NPES and its research arm, PRIMIR, will join together for the combined NPES 2014 Annual Conference and PRIMIR Winter Meeting to be held at the historic Francis Marion Hotel in Charleston, South Carolina, November 2-4.

Themed “Print By-the-Numbers: Formulas for Success,” the conference program, set to deliver the latest economic and industry market trends information, has been designed to best position NPES and PRIMIR member companies for success in the months and years ahead.

The event will officially kick off on Sunday evening, November 2, following NPES and PRIMIR Executive Committee meetings, and the NPES Board of Directors meeting earlier in the day.

Monday morning sees the start of the education program, as Keynoter Alan Beaulieu, President & Chief Executive Officer, ITR Economics, presents his “Economic Forecast 2015—The Road Ahead.” Alan, a noted adviser to companies throughout the U.S., Europe and Japan, joins the program lineup by member request after his top-rated presentations at previous NPES Annual Conferences and the EXECUTIVE OUTLOOK conference at PRINT 13.

Next, with the first of two PRIMIR Study Presentations, will be Dennis Mason, Principal, Mason Consulting. Widely regarded as an astute commentator on the graphic arts, packaging, electronics, and software industries, Dennis will share his timely insights during the PRIMIR Study Presentation: “Adaptation Strategies for a Changing Business Environment by Printing Equipment Manufacturers.” Immediately following, Eric Frank, PRIMIR Chair and Vice President, Marketing & Product Management, KBA North America, Inc., will moderate a Member Exchange panel on this topic.

After a networking luncheon, participants will reconvene in PRIMIR and NPES Task Forces to gain the opportunity to contribute to newly launched PRIMIR research topics and provide their companies with a voice in finalizing the scope and objectives of the 2015 and 2016 research studies.

Later that evening, the Reception and Dinner will feature a celebration of outstanding leadership, recognized by presentations of the PRIMIR Service Awards and the Harold W. Gegenheimer Awards for Industry Service.

Tuesday morning the education program will resume with a PRIMIR study presentation on “The Future of Retail Advertising,” by John Zarwan, Ph.D., President, J Zarwan Partners.

Afterwards, Eric Frank will once again lead a post-session Member Exchange to dive more deeply into the practical research applications of the study.

Concluding the program will be Sam Richter, Founder and CEO, SBR Worldwide/ Know More! and the Social Selling Institute, with his session titled, “Using SEO to Know More (and Sell More).” This session is not just about selling. Sam is an internationally recognized expert on sales intelligence and online reputation management. He will share with participants a host of eye-opening strategies for utilizing Internet resources and search engine optimization to build more meaningful relationships, and differentiate their companies from the competition to win more business.

For complete information, and to register for the NPES 2014 Annual Conference and PRIMIR Winter Meeting, visit: www.npes.org
Looking at GRAPH EXPO and PRINT

Not unlike many of your companies regularly reviewing your organization and products from a strategic perspective, the Graphic Arts Show Company (GASC) recently hosted a strategic planning process to consider GRAPH EXPO and PRINT and related services and programs.

Two groups met this year, an exhibitor task force made up of a wide array of companies from all sectors of our industry, and the GASC Board of Directors. As part of an overall strategic planning process both groups conducted a traditional SWOT analysis identifying the strengths, weaknesses, opportunities and threats for GASC and our shows. That SWOT analysis is part of an overall environmental scan that was and is used to develop a plan for the future. Since GRAPH EXPO and PRINT are the industry’s largest and most well attended events, here are the results of the GASC Board of Directors SWOT in priority order.

