Demonstrating the graphic communications industry’s positive outlook and intent to invest in the future, enthusiastic show visitors turned out for GRAPH EXPO 16, held September 25-28, 2016 at Orlando, Florida’s Orange County Convention Center-North.

New and emerging marketplace opportunities beckoned veteran show visitors and new audiences of progressive print professionals who came from every key market segment with keen interest—and purchasing power—to see and explore the year’s latest technologies and offerings. Held for the first time in Orlando, GRAPH EXPO 16 drew new show visitors from the Southeast U.S. who were enthralled with the wide variety of technologies and accessibility of suppliers, who shared the very newest solutions to their unique business challenges.

“The enduring success of GRAPH EXPO, measured by leads and orders, is reinforced by the significance it continues to hold for our industry community,” said Thayer Long, president of NPES. “The key to GRAPH EXPO’s relevancy and strength,” he continued, “is its focus on print and imaging business growth with its compelling mix of current education, the latest technologies, and ever-essential face time with industry experts and peers.”

Throughout the exhibition, well-satisfied attendees interacted with top industry suppliers who came to demonstrate their latest and most advanced technologies and services—many making their U.S. debut at GRAPH EXPO 16. Sampled exhibitors declared plentiful new leads and sales during the event: “It’s been very busy, better than our expectations. We got a lot of leads, and we’re going to be busy for the rest of the year.” —Guy Gecht, CEO, efi

“With the shift of GRAPH EXPO 16 to Orlando we didn’t know what to expect—but it turned out quite well for us. We found the quality of leads to be very good and, as always, the show provided a great opportunity to meet with our existing partners and, also to make new connections with other vendors. We’ll be back for PRINT 17.” —Bram Verniest, COO, Chili-Publish

“GRAPH EXPO 16 provided a very focused audience. Only people on a mission were tastic, we were not expecting to have such a high level of customers.” —Kevin Abergel, Vice President of Marketing and Communications, MGI Digital Technology

“KBA North America has found Orlando to be easy to do business in. We’re pleasantly surprised by the attendance. We’ve met with key clients and are very pleased with the results.” —Eric Frank, Senior Vice President of Marketing and Product Development, KBA North America

At GRAPH EXPO 16 live demonstrations drew attentive audiences including hourly presentations of the capabilities of Graphic Systems North America and Ryobi MH Graphic Technology’s MUST SEE ‘EMS Award-winning RMGT 9 Series LED-UV press.
President’s Perspective

We had a great GRAPH EXPO 16 this year in a new venue, Orlando, Florida. This was my first GRAPH EXPO, so while everything was a new experience for me, I was impressed by the vibrancy, the positive mood—and the high-level energy of the graphic communications industry.

There were many people here from Florida and the Southeast who had never travelled to the Midwest to experience a GRAPH EXPO in Chicago. Additionally, as Orlando is one of the top destinations for South American visitors to the United States, the show attracted many attendees from that largely untapped market.

GRAPH EXPO has always been known as a technology show and this year’s event was no exception, featuring the latest technologies and product services and offerings from every market segment. As buyers and sellers connected throughout the show, what I heard from the vendor community was that the quality of people they saw was extraordinarily high. Vendors were also seeking to partner with their customers who were looking for solutions to help improve their operations, profitability, and sales. And networking, often the unsung attribute of an event like GRAPH EXPO, provided for many the opportunity to feel the pulse of the industry in its various facets.

Looking to the future as a trade show, as an association, we see a lot of opportunity. What you’re going to see is less working for, and more working with our members. This is a great industry. It’s a growing industry and we want to make sure that we’re doing everything we can to support the entire value chain, to be that vital partner for the industry on the printing side, as well as in the broader imaging space.

We will continue the conversation with our attendance base over the coming year and then see everyone back in Chicago for PRINT 17, coming September 10-14, 2017 to McCormick Place South.

It’s a growing industry and we want to make sure that we’re doing everything we can to support the entire value chain...

