Reinforcing its position as the industry’s largest and most innovative graphic communications tradeshow for the Americas, GRAPH EXPO 2012, held October 7-10 in Chicago’s McCormick Place, overcame economic and industry uncertainty by welcoming increased attendance over the 2011 event.

Among the total 21,022 participants, which included exhibitors and attendees, 15,694 actual verified attendee/buyers—up 2% from 2011—came to the show with a high level of purchasing power to examine, compare and purchase the latest graphic communications technologies. Additionally, there was an uptick in the participation of high-level decision-makers from among 8,252 unique buyer companies—up 3%—compared to the 2011 event. When compared to the 2010 show, it is a 9% increase in buyers and 15% increase in buyer companies.

Based on its commitment to reporting the truest and most-accurate attendance numbers the Graphic Arts Show Company (GASC) defines “actual verified attendees” as registered onsite show goers—counted only once—regardless of their number of days at the show, or times they enter the exhibit hall.

“Despite overall industry challenges, GRAPH EXPO continues to see growth for the second consecutive year. More qualified buyers, and the number of companies those buyers represent, were up from both the 2011 and 2010 shows!” said GASC President Ralph Nappi.

GRAPH EXPO 2012 featured a comprehensive exhibition of the very latest profit-enhancing technologies and applications for a diverse spectrum of industry attendees. The show was enhanced by a record 48 co-located conferences, meetings, user groups and activities affording attendees a host of new and expanded networking and education opportunities.

According to exhibitor feedback, attendees came “on a mission” with budgets to spend on the equipment, products, software and applications demonstrated by the 468 exhibiting companies in the South Hall of McCormick Place. There, show goers found 71 first-time exhibitors, who joined veteran exhibitors in recognizing the high caliber of attendees and results from this year’s show.

Reinforcing the tradeshow’s “Print Integrated” theme, the exhibit hall featured a striking “Who’s-Who” gathering of top industry suppliers and manufacturers demonstrating their latest and most advanced technologies and services—many making their U.S. debut at GRAPH EXPO 2012.

Michael DeBard, President, Diversified Graphic Machinery said that “GRAPH EXPO 2012 was DGM’s busiest and most successful show in recent memory with a 20% increase in leads over last year’s show. Our sales people and strategic partners will be busy for months following up on interest in our equipment and services from new prospects and long-time customers alike.”

“A great big thank-you from the Océ team for a very well planned and organized GRAPH EXPO! Our team and our customers really enjoyed the experience this year and in fact it may be the best GRAPH EXPO to date.” Francis A. McMahon, Vice President, Marketing, Océ North America.

“GRAPH EXPO has been a great show for Enfocus. It tops off a great year so far, especially considering the 56% sales revenue increase in new Switch licenses year over year. At the
Chairman’s Perspective

Changes Facing our Industry Today

Every year brings new changes and new opportunities for our industry. We at NPES are responsible for helping our customers understand those changes and providing the support they need to help them grow and succeed. Serving as your chairman over the past year, I’d like to share some of the insights I’ve learned and what I see are opportunities to strengthen our future.

Communication is changing: It’s all about making a connection. With the Internet, e-readers, smart phones, iPads and other mobile devices, print and digital media can work together more effectively to make the consumer experience more rewarding. We will continue to see further integration between print and digital media, utilizing QR codes, pURLs, and other applications to drive consumers from print to digital and vice versa. All of these changes open new doors of opportunity for printers to work more closely with their clients and guide them through the changes.

Digital technology is advancing: Digital is a key driver in the advancement of print. The digital imaging industry worldwide is growing at double digit rates, and today there is a broad range of solutions—from digital platemaking and hybrid printing for traditional offset environments, to state-of-the-art inkjet and toner-based printing for fully digital environments. Tying all that together are powerful, scalable workflow solutions that automate and optimize production.

Not only does digital print enable cost-effective short runs and supply chain efficiencies, it also makes it easier for printers to move into value-added services and grow their businesses. As our customers explore the many new opportunities afforded by digital printing, personalization and targeting will continue to grow at a rapid pace in 2013. With high-speed inkjet presses, imprinting systems for hybrid offset environments, and high-quality toner-based presses, printers can employ personalization that drives higher response rates and builds stronger relationships between marketers and consumers.

