eastern Eurasia, India and China.

For more information about NPES trade missions, contact Pernilla Johnson, Assistant Director of NPES Global Trade Programs at e-mail pjonsson@npes.org or phone: 703/264-7200.

NPES Market Data Program Continues to Expand
INVESTIGATES BEYOND TRADITIONAL PRINTING EQUIPMENT AND GRAPHIC ARTS SUPPLIES

Since 1957, the NPES Market Data Program has provided valuable, reliable data to its members. Data is collected on shipments of traditional equipment and supplies, including prepress (platesetters, proofing equipment, etc.), offset presses (sheet- and web-fed), bindery equipment (cutters, folders, binders, etc.) and film, proofing and plates. In 1982 the program grew to include data on consumable supplies, and in 2010 its mission expanded to include production color digital press data. Recently, in 2011, global data on all types of printing plates was added to the mix.

The production digital color press data includes light and heavy production equipment sold to the commercial and in-plant printing industries, but does not include sales of production devices to the office market unless it goes to the in-plant printing facility within the organization. In the February issue of NPES News, we reported that the 2010 market for production digital presses grew 10% to $1.2 billion. Figure 1, an overview of the total equipment and supplies market, shows that even as digital presses experienced steady growth since 2007, the overall market continued to decline. In 2010, the total market was nearly $2.5 billion, down 36% from 2007, largely due to the declines experienced by analog equipment and supplies markets.

With the addition in 2011 of global data, NPES took on the administration of collecting global unit data for printing plates, including conventional and digital plates. Data is collected in half-year increments with the initial report covering the first half of 2010. As Figure 2 illustrates, Europe captures the biggest piece of the pie with 42% of the total market, followed by Asia Pacific and America with 30% and 24% respectively.

As we grow our data offerings, NPES will continue to expand the Market Data Program for traditional printing equipment and supplies beyond the U.S. market. We plan to collect global data for production color digital presses, which, together with the global printing plates’ data, should assist our members in making important business decisions. And by providing accurate data on the size of these global markets, members will gain a sense of which markets provide the most opportunity.

For more information on the Market Data Program, contact Rekha Ratnam, Assistant Director, Market Data and Research at phone: 703/264-7231 or e-mail: rratnam@npes.org.

This was my third visit to a drupa exhibition and our firm has adapted to the changing market by working more closely with the right distributors. Since the show, we have shipped two machines to Turkey and we are hopeful for more deals in the months to come. The NPES Booth and staff were great resources for NPES members at the show.”

—Winston L. Tulloch, Sales Executive, PVC Spiral Supply
For member companies interested in exploring business opportunities in Latin America, the NPES Trade Mission to Colombia and Brazil, September 15-23, 2012 will offer a practical in-person tour of the Latin American Printing Industry.

The third-largest printing market in South America after Brazil and Argentina, Colombia is an important book-manufacturing center. With larger national companies as significant players in print and publishing worldwide, its many local and family-operated printing companies also have embraced the latest technologies.

The local industry trade association, Asociación Colombiana de la industria gráfica (Andigraf), in conjunction with the Colombian government, has embarked on a long-term plan to boost the productivity of the graphic communications sector—one of 12 focus areas selected for priority development. Strategic planning initiatives cover four main areas: human capital, standards and regulations, development and promotion. By 2032, the long-term plan projects economic growth for the sector to reach U.S. $3.4 million, some four times current figures. It also sees 19,000 new jobs being generated over the period.

Colombian printing industry statistics gathered in a national survey at the end of 2011 by Encuesta de Opinión Industrial Conjunta (EOIC), as shown in Figure 1, reported growth of 1.5% in print activities production and 2.7% in print total sales over 2010. Total capacity utilization was at 78%. Commercial and advertising printers at 81% were the busiest among all segments. Exports increased 8% over 2010 figures to U.S. $169.4 million.

Printed books are the leading exported goods at U.S. $101 million, followed by stationery at U.S. $35 million, and commercial/advertising materials at U.S. $23 million. Meanwhile imports of printed goods reached U.S. $278.9 million—12% higher than 2010—and come mainly from Peru (20%), the U.S. (17%) and Chile (13%), illustrating a significant deficit in trade balance.

