GASC Announces Co-location of CPP EXPO 2013 at PRINT 13

New for 2013, the Graphic Arts Show Company (GASC) has announced plans for the co-location of CPP EXPO 2013 with PRINT 13, coming September 8-12, 2013 to Chicago’s McCormick Place. The agreement brings together for the first time ever—in one place, at one time—the innovative converting and package printing expo with the graphic communications industry’s global exhibition.

“As GASC shows continuously adapt and evolve to provide the greatest value for show goers representing 12 key market segments and our exhibitors, a record 50 co-located industry conferences, meetings and programs slated to be held in tandem with PRINT 13 is one key strategy,” said Ralph Nappi, GASC President. “Our new partnership with CPP for PRINT 13 elevates this initiative to an entirely new level with the addition of our first co-show. Based on what we have learned from attendees seeking package printing and converting equipment, products and supplies, and with the support of the manufacturers, the timing is right to address the needs of the growing package printing and converting industry in this way by co-locating CPP EXPO 2013 with PRINT 13,” stated Nappi.

Attendees of either CPP 2013 or PRINT 13 will gain access to the combined offerings of both events with a full entry pass to all of the exhibits, which will span both the North and South Halls of McCormick Place. Additionally, show goers will have opportunities to participate in the expanded array of top-notch educational programming and a multitude of industry peer networking opportunities provided by the co-location of the two events.

Package Printing magazine subscribers have identified PRINT and GRAPH EXPO as the #1 shows they attend. Now, with the partnering of CPP EXPO 2013 and PRINT 13, these show goers will gain the ultimate value and benefit from their attendance in Chicago in 2013.

According to Leo Nadolske, President, CPP EXPO, “Because our initial goal for this show was to move to the fall and stay in Chicago, co-locating CPP EXPO 2013 with PRINT 13 was the ideal solution! Additionally, it provides the ideal scenario for our converting and package printing event since attendees will be able to see and explore all the very latest in digital, prepress and design technologies and products that are so vital to their customers’ brand marketing strategies.”

For more information about PRINT 13 visit: www.print2013.com.
In his classic economics text, *The Wealth of Nations*, Adam Smith wrote, “Ten people working individually can produce twenty pins a day, but ten people working together can produce forty-eight thousand pins a day.” OK, that was in 1776, but the point is still relevant—by working together, the result can be far greater than the sum of the parts. There is no one-size-fits-all solution in the world of print. By combining your business with partners that round out your offerings and help satisfy your customers’ needs, you can deliver a unique value proposition that opens doors and expands your business opportunities. Sharing resources, markets and technologies allows both partners to grow and expand more quickly and efficiently. The key is providing your customers with the flexibility to choose the solutions that will best meet their needs.

Partnerships play an essential role in Kodak’s commitment to driving the medium and industry of print forward. By working with partners who have deep experience and expertise in specific areas of the commercial print space, we can contribute to the success of these companies and their customers, bringing our products and technologies to an even greater audience. At drupa 2012, Kodak is partnering with more than 40 companies featuring our products and technologies in their stands, and servicing a variety of segments and applications in the global printing market.

Kodak’s approach to partnerships includes providing the core technology to vendors who develop new solutions for the market or individual customers. For example, Timsons’ new Timson T-Press incorporates Kodak Stream Inkjet Technology to create the fastest, widest, digital inkjet press available for the production of black-and-white trade and textbooks.

Partnerships that are most successful include access to technology and distribution channels where you may not already have a presence, or provide solutions that are unique to that partner and add value to your offering. Mutual goals and priorities should be agreed to in advance of any handshaking, and pre-established checkpoints for how the partnership is performing will keep your business and your partner’s moving in the right direction.

The business of print has great potential in the hyperconnected global marketplace that we work and live in today, and by connecting ourselves with the capabilities, strengths and virtues of others, participants in this industry can not only survive, but also thrive as they strive printing to places few, if any, could go on their own.

