NPES Builds the Buzz on Business in India and Indonesia

In spring 2016 an NPES delegation of 11 member principals and representatives from U.S. companies or international offices, along with NPES staff from the U.S. and India, traveled to Mumbai, India and Jakarta, Indonesia to present educational conferences in each country in conjunction with a trade mission.

In India, the NPES Print Business Outlook Conference, which was held in Mumbai on March 15 and co-organized by the International Color Consortium (ICC) with support from the Bombay Master Printers’ Association (BMPA), attracted 220 participants.

The inaugural NPES-ICC Color Management Conference in Jakarta, Indonesia, in conjunction with the Indonesia Print Media Association (PPGI) and the U.S. International Trade Administration, offered a broad array of business sessions attracting high-ranking commerce leaders and a line-up of distinguished expert speakers.

In Indonesia, as highlighted in the updated 2015 NPES “World-Wide Market for Print” study, represents a high-potential export market that NPES members are keen to explore. In pursuit of this growing market opportunity, in October 2015, NPES earned a funding award from the International Trade Administration (ITA) to initiate a three-year project to include bilateral trade missions, educational conferences, and the establishment of an NPES representation office in Jakarta.

The Jakarta office is now open with the April 11 hiring of Marco Gandasubrata, the new NPES Indonesia Director. A seasoned professional specializing in business development, general management and strategic market growth, Mr. Gandasubrata brings 13 years of experience in the graphic arts industry, specifically in the Southeast Asia region and Indonesia. Prior to joining NPES Indonesia, he was the Country Manager—Indonesia & Philippines and SEA Digital Printing System Lead for the
The industry is fortunate to have such a highly qualified professional joining our organization. Thayer possesses the skillset to take NPES, GASC and GAERF to new levels and will bring a high degree of creativity and enthusiasm to our industry.

NPES Welcomes Thayer Long as New Association President

NPES Chairman of the Board Mal Baboyian, Executive Vice President, Large Format Solutions/Production Print Solutions for Canon Solutions America, named Thayer Long the next president of NPES-The Association for Suppliers of Printing, Publishing and Converting Technologies, succeeding Ralph Nappi, who has led NPES for the last 11 years and announced his retirement at the October 2015 Board of Directors Meeting.

“We are delighted that Thayer Long has joined the Association to lead NPES and the Graphic Arts Show Company (GASC). Thayer brings eight years of effective leadership experience that includes all aspects of association management including strategic plan development, trade show management, government affairs, education and foundation work. He will be a great asset to NPES as we navigate the future waters of our industry.”

In addition to leading NPES and GASC, Mr. Long also serves as president of the Graphic Arts Education and Research Foundation (GAERF).

Mr. Long has nearly 20 years of association experience, serving most recently as Executive Vice President and CEO of the Independent Electrical Contractors, and prior to that as President and CEO of the Manufactured Housing Institute. Both organizations are headquartered in the Washington, D.C. metro area.

NPES President Emeritus Ralph Nappi said, “Thayer is a good colleague whom I have known for five years; the industry is fortunate to have such a highly qualified professional joining our organization. Thayer possesses the skillset to take NPES, GASC and GAERF to new levels and will bring a high degree of creativity and enthusiasm to our industry. It will be my pleasure to transition the leadership roles of our industry’s key associations and trade shows to him.”

Mr. Long began his roles on April 28. Nappi has agreed to continue in a transitional capacity through the end of July.

The national executive recruiting firm of Heidrick and Struggles was engaged to conduct the search, which was directed by a committee that consisted of: Mal Baboyian, Executive Vice President, Large Format Solutions/Production Print Solutions, Canon Solutions America; Mark A. Hischar, President & CEO, KBA-North America; Michael Ring, Vice President, Worldwide Sales & Digital Solutions, Gallus Inc.; D. J. Burgess, President/CEO, Burgess Industries, Inc.; and, Ralph Nappi, President Emeritus, NPES.

Looking to Get More Connected?

- Strengthen your team’s business awareness and perspective
- Discover best industry practices and latest trends
- Enhance your company’s competitive edge

Start here with top-level business networking opportunities. Plan ahead to join your peers and industry colleagues at the:

1. PRIMIR 2016 Summer Meeting, June 22-24, Denver Colorado
2. EXECUTIVE OUTLOOK Conference, September 25, Orlando, Florida
3. GRAPH EXPO 16, September 25-28, Orlando, Florida
4. NPES 2016 Annual Conference and PRIMIR Fall Meeting, November 14-16, Marco Island, Florida

Plus…Government Affairs Advocacy, Standards Development activities, Task Forces, International Trade Programs, and more!