**Strengths**
- Strong Brand
- Venue for Comparative Shopping
- New Technology and Ideas
- Venue for Potential Buyers
- Running Equipment
- Great Networking
- Knowledgeable Staff
- Profitable Enterprise
- Broad Industry Appeal
- Chicago Location

**Weaknesses**
- Declining like the Industry
- Lacking ROI—Dwindling ROI
- Waning Participation of Larger Manufacturers
- Perception of Customer Base of What the Show Offers
- Not Drawing Enough from National Base

**Opportunities**
- Alternate Locations
- Become the Brand of ‘Source of Information’
- Buy Other Shows
- Create ONE Association Combining Vendors and Practitioners Together (Mega/Super Association)
- Industry Website & Publications—Combined with the Trade Show (Package Deal)
- Other Ways to Connect Buyers and Sellers
- Change Vendor Perception of Lifetime Customer Relationship—Stories to Market this Relationship
- Show Floor Education/Programs (Vendor Neutral)
- Using New Technologies to Connect Buyers & Sellers
- Create a Buzz

**Threats**
- Vendor User Conference (User Groups)
- Industry
- Other Shows
- Vendor Demo Sites & Vendor Show Rooms
- Internet
- Relationship Between the Partners
- Next Generation—Will Trade Shows Attract Them?
- Trade Show Costs Limit ROI
- Economy
- Changing Environment for International Perception of PRINT and GRAPH EXPO

These results were used during both meetings to consider the plan for the future. A first draft of that plan will be presented at the GASC Board of Directors meeting on September 29 in Chicago.

Many of you reading this are very engaged and consider GRAPH EXPO and PRINT your biggest, best and most important sales and marketing opportunity of the year. I would like to hear from you on the SWOT results. In your opinion, and, considering your experience at the show, are they accurate, are they correctly prioritized and is anything missing? If the future of GRAPH EXPO and PRINT is important to you, I would value hearing your thoughts either via e-mail at: rnappi@npes.org or call me at: 703-264-7200.
The MUST SEE ‘EMS competition is one of the highlights of the GRAPH EXPO and PRINT shows. This year is certainly no exception with exciting new technologies and innovative advances in each category and industry segment.

**MUST SEE ‘EMS Winners In the Spotlight**

**GRAPH EXPO 14 RECOGNIZES INNOVATIVE TECHNOLOGIES ACROSS 11 CATEGORIES**

The 2014 MUST SEE ‘EMS winners have been selected and will be on exhibit at GRAPH EXPO 14 and the co-located CPP EXPO show, September 28 - October 1, 2014 in Chicago’s McCormick Place. Chosen by a panel of industry experts, these innovative technologies represent the most compelling advances in 11 categories spanning the entire graphic communications industry.

“Every year, the MUST SEE ‘EMS competition is one of the highlights of the GRAPH EXPO and PRINT shows,” says Ralph Nappi, President of the Graphic Arts Show Company (GASC). “This year is certainly no exception with exciting new technologies and innovative advances in each category and industry segment.”

In addition, “Best of Category” winners for each of the 11 categories will be revealed during the EXECUTIVE OUTLOOK conference, Sunday, September 28, 2014, from 8 am to 12:00 noon, immediately preceding the noon opening of the exhibition.

Also to be announced at EXECUTIVE OUTLOOK will be the Legacy Award, which is given to a previous MUST SEE ‘EMS winner that has had a lasting and profound impact on the graphic communications industry.

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**CONGRATULATIONS TO ALL GRAPH EXPO 14 MUST SEE ‘EMS Winners**

**Sales and Order Entry**
- EFI – EFI CRM for Monarch
- EFI – EFI iQuote
- Rochester Software Associates – WebCRD

**Prepress and Premedia**
- EFI – EFI Fiery proServer for Cretaprint Version 1.4
- Enfocus – Switch 12, Update 2
- Hybrid Software Inc. – PACKZ 2.0
- MetaCommunications, Inc. – Workgroups DaVinci 2015

**Color Management and Quality Control**
- CGS Publishing Technologies International – ORIS CoF
- EFI – EFI Fiery Color Profiler Suite v4.6-Express Profiler
- Lake Image Systems Inc. – Discovery Enterprise

**Variable, Transactional and Multi-Channel**
- PTI Marketing Technologies – MarcomCentral
- Ricoh – RICOH Pro VC 6000
- XMPie, A Xerox Company – XMPie PersonalEffect Version 7.0