GRAPH EXPO 16 continued from page 1

in attendance.” — Paul Abdool, M-EDP, CCMP, ECMS, Vice President, Enterprise Solutions, SOLIMAR Systems

“GRAPH EXPO in Orlando, FL was an exceptional experience across the board. The show has given us the opportunity to see a different geographic mix of prospects. The booth was busy from start to finish each day and we were able to connect in-depth with many customers and prospects about our new technologies and opportunities in the market.” — Robert Stabler, Senior Vice President and General Manager, Graphic Communications Business Group, Xerox

“I’ve been at GRAPH EXPO for many years and I don’t remember it being as busy as it’s been this year. Starting at noon on Sunday it’s just been non-stop. We signed several orders, so it’s not only been busy, but it’s been the right people.” — Bobby Curtis, Senior Director Production Print, Konica-Minolta Business Solutions

“The show has been fantastic! On day one, we saw a 70% increase over Chicago. Day two topped the amount of leads we’ve had in Chicago.” — Hiroyuki Imamura, Vice President/General Manager, Business Imaging Solutions Group, Canon U.S.A., Inc.

“There are a lot of exciting clients here at GRAPH EXPO we’ve never met before.” — Robert Ross, President and CEO, Xanté

“I am having the best Sunday ever!! Thanks!” — Patricia Cowan, President, Rainmaker Sales Support

“We closed business at the show, exceeded our target for interactions with customers and prospective customers, and had the opportunity to meet with several companies who have not attended GRAPH EXPO in Chicago.” — Michael Aumann, CEO, Brandtjen and Kluge, Inc.

“We were pleased to see many new In-Plants at the show. Reaching a new, untapped audience is key to our continued success. Providing first time show attendees with education sessions, product information and networking opportunities will keep them coming to the show no matter where it’s located.” — Elisha Kasinskas, Marketing Director, Rochester Software Associates

Highly trafficked show floor pavilions and specialty features across the show floor, which included the debuting “House That Print Built” and popular returning favorites—the Inkjet Candy Store and Materials Matter—signaled success as well.

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This show continues to attract quality attendees who are focused on finding the products and services to help them generate success, while learning from industry experts and, also each other. —Deborah Corn, Principal, Print Media Centr

Co-location partners who produced 42 individual meetings and activities, likewise proclaimed the show a success with glowing reactions:

“GRAPH EXPO is not a location, a venue, a city, or a state — it’s an industry community. This show continues to attract quality attendees who are focused on finding the products and services to help them generate success, while learning from industry experts and, also each other. Throughout the show, our amazing exhibitor Alliance partners, educational panels, special events, and the engaged attendees who came to Orlando, kept The Printerverse overflowing into the aisles, making it the 4th most visited booth at GRAPH EXPO 16! Of course, we’ll be back for PRINT 17!” — Deborah Corn, Principal, Print Media Centr

“As always, it was a great forum to view new technologies, applications and a central event to meet with customers and prospects.” — Skip Henk, President, Xplor International

Equally enthusiastic were attendees who came to the show with shopping lists in hand, and for the continuous networking and learning opportunities, who wholeheartedly confirmed their time in Orlando was well spent and highly productive:

“I found several new suppliers and solutions to problems that I experience from a manufacturing standpoint that I didn’t know had solutions.” — John Dapkus, Operations Manager, RR Donnelley

“GRAPH EXPO continues to be the premier show for print industry professionals wanting to see where the industry stands from the EXECUTIVE OUTLOOK to the seminars and floor show.” — Henry Hunt, Chief of Publishing, United Nations

“I signed a contract for a new piece of equipment that should take our business to another level.” — Bob Hindman, President, American Graphics Printing Co.

“Love the state of the industry presentations every year; seeing new technology. This helps me develop my business plan every year.” — Taylor Blackwell, President, Walker360

“I was able to find out about new software options, get info on new products from current vendors, and take away good ideas from the seminars to use in my business now.” — Summer Gould, President, Eye/Comm, Inc.

“Attending GRAPH EXPO 16 exceeded my expectations. I was able to find solutions to some of the challenges in my business, as well as find new resources. The resources on the show floor cannot be found anywhere in the U.S.; I can accomplish in a few hours what would take me weeks and months elsewhere.” — Bryan Hall, President/CEO, Graphic Visual Solutions

“It was my first time to attend a printer expo and it was amazing!” — Leslie Paul Wilbert, President, Impression Works

Rounding out the GRAPH EXPO 16 post-show reporting, GASC is committed to capturing and conveying only the truest and most accurate attendee participation data — information on actual verified attendees (each counted only once for their entire time at the show). GRAPH EXPO 16 welcomed a total 13,447 registrants, which included exhibitors and attendees, and 6,411 verified buyers who came from among every key industry segment to explore the future of print. According to exhibitors, these decision makers — who represented 3,906 unique buyer companies — came well-prepared to examine, compare and invest in the latest graphic communications technologies.