NPES Benefits YOU!
Contact: Carol Lee Hawkins
Assistant Director of Membership
Phone: 703/264-7200
E-mail: chawkins@npes.org
GRAPH EXPO 16 Set to Welcome Attendees “Home” in Orlando

GRAPH EXPO 16, coming September 25-28, 2016 to Orlando’s Orange County Convention Center-North, is promising to be the most exciting and inclusive graphic communications exhibition and conference held in the Americas this year.

Here, among all the hottest new technologies, latest problem-solving solutions, and scores of unique new applications, GRAPH EXPO 16 show visitors will be the first to experience this year’s newest show floor attraction—The House That Print Built.

It’s not just ink on paper here—it’s ink on everything inside this timely show floor destination—where today’s hottest new print applications will “hit home” for eager buyer-attendees seeking to explore an exciting new world of print profit opportunities.

Inside The House That Print Built, every surface—from the floor, to the walls and window coverings, even the furniture—will demonstrate today’s latest print applications for print pros who will be here to see and touch today’s myriad of exciting new print opportunities. Their “house tour” will conclude as they seek out the vendors, technology/equipment used, and substrate sources via the handy “realtors’ summary” listing the feature’s participating suppliers and their booth numbers.

With more show news coming in the weeks ahead, the “buzz” is building for GRAPH EXPO 16 as it rotates to Orlando for 2016. In addition to this year’s “must see” technologies, popular show floor features and attractions, host of industry-specific co-located events, all-new conference program, and more... like Chicago, Orlando has:

• An airport with international appeal—in fact, the No. 1 gateway city for Latin America, ideal for the show’s expanded focus on international markets and also the Southeastern U.S.;

• A world-class venue—this state-of-the-art facility, 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, it’s only 15-20 minutes from the airport;

• 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;

• Phenomenal restaurants and entertainment—with excellent options for special events, many located in a new area called Pointe Orlando, within easy walking distance from the convention center, plus

• 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 offers exhibitors and attendees alike the ideal benefits of an affordable destination during a business-focused time of year in Orlando.

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 exhibiting in The House That Print Built, contact: Chrissie Hahn at phone: 703/264-7200, ext. 267 or e-mail: chahn@gasc.org.

For more information about GRAPH EXPO, visit: www.GraphExpo.com.
Eastman Kodak Company.

Both conference and trade mission events in India and Indonesia were successful on two key fronts: expanding the already vibrant NPES international educational conference “concept” to other cities in India, and now transitioning the effective “formula” to Indonesia.

Looking ahead to the next NPES trade mission, save the dates—October 5-8, 2016 when NPES again travels to Indonesia. The robust program and itinerary will include: VIP access, information, guidance and direction as NPES trade mission participants experience the ALLPRINT Indonesia show; engage with print and packaging markets; and access conference presentation opportunities. Bonus: Indonesia in-country expenses will be paid by NPES for the first five members to register. For more information, and to register, contact Pernilla Jonsson at phone: 703/264-7200 or e-mail: pjonsson@npes.org.

Plant tours allow attendees the opportunity to assess and experience local businesses from the shop floor upwards, gaining an up-front view of machinery in action and the local work ethic, culture and practices, while gauging future possibilities of a potential fit for their companies. Here the trade mission attendees visited packaging company Glopac in Cikarang, Indonesia.


Marco Gandasubrata
Director, NPES Indonesia

Smiley is very active in international standards, developing tools for physical and digital standards to define common ingredients and aims across supply chain partners.

Steve Smiley, Owner, Smiley Color & Associates Global Brand Solutions, spoke on “Managing Special Colors.”

Celebrating the inaugural conference and the establishment of the NPES Indonesia presence, dinner in Jakarta brought together local industry leaders, expert speakers from across the globe, and NPES staff.

A packed audience in India welcomed the Q & A opportunity with the speakers: (front, l to r) Naresh Khanna, Publisher & Editor, Indian Printer and Publisher; Amit Shah, Managing Director, Spectrum Scan; Mehul A. Desai, Chairman, Mail Order Solutions India; Fred Poonawala, Owner, Comart Lithographers.

The conference provided valuable business networking opportunities: (front center left), Business Development Manager with QuadTech’s Global Operations chats with Salim Giga (front center right), Director, Tik Systems, and Jose Luis Servin Ortiz (right), Vice President Sales and Business Development, Tik Systems.
Both events were successful on two major fronts: expanding the already vibrant NPES international educational conference “concept” to other cities in India, and now effectively transferring it to Indonesia.

