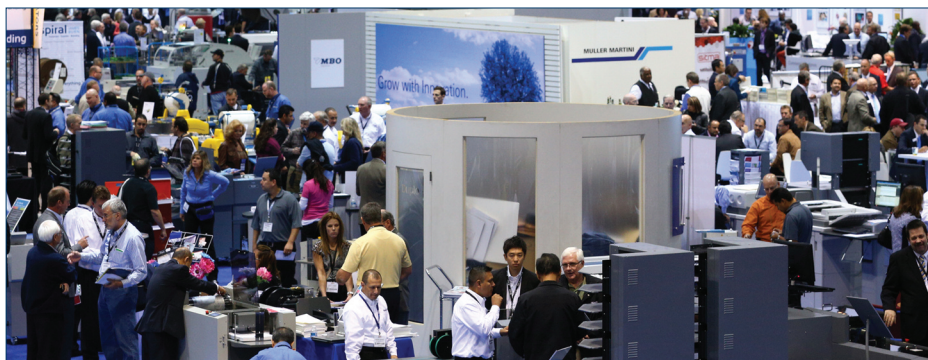


GASC to Debut *PHOTO FINISH* at PRINT 13 THE PHOTO IMAGING PAVILION



The new Photo Imaging Pavilion at PRINT 13, PHOTO FINISH, will serve the needs of photo imagers and other print pros seeking to expand their range of service offerings and new profit opportunities.

When the doors to PRINT 13 open September 8-12 in Chicago's McCormick Place, the Graphic Arts Show Company (GASC) will reveal a world debut of its newest specialty show floor section, PHOTO FINISH—The Photo Imaging Pavilion.

Inspired by the needs of Photo Imagers who have adopted PRINT (and GRAPH EXPO) as their "buying shows," and the burgeoning audience of other progressive print pros seeking to expand their range of services, this timely new show floor hub will be a creative print pro's "playground" complete with top manufacturers and suppliers of services for photo, photo book, wide format and all-sized imaging, creation and finishing related equipment, products, software, substrates, and more.

As the Photography and Photo Imaging industries have changed in seemingly a *flash*, and this adaptive trend continues, service providers from *both* these industries will converge at PRINT 13 to gain the direction and tools they need to add new revenue streams to boost their profits. And, to further enhance their show-going

experience, in addition to the array of equipment, products and services they will find in PHOTO FINISH, are these *new* attractions:

- **NEW! Photo Imaging Conference**

Sponsored by: *Photo Imaging News*

Exploring new opportunities for the Photo & Display Imaging businesses and Print Service Providers in both the B2B and consumer markets.

- **NEW! Shoot-Out Americas**

Sponsored by: *SPI Convention & WPPI*

Three days of practical hands-on training to gain important new skills from 12 industry leaders in Marketing, Sales, Product Design, Packaging and Shooting at the world's imaging show for this year – PRINT 13!

- **NEW! WIDE FORMAT Application & Innovation Feature**

Sponsored by: *International Sign Association (ISA)*

Photo Imagers, Display and Sign Professionals and those looking to expand into Wide Format want the next BIG thing! Here, buyer-attendees will discover

- Software-Imaging-Finishing
- Photo Gift Items
- Photo Books
- Big Prints

EVERYTHING IMAGING!

- Digital Imaging/Printing
- PrePress Equipment & Supplies
- Wide Format Equipment
- Photo Book Equipment & Supplies
- Digital Workflow
- Media & Store Management
- Kiosks, Passport ID Imaging
- Finishing/Converting Equipment
- Imprinted Products/Specialties
- Wide Format Substrates & Supplies
- Software
- Multimedia & Presentation Imaging Equipment
- Studio Equipment

For information on exhibiting in PHOTO FINISH:

Contact: Bob Leidlein

Office: 703/264-7200, ext. 286

Cell: 612/799-3141

E-mail: bleidlein@gasc.org

the hottest trending Wide Format applications on different media/substrates as they learn the tricks on how to sell, create and finish them. (Located in BIG –The Wide Format Pavilion adjacent to PHOTO FINISH.)