As we meet at drupa 2012, one of the most important shows in the industry that sets the stage for years to come, graphic arts professionals from all over the world will be searching for partnerships and solutions to grow their business and this industry that we love. Let’s work together in ways that deliver better solutions to a wider audience in the global world of print. Who knows how many pins we’ll be able to produce? •

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**NPES Government Affairs Capitol Hill Fly-In**

In conjunction with Printing Industries of America’s PRINT’S VOICE 2012

*Washington, D.C., June 5-6, 2012*

**Invited VIP Speakers & Guests:**
- Speaker of the U.S. House of Representatives: Representative John A. Boehner (R-8 OH)
- U.S. Senate Majority Whip: Senator Richard J. Durbin (D-IL)
- Senator Rob Portman (R-OH)
- U.S. House Budget Committee Chairman: Representative Paul D. Ryan (R-1-WI)
- U.S. Postmaster General: Patrick R. Donahoe

**Fly-In Participants Will Advocate for:**
- A Vital and Sustainable U.S. Postal System
- Affordable and Equitable Healthcare Reform
- Favorable Capital Investment Tax Policy
- Free, Fair International Trade
- Affordable American Energy
- Responsible Environmental Policy

**Event Location:**
Capitol Hill Club, 300 First Street, SE, Washington, DC 20003 • Phone: 202/484-4590
Fly-In participants are also invited to stay on for the National Association of Manufacturers’ Manufacturing Summit, June 6-7. For more information visit: www.nam.org.

**Accommodations**
Hyatt Regency Washington on Capitol Hill
400 New Jersey Ave, NW
Washington, DC 20001
Room Rate: $245/night
Phone: 202/737-1234
Fax: 202/737-5773

For more information or to register contact
NPES Government Affairs Director
Mark J. Nuzzaco at
Phone: 703/264-7235
or E-mail: mnuzzaco@npes.org
The traditional perception of printing is the application of an ink to a substrate to produce a visual result. Additions of gloss coats, emboss coats, and the like are treated mostly as visual enhancements, or as protective barriers to moisture or handling. Any industry professional knows that the science of printing, from the print process itself to the curing and fabrication methods, is far more complex than this simple, limited view of printing. Even from a broader, more in-depth view of printing, this perception falls far short of the truth.

To embrace new printing technologies, our first challenge is to rethink print itself. Instead of a graphic reproduction process, we should think of printing as “a production process of depositing a material in a controlled, selective pattern upon another material.” In general, the printed material can be considered an ink, which leads us to the second challenge of rethinking ink as well. Ink is a material that adds function to another material. In traditional process color printing, CMY inks function as filters of one-third of the visual light spectrum, while black corrects for the imperfections of CMY inks. This ability of CMY inks to filter visual light is a “function.” By looking at inks as materials that provide function, we open ourselves to almost endless possibilities in print.

“Printing innovations have moved into the world of high-tech production. The most explored paths of printing innovation are in Printed Electronics, Reactive Materials, Organic Printing, 3D Printing, and Dispersion Technologies. Printed Electronics is the most talked-about path, but is by no means the only path of importance to future industries.

The most well-known printed electronic in use today is the membrane switch. They are used in countless hand-held and integrated controls for appliances ranging from the microwave ovens in our kitchens to the fuel pumps at the convenience store. This commonly used human-machine interface is created by printing conductive and insulating inks upon a plastic substrate, laminated together with a selectively placed adhesive, which allows for an air gap between the upper and lower switch pads. This is no different from printing upon paper, applying a selective adhesive strip, and running it through a die stamp and a folding system to create mailing envelopes. Other commonly used printed electronics are RFID tags and simple sensors.

The other paths of printing innovation offer equally exciting opportunities. Inks are now in use in rapid prototyping of consumer product designs. Printed reactive materials are used in product safety, ranging from radiation exposure tags for medical technicians to food spoilage indicators in seafood packaging. Advances in organic materials printing now allow doctors to print new skin for burn victims, and printed medicines simplify proper dosage needs of patients.

In my presentation at the upcoming NAPL/NPES Executive Briefings, I will help participants understand the impact, and evaluate the potential, of these emerging print technologies. We will discuss the pros and cons of the different print processes as they apply to these emerging technologies—including curing and fabrication considerations. I will share case stories with examples of companies that have effectively, and not so effectively, stepped onto the paths of printing innovation. If you are looking ahead to see where print will be in five, ten, or 20 years from now, join us and be inspired to explore a brave new world.”
GRAPH EXPO 2012 MUST SEE ‘EMS Program Now Open for Exhibitor Submissions

2012 PROGRAM ADDS NEW ‘BEST OF CATEGORY’ AND ‘LEGACY’ AWARDS

Which exhibits, technologies and products will be ‘musts’ for visitors to see at this October’s GRAPH EXPO 2012 in Chicago? And how can exhibitors make themselves stand out from among the hundreds of company displays filling the expansive South Hall of Chicago’s McCormick Place? The MUST SEE ‘EMS program presented by the Graphic Arts Show Company (GASC) has provided the answer to these questions for more than a decade. For every Americas-focused or global GASC event, the program recruits a panel of industry experts to review hundreds of submissions to identify the products and exhibits that showgoers simply ‘must see.’