In the Ask the Experts session, William Li (podium), ICC Co-Chair and Kodak Technology Manager gathered on stage all of the conference speaker-experts in a live interactive Q&A.

V. Balakrishnam, Executive General Manager, Konica Minolta India noted that getting the “right color” is one of the big challenges facing digital printing.

Keynoter, Marco Boer, Vice President, I.T. Strategies, brought the audiences up to date on key findings from the PRIMIR study, “Impact of Electronic Technologies on Print.”

A. Appadurai, Country Manager, Indigo & Inkjet Business Solutions, HP India discussed the current and future opportunities available in digital printing.

Andy Yarrow, Director of Sales, EFI Asia Pacific, discussed how automation and diversification can help prepare your business for new challenges.

In the Lighting of the Lamp ceremony were (l to r) Meenal A. Desai, Chairman, Mail Order Solutions (MOS), Ralph Nappi, NPES President Emeritus; Faezem Agboatwala, President BMPA; ICC Co-Chair William Li, Kodak Technology Manager; and, Fred Poonawala, Owner, Comart Lithographers.

Elie Khoury, President, Alwan Color Expertise addressed “How to Build an ISO and ICC Compliant Workflow for Newspaper, Commercial, Packaging and Specialty Print Products.”

V. Balakrishnam, Executive General Manager, Konica Minolta India noted that getting the “right color” is one of the big challenges facing digital printing.

Featuring on a panel exploring “Consumer-Centric Packaging Design for Brand Success” were (l to r) Abhimanyu Nohwar, Founder-Director, Kiba Design; Ashwini Deshpande, Founder-Director, Elephant; KM Lakshminarayan, Packaging Consultant; and, Faezem Agboatwala, President, BMPA and Managing Director, Hi-Tech Printing Services.

Gathered for the Lighting of the Lamp ceremony were (l to r) Meenal A. Desai, Chairman, Mail Order Solutions (MOS), Ralph Nappi, NPES President Emeritus; Faezem Agboatwala, President BMPA; ICC Co-Chair William Li, Kodak Technology Manager; and, Fred Poonawala, Owner, Comart Lithographers.

Join Our Next NPES Trade Mission to Indonesia

Join Our Next NPES Trade Mission to Indonesia

October 5-8, 2016

SPECIAL OFFER!
In-country expenses paid for the first 5 NPES members to register.

For more details and to register contact:
Pernilla Jonsson
Assistant Director, NPES International Trade Programs
Phone: 703/264-7200
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www.npes.org
Postal rates dropped on April 10 with the removal of the 4.3% emergency price increase, also known as an “exigent” surcharge, imposed by the Postal Regulatory Commission (PRC) in January 2014. The surcharge resulted in $4.6 billion in additional revenue to the Postal Service to make up for business lost during the Great Recession. So, a 49¢ First Class stamp is now only 47¢. Rates have also decreased on a whole range of other commercial postal categories that total billions of pieces of mail and millions of dollars of postage savings. That’s all good news to mailers and their suppliers.

What isn’t such good news…is the near certainty that these same rates will go back up—and conceivably by a lot—next year. That is when the PRC will conduct a 10-year review to determine if it is achieving its objectives as mandated by the 2006 Postal Accountability and Enhancement Act (PAEA). The current Postal Service (USPS) business model continues to be financially unsustainable going forward due to the unremitting decline of First Class mail volume, the most lucrative type of mail for the Postal Service, notwithstanding some seasonal upticks in volume and increased package delivery business.

While postal rates dropped this spring, postal reform legislation, specifically, S. 2051, Improving Postal Operations, Service and Transparency Act of 2015 (iPOST), introduced by Senator Tom Carper (D–DE) last September, remains stalled. The bill is largely a revised version of comprehensive reform legislation Carper authored in the 113th Congress, which gained Senate Homeland Security and Governmental Affairs Committee approval but never reached the Senate floor. More recently, House Oversight and Government Reform Committee Chairman Congressman Jason Chaffetz (R-3-UT) has announced that he is fashioning his own reform bill, which he anticipates introducing before congress breaks for its summer recess. Meanwhile, the USPS and its postal unions are seeking congressional action to reinstate the exigent surcharge and make it permanent.