For more information about PRINT 13 visit: www.print2013.com. ■

PRESIDENT'S PERSPECTIVE



Ralph Nappi, NPES President

Promoting Print

In a recent article, I read about a survey by consumer-behavior tracking organization Baynote, in which paper catalogs beat out the electronic competition and influenced far more holiday shoppers last year than even the largest social networking sites.

Yet the misinformation from the greenwashers is still fierce. Early this year, Google joined in a high-profile campaign urging businesses to "Go Paperless in

2013." Google tried to promote its services as environmentally "preferable to print," conveniently forgetting the significant e-waste toll that its own product takes on the environment. An open letter from the organization Two Sides to Eric Schmidt, CEO of Google, highlighted the concerns of our industry.

Last fall, before the Google campaign saw the light of day, you may recall Toshiba cancelled its plans for a "National No-Print Day" in response to protests from the commercial print and paper industries that it unnecessarily targeted and hurt our industry by implication. Good intention may have been behind the initiative, but it was misguided in targeting an industry like ours with a good record on responsible sustainability.

Does this mean the battle with misinformation is won? Not by any means. We face an ongoing challenge to protect our industry from the myths and half-truths that keep appearing as new and improved products and technologies challenge the traditional practices and livelihood of our industry. We must also not lose sight of the fact that it is sustainability that is at issue here not the industry.

In February, NPES joined forces with Two Sides U.S. in its efforts to promote the responsible production and use of print and paper. This relationship will allow us to join our voice to the message. Two Sides is planning an active campaign that will reinforce printed magazines and newspapers as an attractive and sustainable way to read and to get information. Two Sides is also targeting banking and financial services companies challenging their assertions under FTC laws about the "environmental benefits" of going paperless. In Great Britain Two Sides was successful in reversing the efforts of more than 80% of those financial institutions approached in promoting paperless standards by using environmental reasons for the change.

Shaping consumer perception is an important role that we can all undertake. People need to know we're not the "bad guys" and it is up to each of us to communicate that message! The printing and graphics industry is constantly evolving and while we embrace the technological advance that digital affords us, let's applaud the synergy it brings to our industry, but not forget the other side of the equation.

Print has been around for more than 500 years and paper, in some form or another, even longer

Take the Two Sides Survey

It is becoming common practice for companies to encourage consumers to switch to electronic billing services instead of paper bills. Sometimes this is presented as being better for the environment. Let them know what YOU think.

<http://tinyurl.com/2Sidesurvey>

than that. Clearly, we now live in a world where TV, e-books, computers and smart phones have become a major part of our lives, but they do come at an environmental cost that is not always evident. Whether from the vast amounts of energy required to run them, the minerals and manufacturing that are needed to make them, or the e-waste that accumulates in the solid waste stream (*aka* landfill) with each new version.

Did you know that almost 67% of all paper in the United States is collected and recycled? Or that newspapers are printed on paper made from renewable wood? And that 70% of people still prefer paper when they want to relax with a book or a newspaper?

Print can be and often IS the more environmentally responsible solution. Each of us must stand up for the environmental responsibility of print! ■

ISSUE HIGHLIGHTS

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Expand Your Horizons With NPES 2013 Trade Mission to China

NPES China Business Trade Mission

May 13-23, 2013

Includes: China Print 2013

May 14-18, 2013

China International Exhibition Center (NCIEC)
Beijing, China

For More Information Visit

www.npes.org

Registration Deadline

April 15, 2013



An excellent opportunity for printers and suppliers to jointly advocate industry public policy interests that have a direct bearing on members' business interests. — Ron Rose

Postal Reform: Process Begins Anew—Again!