**Pressroom: Analog Presses**
- Air Motion Systems, Inc. – AMS UV – LED UV | XP7 Series for Sheetfed Offset
- Goss International – Magnum Compact Press
- RYOBI MHI – RYOBI-MHI 925 LED-UV 5-COLOR PRESS

**Pressroom: Digital Presses**
- Canon U.S.A. – Océ imageSTREAM 3500
- Hewlett-Packard – HP Indigo 30000 Digital Press
- Hewlett-Packard – HP Indigo 7800 Digital Press
- MGI USA Inc. – Meteor DP8700 XL+
- Ricoh – RICOH Pro VC 6000
- Xerox Corporation – Metallic Gold and Silver Specialty Dry Inks for the Xerox Color 800/1000 Presses

**Pressroom: Wide-Format**
- Canon U.S.A. – Océ Arizona 6100
- EFI – EFI H1625 LED Printer
- EFI – EFI VUTEK GS2000LX Pro with UltraDrop Technology
- EFI – EFI VUTEK HS100 Pro UV inkjet press Material Edge Guide (MGE) system

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**Postpress and In-line Finishing**
- MBO America – Variable Book Production System
- MGI USA Inc. – JETvarnish 3D “T2”
- Scodix – Scodix Ultra Pro Digital Enhancement Press
- Standard Finishing Systems – Standard Horizon RD-4055 Rotary Die Cutter

**Imprinting, Mailing, Shipping and Fulfillment**
- EFI – EFI Monarch Mailing Module
- EFI – EFI SmartLinc
- Ricoh – Postal Optimization Solution

**Management Systems**
- Avanti Computer Systems Limited – Avanti Slingshot Advanced JDF Framework
- EFI – EFI Enterprise Automated Workflow
- Ricoh – TotalFlow BatchBuilder
- Ultimate TechnoGraphics Inc. – Ultimate Bindery v4

**The Future of Print**
- EFI – EFI Digital Embossing
- Epson America, Inc. – Epson SureColor F2000
- Highcon Systems Ltd. – Highcon Euclid
One on One with BILL TIDWELL

Bill Tidwell is Chief Executive Officer and Co-founder of Transformations, Inc. In this capacity, he oversees the direction and development of Transformations’ core product, ensuring that the company stays loyal to its mission of “Transforming Technology into Solutions.”

Throughout his career, Bill has focused on using technology as a tool for improving business practices and operations.

Over the past several years what changes have you seen in your key markets, and how has the company responded?

In the past, customers were forced to work with several suppliers to piece together a complete solution for Transactional processing. Faced with the challenge and cost of making different technologies work together, they really needed one product to seamlessly handle all of the complex processing challenges, and in a secure environment to protect valuable data. We developed Uluro to meet this need—the all-encompassing solution for service providers and enterprise mailers challenged by the complexities of high-volume production and distribution of critical customer communications, and focused on continual improvement in the way critical documents are created, produced, delivered and protected. Uluro was built, based on years of manufacturing and document production experience, as a true front-to-finish suite of solutions integrated into a single, fully automated document production system. It seamlessly incorporates all of the document production processes—automated file submission, data validation, document composition, online proofing, address management, production tracking, multi-channel delivery—delivering highly personalized communications across physical and electronic media based on recipients’ preferences, and fully brandable web portals for online payments and other services.

Congratulations on earning MUST SEE ‘EMS recognition this year for Transformation Inc.’s Uluro uCampaign! Why and what role do customers play in your R&D process?

We are excited to have uCampaign named as a MUST SEE ‘EMS winner. This is the second year in a row, as Transformations won this prestigious award last year for our uSecure and uDeliver. We are constantly looking to develop products that favorably disrupt and change markets in which we participate. Our customers play a vital role in our R&D process by providing feedback for incremental changes and improvements to our products.