At Kodak, we see an acceleration of commercial digital inkjet applications for direct mail and personalization, and book, newspaper and magazine production. Kodak’s Prosper Platform, based on Stream Inkjet Technology, is helping customers differentiate themselves from the competition and expand their businesses with new digital and hybrid printing services. In fact, Kodak Prosper system installations have printed on 23.3 billion pages since launch.

Global changes: Each year we see further development in the emerging markets of the world and expect it to continue into 2013, presenting exciting opportunities for the graphic communications industry. As literacy rates rise through parts of Asia, Africa and Latin America, newspapers are increasing in circulation and books of all kinds are in higher demand. As incomes rise in the emerging countries, consumers are purchasing more packaged goods than ever before, resulting in increased need for faster, better, higher quality packaging. And the technology from companies like Kodak helps make those printed materials more affordable, accessible, and impactful.

Partnerships are changing: Partnering is becoming essential to the growth of our industry. Partners enable us to meet the unique needs of each customer. By collaborating with systems integrators, service providers, channel partners and OEMs, we can provide customized and integrated solutions that help our customers grow their businesses and succeed. Kodak has embraced partnerships since the early formative days of Kodak’s Graphic Communications Group in 2005 enabling us to serve our customers better. I encourage all NPES members to expand working with your partners in the future.

Print is changing: The way the world consumes print today is different in many ways. The days of high-volume junk mail are gone, replaced by targeted communications driven by customer data and high-speed, high-quality digital printing. The days of massive book inventories are also gone, replaced by shorter runs that improve the supply chain and reduce waste. And the days of cost-prohibitive specialty color package printing are coming to a close as well, replaced by more economical flexo and offset solutions that deliver an extended gamut with process color.

I see continuing change that will strengthen and grow the industry. For our customers, these changes are creating many new and exciting developments. I am excited about the future of the print industry and I look forward to serving as your chairman in 2015.
end of the show, we totaled 35% more leads than last year’s GRAPH EXPO. I must also stress that the quality of the booth visitors has gone up compared to previous editions, as most of our visitors are trying to make their own organizations more productive and cost effective with our solutions.”

Fabian Prudhomme, Vice President, Esko.

“How is GRAPH EXPO this year? Let’s put it this way: We had the worldwide debut of our new Impressia digital print system here at 12:00 on Sunday and it was 12:22 when we placed our first order. We have been averaging one sale every 30 minutes, so it has been very, very exciting. Attendees are buying!” Arthur Verwey, Vice President International Sales and Marketing, Xante.

“GRAPH EXPO was our best presentation in the Americas for the second year in a row. With two digital presses constantly in production throughout the show hours, we had a busy booth with over 50,000 samples given to people, which was over 2,000 samples every hour of the show! We signed new orders and received many new leads for follow-up after the show. The feedback was great and once again we learned that printers, graphic designers and print buyers all come to GRAPH EXPO to learn about new innovations in the printing industry such as Scodix. We thank GRAPH EXPO for the service and the support and for making it a successful event.” Ziki Kuly, VP Marketing, Scodix.

“Baumfolder had an excellent GRAPH EXPO this year, with substantially more leads generated than last year. By Monday [day 2 of 4], we had exceeded last year’s count. The overall attendance seemed vastly improved over last year. We were especially encouraged by the traffic and quality of visitors on Sunday. This was the best ‘Sunday attendance’ we have seen for years.” Ulrik Nygaard, President/CEO, Baumfolder.

“We had a strong GRAPH EXPO in terms of orders written and confirmed interest in our new technologies, plus we surpassed our qualified lead total from 2011. All in all… a great show!” Giselle de la Moriniere, Marketing & Communications Manager, MGI.

“GRAPH EXPO 2012 was an awesome show for Glunz & Jensen. We engaged with very high-quality industry professionals in our booth. We have 22 real orders for our new inkjet CTP, seven of those from Latin America as a direct result of exhibiting!” Michael C. Bagge, Vice President Sales Americas, Glunz & Jensen, Inc.

“GRAPH EXPO 2012 was a successful show for W+D. We have doubled the size of our booth space from 2,000 square feet to 4,000 square feet in PRINT 13.” Andrew Schipke, VP Sales and Marketing, W+D North America, Inc.

A record 48 co-located events — user group meetings, award galas, and host of education conferences — took advantage of the synergy at GRAPH EXPO and co-located event organizers and special session presenters agreed that their events held in tandem with GRAPH EXPO created a winning combo:

• “Our ING Conference attendees voted 100% to have this newspaper conference at PRINT 15. They love our conference in conjunction with GRAPH EXPO and PRINT.” Kristy Gerry, President, International Newspaper Group.