After a fast start, postal reform in the 113th Congress has fallen back into “regular order.” Rhetoric during the February 13 hearing of the Senate Homeland Security Committee, chaired by Senator Tom Carper (D-DE), indicated that legislators would pick up where negotiations on reform legislation in the 112th Congress left off in December. Considerable progress had been made at that time, but since the February hearing it looks much more likely that reform efforts will once again start with separate bills in the House and Senate, to be followed by the usual committee process; this reflecting the complex political realities of changing a system that touches every American almost daily.

The recently announced USPS plan to curtail Saturday First Class mail delivery was discussed at the Senate hearing, but did not dominate proceedings. Rural senators have made clear their opposition to it, while others question USPS's legal authority to take such a step in light of Congress's annual appropriations rider mandating Saturday delivery.

NPES President Ralph Nappi lauded Postmaster General Patrick R. Donahoe for taking such a bold step, saying, “No one likes seeing Saturday mail delivery reduced, but it is necessary to preserve the viability of the entire postal system that is so vital to the \$1 trillion a year mailing industry, of which NPES members are critical technology partners.”

NPES will spearhead industry lobbying on postal reform and other NPES government affairs priorities during the Capitol Hill Fly-In/*PRINT'S VOICE '13*, June 4-5, in Washington, D.C., jointly sponsored by NPES and Printing Industries of America.

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

NPES & PRINTING INDUSTRIES OF AMERICA

CAPITOL HILL FLY-IN/ *PRINT'S VOICE '13*

JUNE 4-5, 2013
WASHINGTON, D.C.



NEW GALA DINNER: SENATOR MARCO RUBIO INVITED SPEAKER

NPES HOST

NPES Government Affairs Chairman
Ron Rose, President
NOVA Pressroom Products



Ron Rose



Gala Dinner Invited
Speaker: Senator
Marco Rubio, R-FL

SCHEDULE AND ACTIVITIES

Tuesday, June 4, 2013

- Welcome Luncheon, 12:00 noon, Capitol Hill Club
- NPES/PIA Government Affairs priorities/issues briefings by Washington, D.C.-based policy experts, 1:15-5:00 p.m., Capitol Hill Club
- Congressional Reception and Dinner, 6:00-9:30 p.m., Capitol Hill Club

Wednesday, June 5, 2013

- Breakfast Meeting, 8:00 a.m., Capitol Hill Club
- Congressional Office Visits during the morning and afternoon
- Congressional Luncheon 12:30 p.m., location TBA, featuring senior leaders of the U.S. Senate
- **NEW!** Gala Dinner with Invited Speaker Senator Marco Rubio (R-FL) and Entertainment by *The Capitol Steps*, 7:00-9:30 p.m., Printing Industries of America D.C. Office

EVENT LOCATIONS

Capitol Hill Club, 300 First Street, S.E., Washington, DC 20003. Phone: 202/484-4590

Printing Industries of America D.C. Office, Horner Building, 601 13th Street, Washington, DC 20003
Phone: 202/730-7975

ACCOMMODATIONS

Washington Marriott at Metro Center, 775 12th Street, N.W., Washington, DC 20005
Phone: 202/737-2200

All NPES and Printing Industries of America Members Welcome and Encouraged to Participate.



TO REGISTER VISIT: WWW.NPES.ORG. FOR MORE INFORMATION CONTACT: NPES GOVERNMENT AFFAIRS DIRECTOR MARK J. NUZZACO AT PHONE: 703/264-7235 OR E-MAIL: MNUZZACO@NPES.ORG



We all know that color is really driving the new demand for digital print because it's lively and catches the eye, but the goal has to be a quality finished document.

Richard F. Trapilo, Executive Vice President and General Manager, C. P. Bourg, Inc., is responsible for all C.P. Bourg operations worldwide, including sales and marketing in the Americas, Europe and the Far East; OEM management worldwide; and all factory operations. He was recently appointed to the NPES Board of Directors, and serves on the Board of Directors of EDSF.

Rick Trapilo has been with C.P. Bourg for 25 years, and among his many achievements he was instrumental in developing the Bourg SBM-1 in 1989—the world's first signature booklet maker connected to a digital press—and in the many significant finishing products that followed, including the Bourg Book Factory in 1996, the world's first perfect binder design for digital production.