Every year, your company is very involved in GRAPH EXPO/PRINT from hosting a dinner for your users to sponsoring a co-located ING event. What ROI does the company gain from these activities?

We have a great relationship with GRAPH EXPO and ING. GRAPH EXPO is the largest trade show for our industry, which is why we believe it’s both essential and beneficial for us to exhibit and attend. ING is a group of forward thinking and innovative print service providers; they have taken a unique approach engaging potential competitors to work together and share information for the benefit of the entire group. Over the last several years we have benefited greatly from participating with them, and are honored to be one of their selected vendors.

Now that your team has reviewed the NPES/PRIMIR “World-wide Market for Print” study findings, how will the company utilize this information?

This comprehensive study provides us with key information on global and regional printing industry trends, and identifies the fastest-growing (developing) markets with the greatest potential for overall printing industry growth. We plan to use this valuable information immediately in strategically planning our rollout of Uluro in these important markets.

You currently sell in Australia and Canada, but also have an eye on the Latin American market. How will you engage NPES’s International Trade Department to explore the best opportunities for your company?

We plan to take advantage of many NPES services as we look to expand internationally. We are currently evaluating booth sharing at international trade shows and working with NPES to develop country-focused trade missions. Additionally we plan to work with NPES country specialists to get individualized guidance as we enter into new markets.

Looking ahead, what do you see for the industry in the next three to five years? And why are you optimistic about the future?

Customer communications will continue to move from print to digital. With data security paramount, we believe this will be a key issue for the industry that will continue to increase in importance. As the print industry continues to grow and innovate, I am excited about many of the new technologies emerging with inkjet and 3D printing.
In February 2015, NPES will head back to India for its third annual conference, which this year will combine with a trade show booth at PRINTPACK INDIA 2015 and trade mission to India to create a unique 3-in-1 experience for NPES members.

NPES will partner with co-organizers the International Color Consortium (ICC) and the Indian Printing, Packaging and Allied Machinery Manufacturers’ Association (IPAMA), to produce the NPES-ICC Color Management Conference 2015. Themed, “Manufacturing Success with Color Management,” and set to explore the ubiquitous issues of color management, the conference will be held February 12, 2015 at the India Expo Centre, New Delhi, India.

In the graphic arts supply chain, effective use of color management can help printers and designers tackle color inconsistency and color communication problems, and additionally help to manage costs more effectively. As the world’s leading authority in setting color industrial standards, ICC brings to the conference the opportunity to engage the top color experts nationally and internationally, while also offering a forum for NPES members to network with Indian printing professionals.

Also supporting the conference will be the U.S. Commercial Service (USCS) and the All India Federation of Master Printers Association (AIFMP).

Intended for end users, the conference is expected to attract 300 participants from digital, offset, packaging, and newspaper industry segments. The program will feature expert speakers discussing color management, from capture to production, and provide a unique opportunity to interact with peers and practitioners, exchange ideas, strategies, and build partnerships.

Speakers slated to lead the sessions are prominent experts in the field of color management including:

- William Li, ICC Co-Chair and Kodak Color Technology Manager
- Steve Smiley, President, Smiley Color & Associates Global Brand Solutions
- Max Derhak, ICC Vice-Chair and Senior Software Engineer, Onyx Graphics
- Dr. Phil Green, Adjunct Associate Professor, Norwegian Colour and Visual Computing Laboratory, and
- Bob Hallam, President, PIXELOLOGIE Inc.

The conference will be held in conjunction with PRINTPACK INDIA 2015, February 11-15, allowing NPES members to participate in the NPES Booth at the show in addition to the NPES Trade Mission now being planned for members interested in exploring this active market.

For more information contact Pernilla Jonsson, NPES Assistant Director International Trade Programs, at phone: 703/264-7200 or e-mail: pjonsson@npes.org.
Stalled Postal Reform: Mailing Industry and Unions Propose Way Forward

Postal reform has been stalled in both the U.S. House and Senate for months; as a result mailing industry stakeholders and postal unions are offering their own compromise proposal to both lawmakers and the United States Postal Service (USPS or Postal Service) as Congress returns from its summer recess. The success of this effort will likely not be known until the very end of the 114th Congress, as has been the pattern of past postal reform legislation.