• “The manroland User Group at GRAPH EXPO Conference was a super success. We doubled our member attendance in 2012; we will be back at PRINT 2013!” Kristy Gerry, Director of Production, Omaha World-Herald.

Show goers also placed high value on the face-to-face connections to be made.

“I thought the expo was great. It is always great to see the new products and services coming out in the industry and meet those vendors we currently do business with that we are not always able to see in person.” Mike Ferretti, Owner, PostNet Printing & Graphics, Charlotte, N.C.

“We have brought about 70 people to the show, including 60 franchisees representing 70 AlphaGraphics locations that together produce about $100 million in annual sales. All of the franchisees are paying their own way and making personal investments of their time to be here. This is my first GRAPH EXPO, and frankly, I’m overwhelmed by the response. We probably have the largest single contingent of any group at the show.” Art Coley, President, AlphaGraphics.

GRAPH EXPO, customized to offer the latest profit solutions, education and networking for 12 key industry segments, this year focused keen attention on in-plant printers from education, government and corporate print centers. In addition to creating a special in-plant education track, the show also marked the debut of The InPlant Place—an instant hit among in-plant print professionals who came to meet up and connect with peers on the show floor in “their own” dedicated education and networking hub.

Whether print pros came to the show to see the latest technology, explore new profit opportunities, take in some of the many education sessions, or gather with peers to discuss and debate our industry’s “Print Integrated” future, the consensus among attendees and exhibitors alike was, as Roger Spooner, Upper Midwest Sales Manager, MCS Inc. said, “A great show… GRAPH EXPO is the place to be.”

Next up for the industry is the global PRINT 15 exhibition, themed “Innovate, Integrate, Communicate,” set for September 8-12, 2013 at Chicago’s McCormick Place.

PRINT 15 will welcome co-show CPP Expo 2013 and also debut its newest show floor feature—the Photo Imaging Pavilion—for photo imagers and retailers.

For more information about PRINT 15 visit: www.print2013.com.
1. GREENspace at GRAPH EXPO provided attendees with an area dedicated to exhibitors of eco-friendly products, services and solutions focused on sustainability.

2. Kicking off the pre-show EXECUTIVE OUTLOOK Conference keynote Jeff Hayzlett, best-selling author of "Running the Gauntlet," along with a host of other industry expert presenters delivered a dynamic blend of insights and perspectives on "Using Marketing and Technology to Innovate and Thrive."

3. MUST SEE ‘EMS program coordinator Hal Hinderliter announced the prestigious new "Best of Category" awards and inaugural "Legacy Award" at the conclusion of the pre-show EXECUTIVE OUTLOOK Conference on Saturday, October 6.

4. The Mailing and Fulfillment Pavilion featured almost 60 vendors demonstrating all the latest technologies in mailing and fulfillment, showcasing everything from software to heavy-duty, full-capacity mailing systems for the small-scale print shop to a large-scale high-volume mailing center.

5. At this first-ever North American event, the Printing Standards Forum hosted by IDEAlliance, NPES and GASC brought together from 14 countries 100 industry experts who develop and publish printing industry specifications and standards used domestically and internationally. Here attendees learned the latest developments in standards published by the International Organization for Standardization (ISO) and the Committee for Graphic Arts Technology Standards (CGATS).

6. Future Print, sponsored by FlexTech Alliance, was an exciting and instructional “how-to” hub where attendees flocked to learn about utilizing today’s digital presses for new and emerging technologies and applications, including two of today’s hottest technologies, RFID and Printed Electronics, in “The Experiential Lab.”

7. The GRAPH EXPO 2012 Positively Print Award, presented by GASC President Ralph Nappi (l) to (r) Mr. Ronny Müller, CEO of ELTOSCH,
recognized PrintCity’s two-part book “Print! Seen! Lean and Green!” Each year the Positively Print program recognizes a print advocacy campaign or program that promotes the enduring power of print in today’s media mix.

8. Inside the Marketing Pavilion was the Marketing Theater—a highly interactive show floor learning center that provided attendees with a robust daily schedule of free sessions on a variety of today’s hottest business-building strategies presented by subject-experts in their field. Here, throughout the show, MSPs and those seeking to make the transition, discovered a variety of resources and networking opportunities.