In today's still-recovering economy, how have your customers' needs changed?

Our customers have dramatically shifted to digital finishing technologies, which require zero waste, ease of set-up and operation, and incredibly reliable uptime for their business investment. Bourg came from the traditional offset world, where we provided offline devices for printing presses to do the collation, the perfect binding process, and then offset and bind. Today the predominance of our business is within the digital marketplace globally and our customers utilize our products to finish output from many of the digital providers such as Xerox, HP and Ricoh, taking output from those devices either in inline format or a near-line format for the customers' finishing requirements.

The crux of our business is really this transformation from offset to digital. At C.P. Bourg, we were the pioneers coming from the offset world to work with the digital corporations. That business opportunity was presented by Xerox Corporation to participate in their global digital launch of the Docutech for Bourg to be an integral supplier in providing the inline signature booklet maker for the Xerox Docutech device.

One on One RICHARD TRAPILO

In today's cross-media, multichannel marketplace the role of print is changing; what new opportunities do you see on the horizon for your company?

Digital print is really the solution and the engine for driving the future of our print providers. Through our alignment with major digital providers such as Xerox and HP, we have a good market opportunity to produce collaterals, short-run booklets, newsletters, be they perfect-bound or saddle-stitched; our market segment is part of the growth opportunity for digital print.

But even with the many directions that new technology is taking, in our market segment, the powerhouse of that technology is what Xerox first talked about in the inception of the Docutech: the concept of print-to-distribute and distribute-to-print. With all of the printers that we are working with, we have a goal of web-to-finish, forming a seamless production line between the creation of the document, finishing and distribution.

We're really trying to build automation into our process, not forgetting the consistency and the quality of the finished document. You have these beautiful engines from Xerox and HP and their different base technologies, but ultimately when you pick up a booklet, brochure or catalog you're really looking at a "representative" finished document and that's Bourg's challenge and Bourg's opportunity—what the consumer picks up to read.

We all know that color is really driving the new demand for digital print because it's lively and catches the eye, but the goal has to be a quality finished document. It says everything about a consumer picking up that finished product to read the content that's inside; the advertising, the demand that they're trying to create with that advertising—ultimately this generates the investment in finishing devices so we have to do a good job with the output from those digital companies.

What do you see for the future of our industry over the next few years?

What I see for our industry is a continued growth in digital print: more color; smaller, faster more automated printers and finishers; and, a continued growth in print.

Despite the push to electronic media, I see our segment growing because there is still a demand for print. The transition from analog to digital is creating a growth opportunity—be it shorter runs or personalized documents—there is a growth. They're high-value documents and that document cannot be conveyed on a tablet. So you can still put a high-value document in someone's hand that has sizzle, a market appeal. That market is growing in my opinion, and it's obvious by the market segment in our factory orders.



Richard Trapilo

Among the many resources NPES offers, which have been the most helpful to your organization?

I would say the personal contact with industry leaders to have discussions on an informal basis has been invaluable for me. Within NPES, the Market Data, and the management of the trade shows, which are an excellent vehicle for Bourg to present its products here in the United States. Also, what NPES does for manufacturers, working with our elected representatives in D.C. is a key, very fundamental job for our industry. ■

NPES Trade Missions Help Members SELL

"The NPES 2013 Trade Mission to India enabled me to gain a better understanding of the people, the market needs, and the business climate. In addition to attending some informative NPES conference presentations, I was able to meet with a variety of small to large companies, tour a print production facility, and come away with a wider perspective and many helpful insights. This knowledge will certainly yield positive benefits for my company by helping us better focus our efforts and avoid needless expense.

The level of co-ordination, planning and support provided before and during the mission was exemplary. Of course, the opportunity to see first-hand a country that has such a rich history and is home to the Taj Mahal was an added bonus."

— Steve Ciesemier
Sales & Marketing Manager
Aleyant Systems, LLC



This competition continues to recognize our best and brightest students, as well as the significant commitment of their instructors.