Earlier this year the Senate Homeland Security and Governmental Affairs Committee approved a badly flawed postal reform bill, S. 1486, the Postal Reform Act of 2013, that would permanently incorporate the 4.3% “exigent” postage rate increase granted by the Postal Regulatory Commission (PRC) last December, and shift rate making authority from the PRC to the U.S. Postal Service, an unprecedented abdication of regulatory oversight of the postal monopoly. Going back to 2013, the House Committee on Oversight and Government Reform approved H.R. 2748, the Postal Reform Act of 2013. Regrettably, neither bill has progressed.

With no prospect of currently introduced legislation advancing, mailing industry stakeholders and postal

... at this time the mailing industry/postal union proposal offers the best chance for immediate meaningful reform. Failing to act will waste the impetus of a mutually agreed upon solution and consign postal reform to yet more delay and uncertainty.

GAERF to Unveil Graphic Communications Skills Competencies at GRAPH EXPO 14

CRITICAL KNOWLEDGE AND SKILLS KEY TO SUCCESSFUL JOB PERFORMANCE

GAERF, the Graphic Arts Education and Research Foundation, will unveil Graphic Communications Skills Competencies (GCSC) at GRAPH EXPO 14. Written by industry professionals and graphic communications educators, the competencies provide measurable or observable knowledge, skills, abilities, and behaviors critical to successful job performance in six key content areas.

- Digital File Preparation and Output
- Digital Production Printing
- Graphic Design
- Introduction to Graphic Communications
- Offset Printing/Bindery & Finishing
- Screen Printing

Each competency content area provides instructionally written competencies appropriate for educators as the basis for their curriculum, or for industry professionals to implement as training initiatives.

“Ensuring that graphic communications professionals have the skills and training they need to compete in the global marketplace is essential,” said GAERF President Ralph Nappi. “The collaboration of many experts on these Graphic Communications Skills Competencies has created an outstanding resource for both educators and industry professionals.”

These competencies, created in direct response to our industry’s skilled worker shortage, are reflective of a constantly evolving workplace and designed to help meet the critical need for qualified workers. Access to, and use of, these competencies is free to all industry stakeholders.

GAERF contracted with Intellective Solutions, a leading training and consulting company, to author the Digital Production Printing competencies, and also to review and validate the competencies in each of the other five areas.

During GRAPH EXPO 14 all show visitors are encouraged to visit Education Main Street, booth #4942, to review the competencies that will also be available online at: www.graphiccommcentral.org/gcsc.

For additional information about the Foundation and its programs, contact Eileen Cassidy, Director, GAERF at phone: 703/264-7200 or e-mail: ecassidy@npes.org. Or visit: www.gaerf.org.
unions have forged their own proposal by direct negotiation. They have achieved consensus on a number of issues, such as how USPS retiree pensions and healthcare are funded, how postal rates are set, and how service standards are maintained. But the agreement remains silent on problematic topics including Saturday delivery, curbside cluster boxes, and closings and consolidations. Its objective is to have Congress enact targeted reforms that will stabilize the USPS financially for the reasonably foreseeable future. Now the task is to enlist legislators to enact it into law before the 114th Congress adjourns sine die. That process is underway in the Congress, and in discussions with USPS leaders.

At the same time, mailing industry stakeholders and postal unions are advancing their proposal that the Postal Service continues to move forward with its own cost-cutting measures, which include plans to reduce its workforce by up to 15,000 employees and close up to 82 processing centers, saving $750 million annually. However, these plans have drawn increasing opposition from lawmakers who see them as an unacceptable degradation of postal service standards, and are seeking to block their implementation through riders to upcoming fiscal 2015 funding legislation.