Now that the exigent surcharge has been dropped there seems to be a near-universal feeling among mailing industry stakeholders that postage rate increases should not be part of postal reform legislation this year, rather future rates should be addressed in 2017 through the process established by the PAEA. At the same time it’s hoped that a consensus to legislate other postal reforms can emerge this year. For example, a more realistic and less expensive USPS contribution to retiree health benefits, and a shift of Postal Service employees to Medicare would be an enormous help to Postal Service finances. Each would save large amounts of money and combined they would greatly lessen the pressure on the USPS to request, and the PRC to grant increased postage rates.

For more information, contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.
This competition extends students the platform to demonstrate how digital technology plays such a critical role in today’s print industry from document creation and design, to extensive finishing, output, and workflow, essential skillsets required by many potential employers.

Why do NPES members Baumfolder Corp, Bottcher America Corporation, EFI, Heidelberg USA, and Xerox volunteer their valuable employee time and invest sponsorship dollars for the SkillsUSA National Graphic Communications competition?

Kip Jarrett, Systemservice Sales Specialist, Partnering for Heidelberg USA says, “The SkillsUSA competitions give students unique hands-on experience and familiarity with available technology in the graphic communications industry—an opportunity many students may not have. The real-world exposure allows students to explore practical applications and discover areas of special interest for their post-secondary education or career.”

Bob Hivish, Manager, MPS Offerings & Public Sector Programs for Large Enterprise Marketing Operations—U.S. for Xerox echoes Kip’s enthusiasm noting, “Xerox is proud to be part of the SkillsUSA Graphic Communication competition as their digital technology partner. This competition extends students the platform to demonstrate how digital technology plays such a critical role in today’s print industry from document creation and design, to extensive finishing, output, and workflow, essential skillsets required by many potential employers.”

Kip and Bob, along with a cadre of many other dedicated volunteers—including representatives from RR Donnelley and Quad/Graphics—are tasked with ensuring that the Graphic Communications competition goes off without a hitch. Each year, these duties range from administrative to logistical. The competition itself includes seven parts: a job interview, a technical knowledge test, production planning, digital workflow/preflight, digital press operations, offset press operations/die cutting, and finishing.

Beyond the time necessary to design the competition, the committee members plan and project manage the entire event from start to finish. They provide the equipment (Xerox digital equipment, die cuts; Heidelberg press, computers, paper, etc.), set up and tear down the equipment, judge the competition, and provide the prizes for the winners.

What do participating NPES members get out of this effort? They benefit from:
- Directly impacting current and future industry employees,
- Promoting their company and its products and services to potential future customers; and,
- Helping to ensure that tomorrow’s workforce gains an enhanced appreciation of not only the value of graphic communications today…but also its exciting future.

Ready to see the competition for yourself? Mark your calendar for June 20-24, 2016 when the SkillsUSA 2016 Competition comes to the Kentucky Exposition Center (KEC) in Louisville, Kentucky. For more information, visit: tinyurl.com/okuoua7.

To get involved as a volunteer for the 2017 competition, contact Judy Durham at e-mail: jdurham@npes.org or phone: 703/264-7214.
Even with small increases throughout the year, new equipment filings in 2014 and 2015 were declining compared to 2013 and may continue to decline in 2016, if this trend persists.

### Market Intelligence News: UCC Filing Update

**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 every day 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 which piece 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.

As we look at the first few months of 2016, the trend of continued up-and-down fluctuations seen in 2015 has continued for new equipment filings. Other than the occasional big spikes (1,039 in October 2014 and 1,280 in April 2015), new equipment filings have remained relatively steady over the years, even with the fluctuations. Compared to March 2015 (401 units), new filings rose slightly to 412 units in March 2016 (3% increase). Even with small increases throughout the year, new equipment filings in 2014 and 2015 were declining compared to 2013 and may continue to decline in 2016, if this trend persists. After an increase in December 2015 (446 units), 2016 is starting slowly just like 2015.

**Used equipment** is declining in 2016. Filings in March 2016 declined to 98 units, compared to 136 units in March 2015 (28% decrease). Like new equipment, used equipment continues to follow a similar up-and-down pattern and levels remain relatively steady, however, without drastic surges and drops. Following the same pattern as new equipment, after an increase in December 2015 of 203 units, 2016 is also off to a slow start. It’s unclear if the decreases will continue into 2016 for new and used equipment as has been the case in years past, but if the pattern continues, history tells us that we’ll end the year on a high note.

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, Raksha Ratnam, at phone: 703/264-7200 or e-mail: ratnam@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.