Think Differently!

PRIMIR 2013 SPRING MEETING CHALLENGES INDUSTRY EXECS TO “BREAK OUTSIDE THE BOX” FOR SUCCESS

PRIMIR meetings routinely encourage participants to think outside the box and the 2013 Spring Meeting will exemplify this trend with data-rich education sessions and actionable solutions to help you grow your business in today’s changing marketplace.



With industry leaders and experts from across the graphic communications industry, the PRIMIR 2013 Spring Meeting will focus on opportunities in emerging printing technologies, business development techniques and lessons learned from print firm successes.

Meeting highlights will include: *“The Rise of Business Development: Creating—Rather than Getting Business,”* a presentation by industry guru Dr. Joe Webb, Director of WhatTheyThink.com’s Economics and Research Center.

Sammy Papert, President of Wormhole, LLC, will challenge attendees to *“Think Differently—Break Out of Your Box.”*

Doug Schardt, Product Manager with Komori will present *“Komori: Technology for the Future.”*

Tom Ashley Director and Founder of Pivotal Resources USA will make a PRIMIR Study Presentation on *“Emerging Printing Technologies & Applications,”* which will be followed by an interactive PRIMIR Member Exchange on the same topic.

Based on their own success story, executives from Sundance Marketing Solutions will share their “secret” for *“Beating the Odds: Finding New Opportunities in the Printing Industry.”*

Self-professed “Standards Guy and Frequent Flyer” Larry Warter of Warter Colors will explore *“Industry Standards: Why You Should Be Engaged.”*

For more information visit: www.primir.org or contact Jackie Bland, PRIMIR Managing Director at: jbland@primir.org or phone: 703/264-7200. ■

PRIMIR 2013 SPRING MEETING

April 8-10, 2013
The Shores Hotel
Daytona Beach Shores, FL

PLANT TOUR

Attendees will visit DME’s Daytona Beach campus with its “end-to-end” progressive facility where, from concept to fulfillment, the entire relationship and channel-planning process is managed in-house.

GAERF Announces 2013 Student Design Competition

FOREVER PRINT! IN A DIGITAL WORLD?

The Graphic Arts Education and Research Foundation (GAERF) has launched the GAERF 2013 Student Design Competition themed: *Forever Print*. This fifth annual contest challenges students to demonstrate their creativity and skill by producing a printed product that in today’s world cannot be replaced by electronic media.

GAERF Director Eileen Cassidy explained that, “Although we live in a ‘digital age,’ we continue to be surrounded by printed material because certain kinds of information are best conveyed in print,

and proven to be the most effective way to market and sell products.” She continues, “This year’s contest will challenge and showcase the students’ creativity and design expertise.”

The competition is open to all students attending secondary or post-secondary institutions in the continental United States who are studying in a graphic communications/printing, advertising, graphic design or interactive media program. Entries selected by GAERF will be judged by a panel of industry professionals.

All winners and their instructors will receive a two-day trip, all expenses paid, to attend PRINT 13 in Chicago, IL. Students winning first place will be presented with their \$2,000 awards during PRINT 13’s Career Awareness Day on Thursday, September 12, 2013. Second place winners will be awarded \$1,500, and the third place winners will receive \$1,000.

“GAERF is proud to maintain its commitment to supporting education initiatives by encouraging creativity and self-expression in students through the art of design and production,” added GAERF President Ralph Nappi. “This competition continues to recognize our best and brightest students, as well as the significant commitment of their instructors.”

For complete information about the GAERF 2013 Student Design Competition visit: www.graphicCOMMcentral.org.



“

Internet (including mobile) and paid search have gained share every year and are projected to grow to about half of media spend by 2017.