GRAPH EXPO, the premier commercial printing, package printing and converting, publishing, mailing, transactional and marketing exposition for the Americas, will take place October 7-10, 2012 in the heart of the Western Hemisphere’s printing industry—Chicago, IL. For exhibitors, the 2012 MUST SEE ‘EMS program provides an industry-recognized means for highlighting their most important innovations. Submissions by GRAPH EXPO exhibitors are now invited for consideration by this year’s expert panel, with all entries due by the Friday, June 15, 2012 deadline. Complete online submission procedures and details are available at: www.mustseeems.com.

“MUST SEE ‘EMS offer exhibitors a highly effective tool for calling attention to their most exciting new products onsite at the show,” says GASC President Ralph Nappi about the 2012 program. “This year’s show will certainly have its share of new product introductions,” Nappi adds, “and it will be difficult for the average visitor to see everything. The MUST SEE ‘EMS program provides companies with really compelling offerings the opportunity to position themselves even more brightly on visitors’ radars.”

Newly updated for 2012, the MUST SEE ‘EMS awards have been re-categorized to more closely align with the interests of potential equipment buyers. Additionally, the program offers two new recognitions: a ‘Best of Category’ Award—from within each MUST SEE ‘EMS category—and an annual ‘Legacy Award’ to salute one past MUST SEE ‘EMS awardee whose technology or product has made a lasting impact on the printing industry.

The MUST SEE ‘EMS technology and product recognition program, conducted independently for the Graphic Arts Show Company and administered by Hal Hinderliter, principal of Hal Hinderliter Consulting Services, is a part of the EXECUTIVE OUTLOOK Conference to be held on Saturday, October 6, 2012, the day before GRAPH EXPO opens. MUST SEE ‘EMS honorees will be announced at the conclusion of the EXECUTIVE OUTLOOK Conference, published in the Show Daily newspaper, posted online, and also circulated in a variety of other forms.

For show visitors, the selection of MUST SEE ‘EMS products is a crucial aid in prioritizing booth visits and assuring that they will see everything making news at the show. Complete information about the MUST SEE ‘EMS program is available online at: www.mustseeems.com. ●

Senate Passes Postal Reform: House Next Stop

MAJOR VICTORY FOR NPES AND MAILING INDUSTRY ALLIES

NPES President Ralph Nappi lauded U.S. Senate passage of bipartisan postal reform legislation, S. 1789, the 21st Century Postal Service Act of 2012, stating that “it is a major victory for NPES and its mailing industry allies and a critical step toward sustaining the Postal Service as the delivery arm of the U.S. mailing industry, of which NPES members are an integral part.” However, he was quick to add that more reforms would be needed to strengthen the USPS for the long-term, and that legislation (H.R. 2309) sponsored by House Oversight and Government Reform Committee Chairman Darrell Issa (R-49-CA) contains additional cost-saving measures that should also be considered.

Co-sponsored by Senators Joe Lieberman (I-CT), Susan Collins (R-ME), Tom Carper (D-DE) and Scott Brown (R-MA), S. 1789 would:

• Restructure USPS pension and healthcare payments,
• Provide incentives for downsizing the postal workforce,
• Reduce costs of the workers’ compensation program for federal civilian and postal employees,
• Require that USPS finances be considered in postal labor arbitration proceedings,
• Impose a two-year moratorium on the possible curtailment of Saturday mail delivery, and,
• Allow the Postal Service greater latitude to engage in non-postal services to generate additional revenue.

The Senate approved S. 1789 by a vote of 62 to 37. Sixty votes were needed for passage under the agreement that brought the bill to the floor for full Senate

Continued on page 5
NPES Publishes 2012 Tax Calculator: Tax Extenders Uncertain

As manufacturers wait to see if and when Congress will extend capital investment and other tax provisions that expired at the end of 2011, or will expire at the end of this year, NPES has published its 2012 Tax Calculator, which can be found online at: www.npes.org/Calculator.aspx. Meanwhile, 50 percent bonus depreciation is still available for qualifying plant and equipment, but will expire January 1, 2013. One hundred percent bonus depreciation that was available during 2011 expired January 1, 2012, and was not included 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. It remains to be seen whether it will be included as a part of a possible tax ‘extenders’ package, for which congressional hearings could be held later this spring.