Making postal reform even more difficult is the irony of recent slightly improved USPS financial performance. Although still posting a $2 billion loss in FY14 Q3, USPS reported a 2% revenue increase of $327 million over the same period in 2013. However, First Class mail continued to suffer unabated shrinking volume for the 32nd straight quarter dating back to 2006.

NPES President Ralph Nappi credits the Postal Service for its own initiatives to reduce costs and return to profitability, as well as lawmakers’ earlier legislative efforts, but says that “at this time the mailing industry/postal union proposal offers the best chance for immediate meaningful reform. Failing to act will waste the impetus of a mutually agreed upon solution and consign postal reform to yet more delay and uncertainty.”

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.

The one-day event covers many aspects of iccMAX color management solutions and systems and their application in real-world scenarios.

**ICC DevCon 2014:**
Taking Color Management to New Frontiers

The 2014 International Color Consortium Developers Conference, better known as “ICC DevCon 2014,” will be held Monday, November 3, 2014 at the Joseph B. Martin Conference Center at Harvard Medical School*, Boston, MA. This immediately follows ICC Meetings held in the same venue, October 30 to November 1, 2014.

Also known as the premier learning and networking event for users and product developers working with ICC-based color management, ICC DevCon 2014 will focus on presenting a new specification “iccMAX”—the result of the ICCLabs work to enable new ways of openly communicating about light, color and appearance to promote the use and adoption of open, vendor-neutral, cross-platform color management systems.

Participants will gain a better understanding of both the background as well as the practical application of their iccMAX based solutions. The one-day event covers many aspects of iccMAX color management solutions and systems and their application in real-world scenarios that could not be easily accomplished with previous color management solutions. Topics addressed will include:

- Multispectral imaging in digital pathology including brightfield and fluorescence imaging
- Communication physical appearance characteristics for spot and named colors
- Representation and visualization of gloss and physical properties of surfaces
- Estimation of the real-world effects of the illuminant and media interaction, and
- Characterization of fluorescence in complex color environments

ICC DevCon 2014 is your opportunity to learn from the experts—experienced developers and users in the imaging, printing and publishing color community.

For more information contact Debbie Orf, NPES Assistant Director Standards Programs at phone: 703/264-7200, or e-mail: dorf@npes.org. To register, visit: www.npes.org/Portals/0/pdfs/ICCMax-reg_form.pdf.
Standards are available for purchase from NPES; member companies receive a 10% discount.

The Truth About Value-Added Enhancements

93% of Print Service Providers (PSPs) and Trade Service Providers (TSPs) report that sales of value-added enhancements return profitable results to their bottom line.

—PRIMIR 2014, “Value-Added Printing & Finishing for Improved Profitability” study by HHCS

To order, visit: www.primir.org

NPES Standards Update

NEW STANDARDS

- ISO 15397:2014 Graphic technology—Communication of graphic paper properties
- ISO 22028-2:2013 Photography and graphic technology—Extended colour encodings for digital image storage, manipulation and interchange—Part 2: Reference output medium metric RGB colour image encoding (ROMM RGB)

REVISED STANDARDS

- ISO 12647-4 Graphic technology—Process control for the production of half-tone colour separations, proof and production prints—Part 4: Publication gravure printing
- CGATS/TR 016:2014 Graphic technology—Printing Tolerance and Conformity Assessment
- ISO/TS 22028-3:2012 Photography and graphic technology—Extended colour encodings for digital image storage, manipulation and interchange—Part 3: Reference input medium metric RGB colour image encoding (RIMM RGB)

Standards are available for purchase from NPES; member companies receive a 10% discount.

More information on the standards activities administered by NPES is available from the NPES Standards Workroom at: www.npes.org/programs/standards-workroom.aspx.

46% of consumers think the world without print would be a worse place—and a fifth of 18-24s (twice as many as over-55s) believe print communications will never be replaced by online contact; so print’s future would seem to be assured.

—fast.MAP/UK DMA research, ‘Letterbox to inbox,’ 2013