Choosing the Right Platforms—Critical to Product Positioning

COMMUNICATIONS PLATFORM TRENDS RESEARCH FINDINGS REVEALED

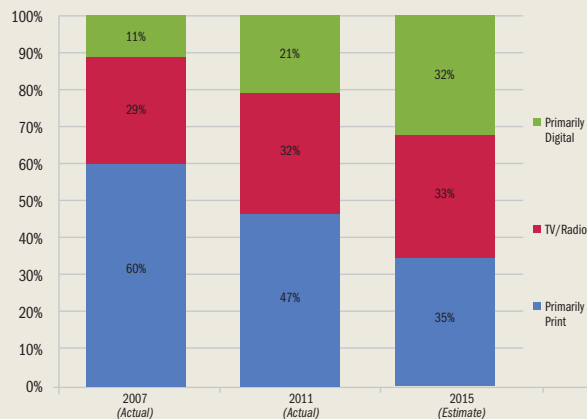


Responding to the challenge of the NPES strategic plan to identify trends in communication platforms that are critical to the health of NPES members, in 2012 NPES commissioned J Zarwan Partners and Sherburne & Associates to explore the major communications platforms available primarily in

North America. Broad media categories covered in the study are: print, broadcast, Internet, mobile, out-of-home, social media, events and other.

Zarwan and Sherburne have completed the research and their report, *“Defining and Understanding Communications Platform Trends and Implications to the Print Value Chain,”* will soon be published and available to all NPES members. The report provides insight into the current and forecasted future state of these communications platforms, related demographic changes and their impact on future print volume in North America. It validates, quantifies and explains the communications platform choices organizations are making. The report will aid NPES members in positioning their products and services to meet changing needs while understanding the potential new products and services that must be offered to remain viable in today’s

Figure 2: Share Change in Major U.S. Communications Platforms (2007-2015)

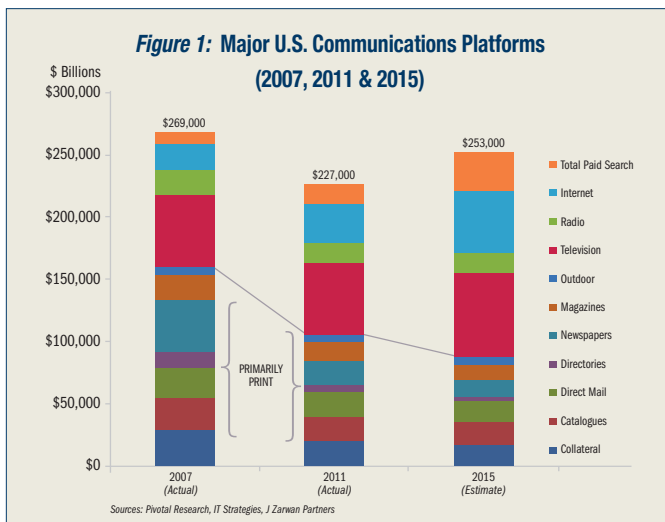


dynamic communications environment.

The somewhat positive news is that despite the growth in importance of Internet advertising and search, advertising in “conventional media” still dominates the landscape. (See Figure 1) Broadcast is still the most important, with television’s share estimated at 28% for 2012. Predominantly print-based media, including both publications and direct mail (excluding catalogs), commands about one-third of media spend. Still, Internet and search are close behind, with a combined 31% share. Internet and search comprised a minuscule share in 2003 but have grown rapidly. That growth is expected to continue, much of it at the expense of other media platforms.

Looking at share change and projections as shown in Figure 2, however, tells a somewhat different story. Internet

Figure 1: Major U.S. Communications Platforms (2007, 2011 & 2015)





Owing to the increasing use of color images and the need for integrated electronic health records, this issue is of current relevance for device manufacturers, users and regulators.

(including mobile) and paid search have gained share every year and are projected to grow to about half of media spend by 2017. With broadcast's share remaining fairly steady, the decline primarily comes from print-based media, particularly newspapers (including online advertising revenue) but also magazines, direct mail, and outdoor. With budgets constrained, a greater share of spending flows to new media. And continued postal rate increases in the U.S., including those planned for 2013, add to the cost burden of many print-related platforms, making them even less competitive.