The Colombian print industry has around 4,500 printing companies, located mainly in the major cities of Bogotá, Cali and Medellín, employing 14,000 workers. In 2010, research from Departamento nacional de estadísticas (DANE) reported that publishers’ and printers’ value-added products grew 8.6% over 2009 figures. There are 10 publishing companies responsible for most magazine production; 53 newspapers, of which three are more than 100 years old; the publishing sector comprises 145 companies; and, an average of 11,000 new book titles are published each year, with sales of 35 million books. For more information on the NPES Trade Mission to Brazil and Colombia, visit www.npes.org or contact Pernilla Jonsson, Assistant Director International Trade at phone: 703/264-7200 or e-mail: pjonsson@npes.org.

### Figure 1: Colombian Graphics Industry Performance: 2009-2011 (By Percentage)

<table>
<thead>
<tr>
<th>SECTOR</th>
<th>PRODUCTION (%)</th>
<th>TOTAL SALES (%)</th>
<th>NATIONAL RETAIL MARKET (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAPER &amp; CARDBOARD</td>
<td>-9.1</td>
<td>6.1</td>
<td>4.6</td>
</tr>
<tr>
<td>PUBLISHING ACTIVITIES</td>
<td>-18.7</td>
<td>9.4</td>
<td>6.2</td>
</tr>
<tr>
<td>PRINT ACTIVITIES</td>
<td>-5.1</td>
<td>-7.6</td>
<td>1.5</td>
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<tr>
<td>Packaging and Labeling</td>
<td>-0.2</td>
<td>-2.1</td>
<td>1.5</td>
</tr>
<tr>
<td>Advertising and Commercial Products</td>
<td>-4.0</td>
<td>-2.6</td>
<td>2.4</td>
</tr>
<tr>
<td>Print Publishing</td>
<td>-15.0</td>
<td>-7.3</td>
<td>0.4</td>
</tr>
<tr>
<td>TOTAL MANUFACTURING</td>
<td>-5.9</td>
<td>4.5</td>
<td>5.9</td>
</tr>
</tbody>
</table>

Sources: Embassy of Colombia, International Trade Administration, Office of the United States Trade Representative, United States Department of State.

Get to Know Colombia

The Republic of Colombia is the fifth-largest economy in Latin America with the third-largest population of approximately 46 million residents. Aided by major security improvements, steady economic growth and moderate inflation, Colombia has become a free market economy with major commercial and investment ties to the United States, Europe, Asia and Latin America.

The U.S.-Colombia Free Trade Agreement, signed by U.S. President Barack Obama and Colombian President Juan Manuel Santos, took effect May 15, 2012, classifying over 80% of U.S. consumer and industrial exports to Colombia as duty-free.

The United States is Colombia’s largest trading partner and in 2011 Colombia was the 22nd-largest market for U.S. exports, topping U.S. $14 billion, an increase of more than 15% over 2010.
The Global Economy: Opportunities and Challenges

By Dr. Jeffrey Rosensweig, Director of the Global Perspectives Program, Goizueta Business School, Emory University

As the world economy continues to evolve in the months since his presentation, “Global Economy: Opportunities and Challenges,” at the 2012 Vision 3 Summit, Professor Rosensweig provides an update on some of the key trends and their implications for our industry. Full commentary with charts are available at: www.vision3summit.org/GEDC

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representing a forecast of economic growth for the largest economies on earth, Figure 1 illustrates that some of the world’s largest populations, such as China, India, Nigeria, Indonesia, and Russia are projected to continue relatively rapid economic growth; only in Europe do we see national economies that will either stagnate or contract. A relevant statistic to note is that our economy is forecast to grow about 2% this year and next. While it is highly unlikely that we will fall back into recession, 2% growth is below our long-term average and too slow to stimulate the printing industry.

The good news, however, is that industrial output has made a strong rebound since it crashed during the Great Recession in 2008 and the first half of 2009. The printing industry activity reflects the rebound; while times are not great, they are certainly better than they were three years ago.