9. Among the many learning opportunities at GRAPH EXPO, which included five free market segment presentations, was “Pathways to Profits and Productivity: An Interactive Event,” sponsored by NAOP and QuickPrinting/My PRINTResource.com, where participants were able to interact directly with top industry experts.

10. & 11. Show goers seeking to boost their productivity and profits took full advantage of the numerous opportunities in every aisle across the show floor to look “under the hood” and ask the experts—GRAPH EXPO exhibitors—about the latest technologies and applications.

12. Along with the popular hands-on computer labs, GRAPH EXPO’s Conference program offered more than 50 learning opportunities—workshops, seminars and presentations—led by top industry experts and educators that provided participants with actionable guidance and “take home” advice geared to streamlining their processes, improving their productivity and boosting profitability.

13. Graphic communications pros from every key market segment gathered at GRAPH EXPO to see the hottest new technologies, participate in the 48 co-located events, explore the debuts of new floor features and live technology demonstrations, and participate in the unparalleled networking opportunities. As a result, exhibitors reported plentiful new leads and sales during the four-day event.
NPES Members Rethink Print
ADAPT, INNOVATE, CUSTOMIZE AND THRIVE

Hatfield, PA-based Keystone Filter, a division of Met-Pro Corporation, with a 45-year history in the filtration market for residential and industrial applications entered the print market fairly recently, challenging the company to adapt and apply its filter technology to a different industry. For one local printer who approached Keystone about developing a way to avoid weekly shutdowns to change out the fountain solution in the pressroom, the upshot was ‘a win’ for both companies as Keystone tailored its skidded recycling system to give longer life to the fountain solution and save downtime on the press. “Helping boost the customer’s productivity justified purchasing the machinery, a tough decision for smaller companies,” says Judy Zabrecky, Keystone’s Director of Business Development. She adds, “Each system is custom-installed, but can provide ROI for some firms in as soon as three months, making the initial expenditure well worth the end result, and the customer can see systems savings based on recycling for multiple years to come.”

For Brian Venis, President of Graphic Printing Roller Ltd., a family-owned business headquartered in Markham, Ontario, Canada, with plants in Montreal and Mississauga, it’s all about customer ROI. While the business has certainly evolved over the years, its basic philosophy has remained virtually unchanged since the company’s founding some 75 years ago. “Essentially,” Venis asserts, “our objective is to help the printer, our customer, accomplish everything on their plate.”

Graphic Printing Roller supplies products mainly to printers in its native Canada, and sometimes specialized products into the U.S. market. Relative to the global market, logistics is a big factor since, as Brian Venis states, “My industry’s products are not exactly straightforward to transport and it’s not easy to be cost-effective when selling a product that can weigh 10,000 lbs.”

Nowadays, the company makes rollers for essentially all types of printing. Just as the printing industry moves towards more varied substrates, the company has been exploring roller technologies for other applications and, as other NPES members are doing, Venis also keeps his focus on niche markets and the customer, “for people who need our product.”

Nova Pressroom Products, Inc. a Jacksonville, FL-based provider of a broad range of chemistry for pressrooms has capitalized on a niche market, focusing on supporting traditional offset printing, but they don’t rule out anything. “We are a small company, but that makes us flexible and we are able to go where the business is,” says Ron Rose, President of Nova.

As the graphic communications industry continues to evolve the art, science and business of print have changed as well. Just as e-technologies are changing the game, other innovations such as Printed Electronics, 3-D Printing, Reactive Materials, RFID, and Organic Printing are at or on the very near horizon.

Faced with the impacts of game-changing technologies, economic challenges, industry consolidation and more, NPES members in some cases reinvent their businesses to maintain and, for some, gain market share. The evolutionary theory “survival of the fittest” has changed for our industry to become survival by the most “flexible and adaptable.” Here’s how some of our members are adapting to the new market conditions—and thriving.

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Kong.” He continues, “Whatever the geographic location, we provide our customers valuable direct access to our formulators for expert technical advice.”

Nick Bruno, President of Roseville, CA-based Harris & Bruno International, likewise caters to customers providing quality niche products to the printing and coating industries. Along with many others in the industry, the company experienced a downsizing, yet the lessons learned from the Great Recession have led to the “adapt and survive” mantra behind the company’s penetration into digital markets—one major element in its success.