Over the next several months NPES will roll out findings from the research through a number of outlets. An executive synopsis will be circulated to all NPES members and plans are in the works for a webinar later this year. In the meantime, in the Video Gallery on the NPES website at: www.npes.org, the full presentation by John Zarwan at the December 2012 PRIMIR meeting titled, *"Defining and Understanding Communications Platform Trends and Implications to the Print Value Chain,"* is available to members (login required). A video preview of the presentation is also available to all viewers through the Video Gallery at: www.npes.org/IndustryResources/

Video Gallery.

aspx or by scanning the adjacent QR code. ■



ICC and FDA Join Forces to Improve Color in Medical Imaging

Providing improved and standardized color support for medical imaging applications is the goal of the Summit on Color in Medical Imaging, which will be held May 8-9, 2013 at the Food and Drug Administration (FDA) White Oak Campus in Silver Spring, Maryland.

The International Color Consortium (ICC), along with the Center for Devices and Radiological Health of the U.S. Food and Drug Administration (CDRH/FDA), is planning the summit with the support of the American Association of Physicists in Medicine (AAPM) and the committee on Digital Imaging and Communications in Medicine (DICOM).

Craig Revie, ICC Chair and Principal Consultant at Fuji Film Electronic Imaging Ltd., explains that, "In recent years the medical imaging community has started to rely on color imaging when diagnosing certain medical conditions. In some areas such as the use of digital microscopes, endoscopes and in telemedicine, having color presented in a reliable way is important to the physician."

The standard for medical images is DICOM. While this standard uses ICC Profiles as its basis for describing color, the guidelines for ICC Profile support are sketchy and in practice these requirements are usually ignored. The ICC having identified this as an area in which it could provide expertise and also commercial solutions has begun to explore how best to participate in this activity with key medical imaging experts. This summit is one of the first steps planned to help understand the needs of this community and identify ways in which the ICC can help.

"There is increasing use of color in medical imaging," says William K. "Kip" Smythe, ICC Secretariat, "but so far no clear definition of a

technical framework for color management across the imaging chain from acquisition, pre- and post-processing to storage, transfer and display. Owing to the increasing use of color images and the need for integrated electronic health records, this issue is of current relevance for device manufacturers, users and regulators."

The program for the two-day event will bring together experts from all relevant areas to discuss the best way forward to provide improved color support for medical imaging applications. The international event's format will blend oral presentations and open discussion sessions with ample opportunity for interaction and discussions in the following areas:

- Clinical photography/ophthalmic photography
- Digital microscopy/histopathology
- Endoscopy/laparoscopy
- Telemedicine/mobile displays
- Display devices
- Color measurement, and
- Standards and professional group recommendations (DICOM, ICC, CIE, IEC, AAPM)

Each session will consist of an overview talk followed by shorter technical presentations with one or two slides and focus on technical issues. There will also be an 'open mic' time slot at the end of each session where delegates will be given the opportunity to provide their input.

A detailed program will soon be posted on the ICC and FDA websites and presentation materials will be made available via the FDA website shortly after the summit.

The event is free for all to attend by either registering online prior to the meeting, or onsite. For more information on the summit or the ICC, visit www.color.org, or contact ICC Secretariat William K. "Kip" Smythe at: ksmythe@npes.org or phone: 703/264-7200. ■