Encouragingly (Figure 2), the U.S. is now very competitive on world markets reaching an all-time record in our export sales as evidenced by the line above the green area. In particular, we are exporting a great deal of manufactured goods and agricultural commodities to the rapidly growing economies shown in Figure 1. These exports are creating a multitude of jobs in the U.S.

Imports (shown by the line above the red area) are also up. However, the black line, which uses the scale on the right, shows the price of oil has risen over the last few years. The mass-importation of oil into the U.S. is one reason we send so much money abroad. One may deduce from this data that it would be wise to reduce our dependence on foreign energy sources and continue to develop our own.

The recession of 2008 was called the ‘Great Recession’ because it was so much deeper and more prolonged than the others. Now, some four years later, although employment has risen every month for the past two years, we are not creating jobs fast enough, not even close to the total number available before the recession.

By comparing the job numbers in several key industries over the course of the 21st century, there are three overall lessons to be learned:

First, the healthcare industry gains jobs every single month; even in the worst of the Great Recession, the healthcare industry expanded, and as baby boomers age, this will continue.

Second, we saw the decline of manufacturing in the U.S. during the first decade of the 21st century. So much of our manufacturing was outsourced, especially to China, that factories closed and jobs were lost. On the bright side, in some cases, we were able to maintain our production levels. We became more efficient and through technological progress, including the improvement of printing machinery, we became more productive with fewer workers. The good news is that we are now regaining some of the jobs we lost—even some of the jobs we outsourced to China are returning to the U.S., a phenomenon known as ‘insourcing.’

Thirdly, jobs in construction boomed and then crashed. It’s no surprise that the real estate boom and subsequent bust of the speculative bubble dictated the economic cycle of the decade. On a positive note, real estate seems to have stabilized and is even advancing in many regions.

Focusing on employment, during the Great Recession, many private sector jobs were lost and the federal government spent close to $800 billion on a stimulus to create jobs in the public sector. On a positive note, the private sector is leading a positive new trend by creating jobs every single month taking pressure off of the government, which can now decrease its public sector spending.

In the run-up to the 2012 elections, the U.S. government has a massive deficit for the fourth year in a row. In
‘Mail Moves America’ Key in Preserving Mailing and Fulfillment Industry

Mail Moves America (MMA) was the embodiment of coordinated and highly effective mailing industry advocacy, in which NPES played an active part. Formed to counter efforts to help eliminate mail delivery of direct commercial communication, MMA helped preserve a key structural component of the American economy, by some estimates preserving over $700 billion of business revenue.

Despite the growth of electronic communications, the U.S. Mail remains a critical means of exchanging information and conducting commerce for over 146 million separate American households, businesses, and nonprofit organizations.

In 2005, only Hawaii, Missouri and New York, joined in 2006 by Illinois, had ‘Do-not-Mail’ bills introduced in their legislatures. By 2007 there were 18 bills introduced across 15 states. Fortunately, no state or federal initiatives advanced into law, thanks in no small part to the efforts of the MMA coalition.

‘Do-not-Mail’ bills were promoted as environmental statements to reduce waste as well as identity (ID) theft and privacy concerns, notwithstanding that general advertising mail contains no personal information, and only 3% of ID theft is attributable to mail.

Although “Do-not-Mail” efforts were unsuccessful, NPES and its mailing industry allies must remain vigilant and prepared to re-deploy MMA should the threat arise again.

For more information contact Mark Nuzzaco, NPES Government Affairs Director, at phone: 703/264-7235 or email: mnuzzaco@npes.org.

Innovation Is Everybody’s Business

The NPES 2012 Annual Conference, coming November 10-12, 2012 to Indian Wells, California will offer NPES members and guests an exciting opportunity to recalibrate their perspective on how to innovatively harness change in today’s ‘new world’ of print.


Robert Tucker is corporate America’s ‘soothsayer of success’ with his pioneering research that has exposed the one consistent ‘secret’ of organizational success: INNOVATION! With over 25 years of research on top innovators across a wide spectrum of industries, and his dynamic blend of humor and facts, Tucker will reveal exactly what it takes to get—and stay—on top in today’s super-competitive marketplace.

Save the dates! Watch for upcoming details about the NPES 2012 Annual Conference, coming November 10-12, 2012, to the Miramonte Resort in Indian Wells, California.