The Graphic Arts Show Company (GASC) has announced that GRAPH EXPO 16, promising to be the year’s most exciting and inclusive graphic communications exhibition and conference for the Americas, will take place September 25-28, 2016, in Orlando’s Orange County Convention Center North Hall.

“We are pleased to bring GRAPH EXPO 16 to Orlando. We see Orlando as an ideal destination to maintain and expand our current U.S. audience, and also build our international contingent of attendees, particularly from Latin America,” states GASC President Ralph Nappi.

The decision to shift the show to Orlando for 2016 was based on a convincing number of factors that stacked Orlando above the four other cities being considered, which included: Anaheim, Las Vegas, Philadelphia and Indianapolis. In the end, Orlando was chosen as the best fit for the 2016 exhibition since, like Chicago, Orlando has:

• A world-class convention center—the second largest in the country and only 15-20 minutes from the airport;
• An airport with international appeal—in fact, the No. 1 gateway city for Brazil, ideal for GASC shows’ expanded focus on the Latin American market and also the Southeastern U.S.;
• Flexible and inexpensive work rules that exhibitors highly value;
• World-class hotels—with an even wider selection of price points—and tremendous variety of very affordable options;
• Restaurants and entertainment that are phenomenal—with excellent options for special events, many located in a new area called The Pointe, which is within easy walking distance from...
• The Orange County Convention Center—a state-of-the-art facility that beyond the exhibit space offers all of the business services, meeting space, and guest amenities to ensure an optimum experience for exhibitors and attendees alike; and, equally important
• Preferred show dates—in the fall that do not overlap religious holidays, marathons, or any other intervening events.

The relocation of GRAPH EXPO in 2016 will offer exhibitors and attendees the ideal benefits of an affordable destination during a business-focused time of year in Orlando.

In fact, on June 29-30, 2015, GRAPH EXPO and PRINT exhibitors will have an exciting opportunity to join GASC for “Onsite Orlando: A GRAPH EXPO 16 Exhibitor Preview.” Together, exhibitors will explore, first-hand, highlights...
Changing Trends in Managing Corporate Mailing

The February Mailers’ Technical Advisory Committee (MTAC) meeting offered interesting insights from both the U.S. Postal Service and mailers. The USPS reported that First Class Mail volumes have almost ceased their year-over-year decline, and that package and Standard Mail volumes are growing—both favorable trends for mailers and the Postal Service. Both trends may also, in part, explain the upbeat mood of MTAC attendees who may be seeing the re-emergence of the importance of mailing to a company’s core business.

No doubt, the Postal Service continues to raise the bar on requirements for mailers and shippers to qualify for the best rates, which were set to increase in April, but then temporarily delayed by the USPS. Equally certain, rising mailing costs along with declining volumes have led companies to outsource their mailing to mail service providers, even as there has been a massive consolidation among mail service providers themselves. Every year there seem to be fewer mailers and printers, and those who survive are often constrained by low margins, making it hard to keep up with technology that could help boost their long-term profitability.

So what is new? While outsourcing mailing may still be the best option for many, industry consolidation and outsourcing trends may also be leveling off as some institutions are bringing their mailing back-in-house after years of outsourcing—driven not so much by cost, service-level agreement (SLA) or delivery service, but instead by companies simply feeling that this is an aspect of their core business that they prefer to manage internally.

With the advent of Intelligent Mail, mail owners can now more easily and cost-effectively see when their mail is delivered, or, is not delivered at all because of a bad or old address. This information can be very valuable for both staying in touch with clients and also understanding them better. “Transpromo” technology turns bills into revenue-generating offers. This technology has not only made larger enterprises think twice about outsourcing, but also driven its adoption by mail service providers as well.

While all these developments may lead to an expanding market for vendors of equipment and software to the mailing and printing industry, there are also other factors that need to be watched carefully. For example, in the past, IRC Section 179 allowed mailers and printers to take a deduction of up to $500,000 the year they purchased qualifying pieces of equipment. But unless Congress and the President act, in 2015 the tax law reverts back to much less favorable terms, allowing only $25,000 of capital investment to be expensed the first year. The rest will have to be depreciated. Earlier this year the U.S. House did pass legislation—H.R. 636, America’s Small Business Tax Relief Act of 2015—permanently restoring Section 179 expensing to $500,000 and indexing it to inflation, but the Senate has not yet followed suit. Additionally, the potential for interest rate increases could also put a drag on capital investment, and the practice of sharing capacity could further reduce equipment and software suppliers’ markets.