CALENDAR

April 2013

PRIMIR Spring Meeting
April 8-10 • Daytona Beach, Florida

CGATS/USTAG/PPC Meetings
April 16-19 • Irving, Texas

ISO TC 130 WG 5 Meeting
April 24-25 • Atlanta, Georgia

May 2013

ICC/FDA Medical Imaging Color Conference
May 8-9 • White Oak, Maryland

**NPES Booth at China Print 2013/
Trade Mission to China**
May 11-18 • Beijing, China

TC 130 Working Groups Meetings
May 19-24 • Shenzhen, China

**NPES Booth at Expográfica 2013/
Trade Mission to Mexico**
May 22-25 • Guadalajara, Mexico

June 2013

**NPES and Printing Industries of America
Capitol Hill Fly-In/Print's Voice 2013**
June 4-5 • Washington, D.C.

ICC Meetings
June 10-12 • Seligenstadt, Germany

August 2013

PRIMIR 2013 Summer Meeting
August 5-7 • Milwaukee, Wisconsin

CGATS/USTAG/PPC Meetings
August 13-16 • Clemson, South Carolina

September 2013

EXECUTIVE OUTLOOK Conference
September 7 • Chicago, Illinois

PRINT 13
September 8-12 • Chicago, Illinois

DID YOU KNOW?

A new generation of digital natives show strong preferences for paper, still the favored medium of all age groups for reading and safekeeping of documents.

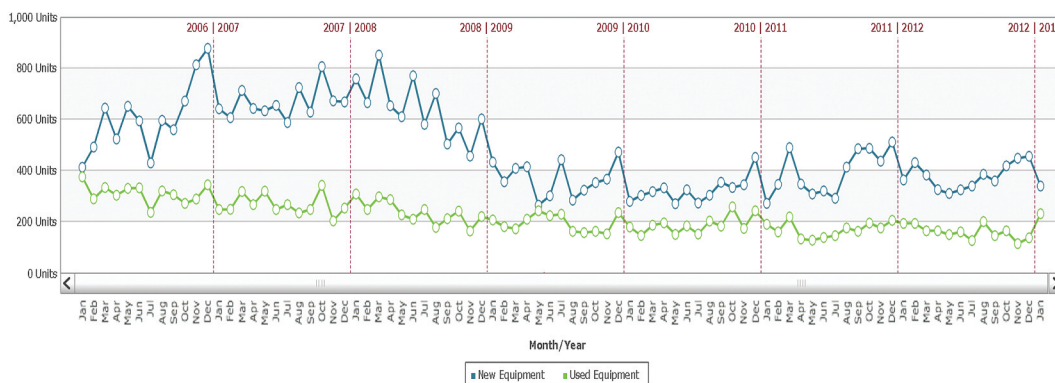
—Research conducted by IPSOS, in association with industry organizations: Two Sides & Print Power (2011)

66

The new equipment filings for January 2013 have followed the same pattern exhibited for the past five years, where there has been a significant drop after the December data.

Market Intelligence News: UCC Filing Update

Printing Equipment UCC Filings: 2006–2013



A Uniform Commercial Code Form 1 (UCC-1) filing is a financing statement required by law to be filed with the state to show that one party (usually a lender) has a security interest in another party's (usually a borrower's) personal property, and most frequently relates to the commercial financing of capital equipment through a lending institution. UCC data is filed everyday throughout the U.S. Each UCC data filing statement has three components: the borrower, the lender, and what the borrower purchased, including make, model and serial number. Once the data is filed, EDA's more than 50 employees manually review each filing to identify and correctly classify the transactions of printing equipment. What results is a robust database that offers subscribers continually updated information on exactly who is buying or leasing what pieces of equipment.

The chart compiled from UCC data provided herein by Equipment Data Associates (EDA), shows up-to-date UCC (*see definition below chart*) activity for all printing equipment. Although UCC filings are a combination of new equipment sales, used equipment sales and re-financings of existing placements, they are still a strong indicator of market activity.

The new equipment filings for January 2013 have followed the same pattern exhibited for the past five years, where there has been a significant drop after the December data from the prior year (down 25%). On the other hand, the used equipment filings spiked upward in January by some 68%.

This information is extracted directly from EDA's comprehensive database of nearly 30,000 records for purchasers of printing equipment.

For more information, or to join the free NPES Market Data program, contact NPES Assistant Director, Rekha Ratnam, at phone: 703/264-7200 or e-mail: rratnam@npes.org. For specific information about the market intelligence services offered by EDA, contact Mauricio Jurin at phone: 704/845-1099 or e-mail: mjurin@edadata.com. ■

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