Another key win was positioning the company internationally to the point where now 70% of its manufactured equipment is exported. Bruno states, “We had to look outside our own borders for more stable markets and customers.” With offices in Germany and Japan, and distribution agreements in several other areas of the world, the company is able to supply and support their technology worldwide. More recently they’ve been exploring opportunities in the Middle East and Central America.

NPES, through its Global Programs trade mission services, was able to provide assistance to both Ron Rose and Nick Bruno as their companies explored new international markets. These services—trade counseling, market intelligence, commercial diplomacy, and appointments with prospective partners, agents, distributors and buyers—are available to all NPES members.

For more information contact NPES Assistant Director Global Programs Pernilla Jonsson at phone: 703/264-7200 or e-mail: pjjonsson@npes.org.

He emphasized that two of the main advantages of participation are the ability to help direct the form that international standards will take and early insight and knowledge of the final document.

American National Standards Institute (ANSI) Senior Marketing Manager Leanne Lowry described how standards can boost business, pointing out that all aspects of products and services are affected at some stage by standards, and that companies participating in standards development gain a competitive advantage over those who do not. Lowry asserted that standards improve quality, lead-time, factory flexibility and supply chain management. Standards also affect market access and trade, making cross-border interoperability possible—key in the current global economy.

Rounding out the day, panel discussions, led by developers, experts and practitioners of global standards, covered topics including:

- Metrics vs. data-set conformance
- Process control
- Printing tolerances and conformance standards
- Lighting, viewing and instrument standards
- PDF/X and other file image formats, and
- Calculating the carbon footprint of print media products.

This inaugural event was well attended with every seat sold and standing room only outside the perimeter of the booth. Plans are underway for another Printing Standards Forum to be held during PRINT 13.

For more information, contact NPES Assistant Director Standards Programs Debbie Ort at phone: 703/264-7200 or e-mail: dor@npes.org.
Is the Glass Half Empty or Half Full?

Is the glass half full or half empty? There are several ways of looking at the impact of electronic technologies on print, including: the relative impact on page volumes within a specific application, the impact of print loss within a specific application, and the loss of page volumes in total compared to other applications.

Unlike most parties in the print industry, for creators and designers of print, the impact of electronic technologies is likely to be of greater benefit than business loss for two reasons:

1. Shorter run lengths and greater frequency of print drive the requirement for more frequent designs and design updates, and
2. It opens the door to expanding creation and design services to a new, incremental business: website design.

The second reason is the most significant. As best told through the “Annual Report Chapter” in the 2011 PRIMIR Impact of Electronic Technologies on Print study, annual report designers have benefited greatly from electronic technologies entry during the collapse of annual report printing. Annual report print volumes collapsed independently from any impact of electronic technologies; they were the victims of a result in changes in investment habits (e.g., mutual funds) and a decline in trust in the information found in annual reports (e.g., Enron financial scandal). The decline in print demand, ahead of any significant impact of electronic technologies, caused the annual reports creators and designers to look elsewhere for business. The more successful ones transitioned their rich skills to website design and development. Many designers viewed this as an extension of their print business, but, more importantly, often as something new and exciting to challenge their creative skills.

Opportunity for Creators and Designers

Not all creation and design will transfer as seamlessly between print applications and electronic technology as annual reports have translated to company website design. Typically most image-rich applications are easier to convert than time-sensitive, data-driven applications, such as newspapers and magazines, or predominantly monochrome applications including journals, books and directories. At the forefront of graphic-rich image applications are catalogs, marketing collateral, and direct-mail applications often deployed by small businesses with frequent turnover—resulting in the need for more design services. These are just beginning to be impacted by electronic technologies (see Exhibit 1).

The creators’ and designers’ eye for photography and image placement/positioning gives them a great advantage over website creators focused on programming and coding. While the tools are in place to allow self-service design, a professional’s eye will provide a level of quality unmatched by a layman. It’s akin to designing your own house without the help of an architect. The design may be functional, but not necessarily aesthetically appealing.

Website design is also opening up a whole...
The skill set required for managing graphical display output across multiple platforms will be in ever-greater demand as the complexity of the number of available platforms increases.

EXHIBIT 2: Growth Areas for Creators and Designers of Print: Relative Revenue Projection Trends

- Websites and Video Design
- Digital Print Design
- Analog Print Design

new category for creators and designers of print: video. High-quality video (as opposed to do-it-yourself YouTube videos) integrated into websites.