But for all of the changing trends and shifting markets, one thing is very clear: there is no shortage of innovation within mailing and printing, and it is not just in technology, but business models as well.
of all that this world-class business and entertainment capital has to offer, including a tour of the Orlando Convention Center-North, visits to nearby hotels, dining at popular restaurants, and more.

Show visitors planning to attend GRAPH EXPO 16 will experience all of the latest technologies, products, services, resources, and information, plus a host of segment-specific co-located industry events, and the benefits of expanded industry networking opportunities that they provide.

Looking ahead to 2017, exhibitors and attendees will return “home” to Chicago for the global PRINT 17 show, slated for September 10-14, 2017.

For additional information about GRAPH EXPO, visit: www.GraphExpo.com.

$37 Billion
Projected Size of Worldwide Security Printing Business by 2015

What’s the PRIMIR Takeaway?
With a worldwide security printing business estimated at $22 billion in 2010, this market is projected to grow to $37 billion by 2015. In banknotes, passports, product authentication, stock certificates, postage stamps, and identity documents, security printing helps prevent forgery, tampering or counterfeiting.

PRIMIR study “Emerging Printing Technologies & Applications” conducted by Pivotal Resources of Lexington, KY

For more information about this study contact Rekha Ratnam, Assistant Director Market Data/Research, at phone: 703/264-7200 or e-mail: rratnam@primir.org.
You have been developing software to improve the quality and effectiveness of color management in print since 1992; what changes have you seen over that period and what challenges do you see ahead?

Looking back over the last 20 years of the printing industry, we can clearly see that a printing business is still about providing printed matter; however, products, workflows, technologies, standards, and customer expectations—all have dramatically changed since the nineties.

Products are more sophisticated and diversified. They need to stand out, match other products’ colors, and be customizable for various market segments. Workflows now offer complete and automated embedded services: preflight, editing, proofing, color management, imposition, screening, PDF and JDF support. Numerous new technologies have emerged and matured. Digital printers are used to print all kinds of products. Conventional printing also evolved with the introduction of CTP for flexo and printing on flexible material for offset.

Standards have also taken a big step forward since the first edition of the ISO 12647 series. New industry standards not only allow printers and print buyers to agree on color aims and tolerances, but they also enable printers to match them across printing processes.

Customer expectation has increased. Consumers, readers and print buyers have become much more color critical. How can you not be when we know that more than 70% of consumers make their decision on product buying based on color!

Printers and print buyers have to understand these changes and adapt their businesses and relationships to the necessary evolutions that they generate.

How important are standards and, in particular, the standardization of color management and consistency in print and for online applications?

The purpose of any printing business is to match customer expectations. Two conditions should be met to achieve this goal. First, customer expectations in terms of color aims and tolerances should be clearly defined and communicated to the printer. Second, the printer should be able to identify these aims and tolerances and communicate them throughout the production workflow.

Brand color aims can be defined using the soon to be published ISO 17972-4 (CxF/X-4) file format. Documents and visuals color aims can be defined using the soon to be published ISO/PAS 15339 Reference Printing Conditions (RPC). Standardized color management allows the printer to adapt incoming color data that is defined for a given RPC to the actual printing conditions (APC). This standardized process control allows printers to ensure the color accuracy, stability and predictability of the output process.

All the components of a standardized workflow, according to the new ISO 16761 standard (currently in development), are there and are increasingly used. We still have to define a file format with which aims and tolerances could be communicated throughout the production workflow, a kind of Job Color Ticket. No doubt this will happen in the future and will enable automated color management, process control and color matching across printing processes for all types of printing including online applications.

How has the ISO TC 130 Committee benefited the industry? What have been your personal contributions?

ISO TC 130 is the committee working on the Graphic Technology standards. Its work is necessary and useful. Since 1969, TC 130 has published more than 100 standards, most of which are implicitly or explicitly used by millions of operators in daily production worldwide. ICC profiles, CxF file format, soft proofing, hard proofing, paper, ink, printing conditions—are specified by ISO standards. International Standards elaboration requires a close interaction and collaboration between international experts. During the past seven years, this fruitful cooperation provided our industry with new and modern standards—such as ISO TS 10128; ISO 18620; soon to be

Continued on page 5
published ISO/PAS 15339; and, more recently, the still in development ISO 16761— that are needed in today’s hybrid and modern workflows.