Other expired or expiring tax-relief provisions that could also be considered for inclusion in tax extender legislation are the Alternative Minimum Tax exemptions, Research and Development Credit, IRC Section 179 expensing, Estate Tax relief, Individual Marginal Rate reduction, Capital Gains tax rate, and Dividends tax rate. Additionally, discussion continues about potential comprehensive tax reform that could be on the horizon for the next congress and president.

The following are key currently existing capital investment tax incentives that obtain for 2012 and beyond unless amended by congress and the president:

- IRC Section 168(k) 50 percent bonus depreciation continues for equipment placed-in-service before January 1, 2013.
- IRC Section 179 expensing (set at $500,000/year with a phase-out starting at $2 million/year for tax years beginning in 2010 and 2011) continues through the tax year beginning in 2012, but at the lower level of $125,000/year with a $500,000 phase-out.
- In 2013 the expensing cap and phase-out amounts will revert to $25,000 and $200,000 respectively in 2013.
- Unlike bonus depreciation that applies only to new equipment, expensing applies to both new and used qualifying property, and is subject to annual dollar, investment, and taxable income limits.
- The refundable corporate AMT (Alternative Minimum Tax) credit continues.
- Specifically, corporations will be able to utilize their AMT credits in lieu of bonus depreciation on property placed-in-service in 2011 and 2012.
- This election will allow a taxpayer to ‘monetize’ AMT credits generated before 2006, and will equal the lesser of 20 percent of the additional first-year bonus depreciation foregone, or 6 percent of AMT credits generated before 2006 that were available for the first taxable year ending after March 31, 2008.
- However, in no event will the credits be allowed to exceed $30 million, and straight-line depreciation must be used for such property. There are also special rules for corporations that are part of controlled groups or partnerships.

NPES cautions that this article and its 2012 Tax Calculator are solely informational and do not constitute legal, financial, investment or other advice from NPES. Readers are advised to seek professional counsel from their own financial, accounting and legal advisors concerning their own particular circumstances.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.
All Packaging Is NOT Created Equal in the Printing World

Which Vertical Markets Present the BEST Opportunities?

As printers and manufacturers realize the need to expand into new markets, they are exploring opportunities in the packaging markets. Packaging, reportedly a more than $69 billion market, is one of the few print applications not adversely affected by electronic alternatives. Learn about the opportunities in packaging for your company at the PRIMIR Summer Meeting.

PROGRAM PREVIEW

Packaging: Evaluation of Vertical Markets and Key Applications
PRIMIR Study research findings presented by:
• Kevin Karstedt, CEO, Karstedt Partners, LLC
• Jeff Wettersten, President, Karstedt Partners, LLC
Followed by an interactive discussion about the implications and opportunities identified in the research.

Study Results and Panel Discussion:
Evaluating and Understanding Non-Print Revenues of N.A. Printing Companies
PRIMIR Study research findings presented by:
• David Costa, President, State Street Consultants
• John Zarwan, President, J. Zarwan Partners

Meet Your Panelists
• Jim Morgan, President, Balmar, Inc.
• Meredith Mayes, Digital Solutions Manager, Colorcraft of Virginia, Inc.

State of the Printing Industry
• Joseph Truncale, Ph.D., President & CEO, NAPL

drupa 2012 Review
• Ralph Nappi, President, NPES
Followed by a panel discussion.

N PES staff are using the signature feature in our e-mail application to spread the word about the sustainability of print. Each staff member has taken the following basic messaging and personalized it for his/her own e-mail style, font and color preferences:

“There is no need to feel guilty about printing this email. U.S. paper companies plant far more trees than they harvest. Today in the U.S. there are 12 million more acres of forest than there were 20 years ago. Paper is renewable and recyclable.”

Pass the message along!

IMPORTANT DEADLINES

Nationals/Rays Baseball Tickets
May 20, 2012

Hotel Reservations
May 30, 2012

Meeting Registration
June 4, 2012

ACCOMMODATIONS

Hilton Rockville Hotel & Executive Meeting Center
Reservations Phone: (800) HILTONS
Refer to “PRIMIR/NPES” room block.

REGISTER NOW!
To register for the PRIMIR Summer Meeting and R.S.V.P. for the Nationals Game Tickets visit: www.primir.org. For more information contact: Gail Dobberfuhl at phone: (703) 264-7200 or e-mail: gdbberfuhl@npes.org.

PLUS...