Next up for the industry, the much-anticipated PRINT 17 exhibition and conference returns to the heart of the Americas’ printing and imaging industry — Chicago, Illinois — September 10-14, 2017 at McCormick Place South.

For more information about GRAPH EXPO, visit: www.graphexpo.com.
1. Held for the first time in Orlando, GRAPH EXPO 16 drew new attendees who eagerly awaited the show opening on Sunday, September 24 to gain access to the very latest technologies on display at the exhibition.

2. New show floor feature for 2016, “The House That Print Built,” showcased a range of printed applications beyond the traditional ink on paper, inspiring show visitors to explore new profit-making solutions.

3. Live demonstrations of innovative new technologies allowed attendees to sample a plethora of wide format inkjet and digital solutions across the show floor.

4. More than 40 educational seminars, hands-on computer labs, workshops and special presentations taught by industry experts were packed with information and immediate take-home strategies and tips.

5. GRAPH EXPO was the place for show visitors to get hands-on with the latest technologies on display at the show and discover the solutions that best suit their businesses’ specific needs.

6. Celebrating the print community convened in Orlando, NPES hosted all show visitors and exhibitors at a tropically inspired mix and mingle event, “Tango! A GRAPH EXPO Party.”

7. For promoting the enduring power, effectiveness and sustainability of print in its communications, the 2016 Positively Print Award went to Rolland Enterprises Inc. for its publication, “The Paper Loop.”

From l to r: NPES President Thayer Long, Robert Ferragina, VP Sales (USA), Rolland, and Phil Riebel, President, Two Sides N.A.
8. Still the largest one-stop resource for mailing products and services, DELIVER—The Mailing and Fulfillment Center was just one of 10 special show floor attractions at GRAPH EXPO 16.

9. GRAPH EXPO buyer-attendees explored the show floor keen to investigate new product offerings, including award-winning MUST SEE’EMS entries.


11. In the NPES/PRIMIR Members VIP Lounge, PRIMIR’s Lunch ‘n Learn event welcomed prospective members to discover the benefits of participation in the program.

12. At Career Awareness Day, GAERF 2016 Student Design Competition Award winners, (1st Place Secondary School Level) Kara Lester (center, l) and (1st Place Post-Secondary School Level) Cameron Bones (center, r) received their awards from NPES President Thayer Long (l) and GAERF Managing Director Judy Durham (r).

13. The popular show floor Inkjet Candy Store feature highlighted for eager attendees the latest inkjet technologies and solutions from top manufacturers.

14. A constant networking hub, The Printerverse attracted attendees with a robust program of free expert panel presentations, special events and discussions on the latest technologies and trends.

15. Attendees from around the world were welcomed at the International Business Center (IBC) throughout the show and at a well-attended Networking Reception on Tuesday evening.
From its growing economy and significant regional importance, to the rapidly expanding middle class and increased demand for higher-value packaged goods, indicators underscore why Indonesia should be on everyone’s business development plan.

**Inside Indonesia:**

**NPES Trade Mission Explores New Market Opportunities**

The NPES trade mission to Indonesia, October 3-9, 2016, connected NPES members with new business contacts and potential customers through plant visits, company visibility at the ALLPRINT/ALLPACK shows, and the presentation of U.S. technologies at the NPES PrintPack Outlook Conference 2016. This international trade development program was specifically designed to help NPES members gain a better understanding of the Indonesian market and provide initial inroads to future business opportunities.

Indonesia may not be forefront in consideration as an obvious market for U.S. manufacturers, but it should be! From its growing economy and significant regional importance, to the rapidly expanding middle class and increased demand for higher-value packaged goods, indicators underscore why Indonesia should be on everyone’s business development plan. Further, preliminary findings of the “Worldwide Market for Print 2.0 – Packaging” study, produced by the Economist Intelligence Unit (EIU) and just released by co-sponsors NPES and VDMA, show that Asia-Pacific is the largest regional market for print packaging, accounting for over 42% of regional revenues. Additionally, Indonesia will be the third fastest-growing market globally, at an average annual rate of 10.1% over the next five years.