**Threats to Creators and Designers**

While online technologies are opening up new, incremental opportunities, they are also removing the low-end of print design services. With web-to-print services becoming more popular, self-service design using a limited range of standardized templates is becoming more common. These applications were often low-value applications, so the loss in revenue may not be as great as the loss in terms of number of jobs.

Yet to be sorted out is the ability of creators and designers to keep up with electronic technology development. For example, educational book industry migration to electronic books is proceeding slowly, in part because the expectations for electronically interactive books are not yet matched by the availability of designers within the traditional publishing industry. Software-based start-ups in Silicon Valley, such as Inkling, may well surpass traditional educational book designers in their ability to make content truly interactive. The good news for designers of print is that the migration to interactive content will take years to perfect, not just because of the skill sets, but also because of the funding that will be required to rewrite and design content to make it interactive.

**How Do Creators and Designers Respond?**

The most urgent requirement is to expand one’s creative and design service to include website design. The skill sets required for this are different but complementary; at its core, graphic design remains the key. Particular focus must be provided to mobile electronic technology platforms, as this is the area where most effort is concentrated for future growth.

Top-line expenditures on all marketing-related activities, including creation and design service, are projected to remain flat during the coming years as marketing communication channels continue to fragment and compete for finite resources. To thrive, creators and designers of print should position themselves in the digital print design, website and video design segments.

One particular area of importance will be the ability to migrate designs from one application to the next (particularly for promotional goods), and from one technology platform to the next. For example, a well-designed marketing brochure may also serve as the foundation for designs on digitally printed T-shirts, smartphone covers, and other related printed goods. Anticipating how the content might be reused in the future will become as valuable as the traditional understanding of color management skills when solely using offset printing technology.

Technology platforms and electronic display screen output size differences will vex designers for years to come. Designs that work well on one platform may perform poorly on the next technology platform. With rapid electronic technology display, life cycles and technology obsolesce, and expert input from designers will be more important than ever in the future.

**Conclusion**

Printed page volumes are in irrevocable decline. Inventory management of print is becoming more efficient and the trend towards shorter print runs, created as needed, is creating higher frequency of print job orders. This opens the opportunity for more frequent, up-to-date and tailored designs. The march to digital production printing technology will only help to increase the frequency of design alterations, in part because one now can make changes quickly and easily. Crossing over from design services for print to electronic technologies is a natural migration for many graphic-rich print applications. The skill set required for managing graphical display output across multiple platforms will be in ever-greater demand as the complexity of the number of available platforms increases.

The days and funding available for perfecting design for print jobs that tended to last months or years will end. An unintended side-effect of digital technologies is the ability to continually adjust the designs, with little impact on the cost. Few designs will ever be final. This may lead to more focus on faster turnaround rather than perfection, since any mistakes can be quickly resolved on the next short-run print job or electronic web-design revision.

While printed page volumes are declining, the value of good design will continue to pay, whether it is design for analog print, digital print, or electronic output display. Manufacturers and suppliers positioning themselves in the value chain with tools for designers in both digital print and electronic output display should enjoy continued demand for their products and services.
The Graphic Arts Education and Research Foundation (GAERF) has announced the winners of the GAERF 2012 Student Design Competition. This fourth annual contest challenged secondary and post-secondary school students to produce marketing materials that position themselves as the “ideal candidates for the career of their choice in the graphic communications industry.” From among the 176 entries, six winners were chosen, three at the secondary school level and three at the post-secondary school level. First place winners (and their instructors) received a two-day, all-inclusive paid trip to attend GRAPH EXPO and a $2,000 check presented during the Career Awareness Day ceremony. Second place winners were each awarded $1,500, and the third place winners each received $1,000.

Winning entries were recognized at GRAPH EXPO 2012 in Chicago on Career Awareness Day, Wednesday October 10 and also featured in the Education Main Street pavilion at the show.

“GAERF is proud to continue its commitment of supporting education initiatives that encourage skill, creativity, and self-expression in students through the art of design and production,” said GAERF President Ralph Nappi. “The GAERF 2012 Student Design Competition has served to recognize our best and brightest students, as well as the significant commitment of their instructors.”

Interestingly, this year’s competition was remarkable in that all three of the secondary school-level winners were from Careerline Tech Center in Holland, MI, all with the same instructor, Sally Salkowski.