Plant Tour of Award-Winning EU SERVICES

BATTER UP!
Join your fellow PRIMIR Meeting attendees for an evening under the stars at Washington Nationals Stadium as the Nationals host the Tampa Bay Rays. R.S.V.P. by May 20, 2012.

Practicing What We Preach
Brazilian Printing Industry: Open for Your Business

By Hamilton Terni Costa, NPES Latin America Representative

For NPES member companies interested in exploring business opportunities in Latin America, the NPES Trade Mission to Colombia and Brazil, September 15-23, 2012, will provide a hands-on introduction to the Latin American printing industry.

Trade mission participants will have the opportunity to visit with local firms and explore potential customer relationships and other business partnerships. The trade mission also includes participation in the Trends of Latin America conference in São Paulo, where NPES members will be able to meet a roster of industry professionals within the Latin American graphic communications world. In advance of the trade mission, NPES’ Latin America Representative Hamilton Terni Costa paints a picture of the printing industry in Brazil against the backdrop of the Brazilian economy as it emerges from the first quarter of 2012.

The printing industry in Brazil is highly concentrated in the most developed parts of the country—the south and southeast. New printing companies are starting to support more business activities and while not well reflected in printing industry association statistics, this will be one of the forces that keeps the market flourishing for years to come.

Brazilian printing companies generally experience a lower demand for their services in the first quarter of the year—this year is no different.

The industry is still seeing the effects of the economic slowdown observed in the second quarter of 2011. While, due to considerable international investments in the country, the value of the local currency against the dollar reflects the prevalence of imports over local products in all economic areas. As an example, local print packaging is struggling hard to compete, on the one hand, with many imported packaged products, and on the other hand, with major customers outsourcing their packaging, predominantly from China.

There is, however, a positive expectation for the second and third quarters. Despite this, printers are looking to cut overhead costs now, which could lead to an increase in unemployment just as companies are trying to expand production.

Smaller print shops, in fact, are more versatile in this market because their size and direct contact with the customer allows them to reinvent their business more quickly than the less agile medium-to-large size companies.

Interestingly, among industry segments that are very active and growing are transactional printers. New bank accounts, not to mention the need for large numbers of credit and debit cards, drive momentum for statements and billing. And, believe it or not, transactional and promotional applications are taking off and becoming globally recognized.

So, as we wait to see what the second quarter will bring, with decreasing interest rates and an infusion of government stimulus, we can expect a more favorable economic outlook for the Brazilian print industry.

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.

Introducing Brazil

Brazil is the 7th largest economy in the world and the largest in Latin America.

Characterized by large agricultural, mining, manufacturing and services sectors, Brazil weathered the economic downturn better than most major economies growing 7.5% last year, compared to an estimated 2.8% growth in the United States.

In 2010, the United States was Brazil’s largest import supplier followed by China, Argentina, Germany, and South Korea. The year ended with the U.S. holding a positive trade balance, with merchandise exports to Brazil at U.S.$35 billion, and imports from Brazil at U.S. $24 billion.

Brazil’s business culture is largely based upon personal relationships. U.S. companies have found it essential to work through a qualified agent or distributor when entering the Brazilian market.

Doing business there requires an intimate knowledge of the local environment, including costs related to distribution, government procedures, employee benefits, environmental laws, and a complex tax structure.

*Sources: World Trade Organisation, International Trade Administration, Office of the United States Trade Representative, United States Department of State.*
NPES Helps Avert $ Billions of Burdensome Compliance Costs by Repeal of Form 1099 Mandate

Billions of dollars of burdensome compliance costs to businesses of all sizes were averted when in early 2011 Congress repealed an ill-advised provision of the 2010 healthcare reform legislation, Patient Protection and Affordable Care Act, which would have mandated greatly expanded filings of IRS Form 1099.

Designed to generate revenue to help pay for the new healthcare law, the 1099 mandate would have compelled every business to issue 1099 forms to all vendors who provided them $600 or more in goods or services in a year. A Form 1099 would also have been required to be sent to the IRS. By contrast, existing law only required businesses to send a Form 1099 to individuals who provided them rent, interest, dividends, and non-employee services in excess of $600 in a year; and payments to corporations and payments for merchandise did not need to be reported.

Repeal of the 1099 mandate was a major win for NPES and scores of other business organizations representing thousands of companies that united in calling for repeal of this potentially crushing regulation. For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235, or e-mail: mnuzzaco@npes.org.

Did You Know?

Reading a newspaper can consume 20% less carbon than viewing the news online.

– Swedish Royal Institute for Technology, 2007