Earlier this year, you spoke at the NPES-ICC Color Management Conference in India; do you see events like this helping to coordinate color standards across hardware and software technologies worldwide?

The best standards in the world are useless if they are not known and used by the industry they are destined to serve. In this regard, the NPES-ICC Color Management Conference in New Delhi was a great event because it allowed more than 300 students, operators, managers and decision makers to know more about our industry standards, which can be adopted and used to improve their future production quality, efficiency and profitability.

The benefits of such a conference actually exceed the local market in which it is held because, by adopting international standards, Indian printers will be able to meet the expectations of American and European brand owners and print buyers, which will be beneficial for all parties. Local action, global benefits—ideal scenario!

Looking ahead, what changes do you see for our industry over the next three to five years?

I see an industry managed by business-minded people for whom efficiency and profitability are key. Automated and standardized workflows serve these two purposes and, therefore, will be implemented by those who want to become or remain the best in their category: brands, buyers, manufacturers and service providers.

Print business is not going to be easier in the coming years, however, by doing the right things, printers can have an exciting time adapting to the requirements of standardized and globalized workflows—and collecting the benefits of their efforts, provided they are a force of change, and not forced to change.

References:
1. ISO 17972-4: Colour data exchange format (CxF/X) — Part 4: Spot colour characterisation data (CxF/X-4) (Submitted for publication)
2. ISO/PAS 15339: Printing from digital data across multiple technologies (Submitted for publication as a Publicly Available Specification)
3. ISO TS 10128: Methods of adjustment of the colour reproduction of a printing system to match a set of characterisation data
4. ISO 18620: Prepress data exchange—Tone adjustment curve exchange
5. ISO 16761: Printing workflow definition, requirements and testing conditions (Currently in development)
Let’s Stop Our Obsession with Millennials and Focus on What Matters—People

By Tom Goodwin

The advertising industry is obsessed with millennials. We talk endlessly about how they behave, how to reach them and how to make them feel at home in the workplace. We treat them like a new genre of humanity. We’ve become distracted by the shininess of the new crowd. I’m so bored of it; thank goodness we’re on to something new, gen Z. God help us.

You want to know a few things about millennials? They generally have very little money. The over-50s have 80% of the developed world’s wealth and yet we make zero effort to talk to them.

Millennials hold nothing like the influence that we think they have. I know this goes against our gut, but did selfie sticks start with teens? Did LinkedIn, Uber, Airbnb, Box, Twitter or Vine start with millennials? Maybe, just targeting millennials isn’t the way to guarantee success and network effect like we all think.

They are the most fickle audience you can imagine. From Candy Crush to FarmVille and Angry Birds to Flappy Bird, we’re in a world of fast fads which few can make money from.

But above all else…what on earth is a millennial? We’ve taken a global, wildly diverse group of people and bundled them together in nonsensical trends presentations that we all nod in agreement at because we want to make sense of the world. The only thing clear about millennials is that they are just about as unique as everyone else. Yet as human beings designed to see patterns, to find order in chaos, we find it difficult to accept that life is random, nonsensical and untidy. We try hard with Myers-Briggs, horoscopes, feng shui, superstitions, tarot and a million other things to somehow come close to making sense of it all and it’s all total crap. We kid ourselves otherwise; Rorschach had a point.

But it was forgivable. In the past, marketing was based on finding commonalities and probabilities to form archetypes, personas and target audiences. Generalisations were the structural elements that built the tower that is marketing. It was all we had.

Today, technology is changing this. We used to buy media—we’d buy car shows because that’s where people interested in cars would be. But it’s about to change. Now via behavioural targeting, programmatic buying and soon addressable TV we can buy media against people’s interests. We can target people who demonstrably like cars and in places outside of car shows. It’s audience buying not media buying. Soon this will change the way that TV shows are commissioned. No longer will TV programmes be created to attract specific interests that make it easy to sell ads against (a response to how do we get an audience that’s interested in cars, or home renovation) but more simply as great content to get people interested, to attract all eyeballs not just slithers.