Underscoring the importance of this market, the International Trade Administration (ITA) granted NPES a Market Development Cooperator Program (MDCP) award in October 2015 to promote exports to Indonesia through a three-year project that includes bilateral trade missions, educational conferences, and the opening of an NPES representation office in Jakarta. Being the second NPES trade mission and educational conference conducted in Indonesia this year, it coincided with the ALLPRINT/ALLPACK shows organized by Krista Media. The two shows drew approximately 25,000 attendees over four days and the organizer co-sponsored the NPES PrintPack Outlook Conference 2016, which was also supported by the printing/packaging community in Indonesia and the International Trade Administration.

Featured sessions on U.S. technologies included speakers from: Aleyant, Bobst, Brandtjen & Kluge, HP, Kodak and Prime UV/IR, who all shared insights and experience with the predominantly packaging and printer audience. A highlight of the conference was a Brand Owners’ panel discussion in which Combiphar, Frisian Lucky grand prize recipients of a trip to PRINT 17 in Chicago were employees from Jakarta printing company, PT. Aksara Grafika Pratama.

The one-day conference featured a broad program of expert speakers including Subhasis Roy, Business Director with Bobst, who spoke on “The Importance of Finishing in Packaging.”
NPES congratulates those candidates elected in the 2016 general election and looks to advance its Government Affairs priorities in the 115th Congress and Trump Administration. NPES is non-partisan and works in a bipartisan fashion to advance its members’ interests and those of the larger printing and mailing industries. Here is a summary of the results of this historic and unprecedented election: www.npes.org/2016Election_Recap.pdf.

In January 2017 President-elect Donald Trump will take office along with Republican majorities in both houses of the 115th Congress. Unified government can have advantages, but usually it isn’t without intra-party disagreements, and will require the ability to forge compromises to achieve progress. Although many details of Trump Administration policy are yet to be filled in, broad outlines suggest that there are both opportunities and challenges ahead for NPES Government Affairs priorities. For example, the general parameters of President-elect Trump’s tax reform plans appear to comport with NPES’s goal of making 100% first-year expensing of capital investment a permanent feature of the Tax Code, as well as its preference for reducing tax rates for both large corporations and small businesses, regardless of how they are organized under the tax law.

On the other hand, President-elect Trump’s strong opposition to the Trans-Pacific Partnership (TPP) free trade agreement (FTA), and his skepticism about trade in general is a major concern given NPES’s longstanding support for free, fair international trade, and FTAs that greatly facilitate it. This is a political reality that will demand even more assertive pro-trade advocacy by NPES going forward.

In addition to NPES’s full-time presence in Washington, D.C., the Association plans to highlight its concerns to the new Congress and Trump Administration by organizing and hosting a Capitol Hill Fly-In next spring, which will bring top industry executives together in the Nation’s Capital. Idealliance will cohost the Fly-In and other printing and mailing industry organizations are invited and welcome to participate in the event. More details will be announced soon.

For more information, contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7255 or e-mail: mnuzzaco@npes.org.
NPES and GLGA members met with Congressman Jim Sensenbrenner to urge his support on postal reform and the TPP free trade agreement.

Wisconsin Printing Industry Constituents Meet with their Congressman

Members of NPES and the Great Lakes Graphic Association (GLGA) met with their Congressman, Jim Sensenbrenner (R-5-WI), Chairman of the House Subcommittee on Crime, Terrorism, Homeland Security and Investigations, and former Chairman of the House Judiciary Committee, in his Brookfield, Wisconsin office to urge his support for postal reform legislation and approval of the Trans-Pacific Partnership (TPP) free trade agreement in the anticipated lame duck session of the 114th Congress. Pictured: Front Row: Jenny Ziemann, Vice President, Burton & Mayer; Middle Row l to r: Jim Burton, President, Burton & Mayer; Mark Kannenberg, President, RBP Chemical Technology; Brad Hoffman, President and CEO, Arandell Corporation; Congressman Jim Sensenbrenner; Back Row l to r: Greg Dooley, CFO, HM Graphics; James Sandstrom, President, HM Graphics.