Following the ceremony and the activities of the day at GRAPH EXPO, Ms. Salkowski wrote to GAERF Director Eileen Cassidy, “I wanted to thank you for a wonderful, educational and fun three days in Chicago! Stephanie and I were both blown away by the entire Expo and I wish you could have heard all the positive comments my class made as we got back on the bus. My students were impressed and moved by the speaker, Aaron Davis, and I honestly believe he made a lasting impression on a lot of them.

The Career Day that followed was so big, bright and full of information that I know every kid took away something...not to mention some great printed posters! The day could not have been any better…thank you for the honor of being a part of it!”

To view all GAERF 2012 Student Design Competition entries visit: www.graphic-commcentral.org.
The need for enacting postal reform legislation this year was the focus of two recent meetings with members of Congress hosted by Océ North America and NPES. These meetings were the latest in NPES’s effort to engage elected officials on the Association’s government affairs priorities.

“Engaging members of Congress is key to NPES Government Affairs,” said NPES President Ralph J. Nappi. More specifically, Nappi added, “NPES members’ communications and interactions with their elected representatives are absolutely essential to advocating the Association’s and industry’s public policy agenda, and is the focus of NPES Government Affairs activities for 2012 and the future.” NPES districts they represent.”

On October 15, Congressman Gerald E. Connolly (D-11-VA), who represents the portion of the Washington, D.C. suburbs where NPES is located, visited the Association’s staff and guests in their Reston, Virginia office. Also invited to meet with the congressman were 40 senior-year students in political science classes from nearby South Lakes High School. Connolly serves on the House Foreign Affairs Committee and the Committee on Oversight and Government Reform that has jurisdiction over the United States Postal Service. He is the sponsor of H.R.1262, Reform the Postal Service for the 21st Century Act.

Since postal reform is a top NPES government affairs priority, Connolly’s visit provided an excellent opportunity for NPES to reinforce the importance of establishing a new, affordable, effective and sustainable U.S. Postal Service, which will continue to be an indispensable business partner of the domestic mailing industry that provides over eight million private sector jobs in America; and, the need to pass postal reform legislation in the lame duck session of the 112th Congress before it adjourns.

The next day, October 16, NPES Board Member Mal Baboyian, President of Océ North America Production Printing Systems hosted Congressman Ted Deutch (D-21-FL) at Océ’s Boca Raton, Florida headquarters, home to over 270 employees, many of them his constituents. Deutch was voted into Congress in a special election in April 2010, and is a member of the House Foreign Affairs and Judiciary Committees.

During the meeting, attended by many Océ employees, Baboyian emphasized the need for a viable U.S. Postal Service as an essential partner to the U.S. mailing industry, and also underscored the need to enact postal reform legislation before the end of the year. Deutch is also the sponsor of postal reform legislation, in his case, H.R. 1351, United States Postal Service Pension Obligation Recalculation and Restoration Act of 2011.

Following the employee meeting Baboyian guided Deutch on a tour of Océ’s facilities, explaining the role of the company’s products in the mailing industry.

NPES encourages other Association members to consider hosting plant visits for their elected officials, and would be pleased to help facilitate these events.

Océ North America and NPES Staff Host Congressional Visits

NEED FOR POSTAL REFORM THIS YEAR NOTED PRIORITY IN BOTH MEETINGS

(From l to r) NPES Government Affairs Director Mark Nuzzaco; Congressman Gerald E. Connolly (D-11-VA); and, NPES President Ralph Nappi at NPES headquarters in Reston, VA.

Congressman Connolly addresses NPES staff, guests, and senior year students in political science classes from South Lakes High School, Reston, VA.
Both Democrats, Connolly and Deutch, each expressed skepticism about the prospects of successful postal reform without a bipartisan compromise in the House, similar to the one achieved in the U.S. Senate that resulted in the passage of S. 1789, 21st Century Postal Service Act of 2012. In both cases, NPES vowed to continue to work toward that objective, citing failure to do so as a prescription for uncertainty that will further weaken an already failing Postal Service.

Additional congressional district plant visits are now being planned for later this year and after the 113th Congress takes office in January 2013. NPES encourages other Association members to consider hosting plant visits for their elected officials, and would be pleased to help facilitate these events.

Congressman Deutch (r) tours the Océ facility and discusses industry issues with employees.