As technology develops we will change our entire mindsets from buying audiences to people. Niche brands for the rich or special interest categories can use TV to connect only with the right people for those brands. Adverts will be served sequentially to move people through the purchase funnel and tell stories (do we still talk about storytelling or was that 2014?). In the future, advanced technology and better data from the Internet of things (IoT) will enable us to buy micro-moments or contexts in people’s lives such as the time they are running late or the moment they have finished a run. It’s a move from big data to intimate data. From cookies to UDID systems and probabilistic determinism, technology will soon change the foundations of media agencies, creative agencies and content creators.

For the time being, please let’s stop this mindlessness. Let’s stop with quotes such as “Millennial leaders feel like they have something to prove” or “They rely heavily on tech”. These are true, but are they uniquely true to millennials?

The modern age hasn’t brought about a generation of people who act totally differently—it makes everyone act differently. What’s most interesting about new technology is the new behaviours it brings about. We’re all now impatient, demanding, and with fleeting attention spans. We all now live in an age where technology is making new things possible, so how about we use it to make advertising better?

Tom Goodwin is the senior vice president of strategy and innovation for Havas Media. Reproduced with kind permission, Guardian News & Media Ltd.
In North America, the sustainable management of forests depends on a robust demand created by the forest products industry, including pulp and paper.

**Two Sides Facts:**
**WOOD BASED PAPER AND NON-WOOD BASED PAPER CAN BE EQUALLY SUSTAINABLE**

Paper manufacturing is based largely on the use of renewable natural fibers. Until the mid to late 1800s, non-wood plant fibers, in the form of linen rags and hemp ropes, were the main raw materials for the pulp and paper industry. Increasing demand and developments in low cost wood pulping resulted in a large expansion of the wood-based pulp and paper industry during the early to mid-1900s. Today, wood is the dominant fiber resource for the pulp and paper industry accounting for 90% of the world’s fiber utilization.

In North America, the sustainable management of forests depends on a robust demand created by the forest products industry, including pulp and paper. However, in countries where wood resources are scarce, such as China and India, non-wood fibers, such as agricultural by-products and others, have been effectively used in papermaking.

Is tree-free paper really better for the environment? Are current environmental claims about tree-free paper accurate and substantiated? To answer these questions, we reviewed literature on the topic from experts in the field.

Here are some key questions to consider when requesting paper made from non-wood fibers:

- Does it remove incentives to keep the landscape forested?
- Do the environmental advantages persist when the production expands to the necessary scale, or does it result in more negative environmental impacts (i.e., consider water use, chemical inputs, energy requirements, climate effects, etc.)?
- What is the risk that forest land will be converted to agriculture?
- What effects, both positive and negative, would this have on local communities and indigenous peoples?
- Is independent, third-party certification available to ensure environmental, social and economic baselines are being met?

Based on our review, paper made from either wood fibers or non-wood fibers can be sustainable. The overall environmental footprint of paper always depends on many factors in the product life cycle, such as responsible land and forest management, and environmental performance of pulp and paper mills. Although making paper from wood fiber has become an efficient and economical process, modern non-wood pulp and paper mills can offer a good raw material choice in certain conditions. One thing is certain—according to scientific research and global statistics on forests—the use of “tree-free” paper does not protect forests for the long-term.


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1 Hurter, R., 1998
2 World Resources Institute and World Business Council for Sustainable Development, 2014
In 2015, a downward trend appears to be developing.
Compared to February 2014 (362 units), new filings dropped to 294 units in February 2015 (19% decrease).

Market Intelligence News:
UCC Filing Update

The chart compiled from UCC data provided above 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 trend in new equipment filings has continued fluctuating up and down. But, in 2015, a downward trend appears to be developing. Compared to February 2014 (362 units), new filings dropped to 294 units in February 2015 (19% decrease). Even with increases throughout the year, new equipment filings in 2014 were declining compared to 2013 and continue to decline in 2015. Following an increase in December 2014 (449 units), 2015 started off slowly, with units declining by nearly half in January and February. Used equipment is also seeing declines in 2015. Filings in February 2015 declined to 125 units, compared to 194 units in February 2014 (37% decrease). Used equipment continues to follow a similar up-and-down pattern, but levels remain relatively steady, without drastic surges and drops. Unlike new equipment, used equipment filings actually dropped in December 2014 (148 units) and it seems this decline is continuing into 2015. Going forward in 2015, it is difficult to tell if we will experience similar trends, as in 2014, for new and used equipment, with short periods of growth followed by declines, or if there will be continuous declines. Only time will tell.

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 Assistant Director, Market Data & Research, 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.