With the early announcement of this year’s top technology winners, GRAPH EXPO 2012 attendees will be able for the first time to plan their MUST SEE ’EMS booth visits in advance of the show. They also will be able to take advantage of a new MUST SEE ’EMS pre-show webinar for more in-depth discussions of the winning technologies and the reasons they were chosen.

Entries in the MUST SEE ’EMS competition were submitted by the graphic communications industry’s top vendors and placed for judging in 11 individual categories. Winners were selected by a panel of industry experts, journalists and consultants who based their choices on the impact they believe these technologies will have on the industry. Winners were picked in each category with the first-time ‘Best of Category’ selections to be announced at the conclusion of the EXECUTIVE OUTLOOK Conference on October 6, 2012, prior to the opening of GRAPH EXPO.

New for this year as well is the inaugural ‘Legacy Award,’ which was created to recognize one past MUST SEE ’EMS winner that has had a lasting influence on the graphic communications industry. This award will also be announced at the pre-show EXECUTIVE OUTLOOK Conference.

On September 12, 2012, a MUST SEE ’EMS webinar will be hosted by program coordinator Hal Hinderliter, a longtime and highly respected industry consultant and educator. He will review each technology in depth and examine the reasons behind each selection. Webinar attendees can use this information to prioritize their show planning schedules to make the best use of their time at the show and to coordinate their booth visits. Webinar registration information will be available online at: www.graphexpo.com.

The 2012 MUST SEE ’EMS award winners are listed alphabetically within each category, along with booth numbers. They are:

• SALES AND ORDER ENTRY: 
  EFI DSFdesign Studio for EFI Digital StoreFront (Booth 2000); EFI M500 Self-Service Copy and Print Station (Booth 2000); and XMPie uStore Facebook Connect (Booth 1200).

• PREPRESS AND PREMEDIA: 
  DALIM SOFTWARE – ES 3 (Booth 229); EFI Fiery See-Quence JobMaster (Booth 2000); Esko Studio 12 (Booth 427); Ricoh Clickable Paper (Booth 2600).

• PRESSROOM – ANALOG PRESSES: 
  Heidelberg USA Prinect Image Control Next Generation (Booth 1214).

• PRESSROOM – DIGITAL PRESSES: 
  Eastman Kodak NexPress Gold Dry Ink (Booth 1221); Hewlett-Packard HP Indigo 10000 Digital Press (Booth 1227); Hewlett-Packard HP Indigo WS6600 Digital

continued on page 4
Chairman’s Perspective

Chris Payne, NPES Chairman

GRAPH EXPO 2012—Let the Race Begin!

The Chicago Marathon will take place the morning of Sunday, October 7th and it’s the perfect opening for a GRAPH EXPO that is gearing up to be a race to a successful future in the business of graphic communications.

Throughout this year I have had the opportunity to talk with many of our members. While overall market trends may vary from market to market, the one thing we all have in common is the race to help our customers make print work harder and add more value, no matter what the application. Direct mail has to drive better response rates, publications have to deliver tailored content, and packaging has to protect and promote the brand like never before. Many of our customers have decided to no longer wait for a future solution and that the time has come to invest now. GRAPH EXPO is where the race begins.

GRAPH EXPO is the largest, most comprehensive—and most inclusive—graphic communications exhibition and conference in the Americas in 2012. This year’s theme for GRAPH EXPO is “Print Integrated” and how to make print relevant in online and mobile campaigns. Many equipment suppliers and service providers will be demonstrating portions of their drupa 2012 booths at GRAPH EXPO with digital, traditional and hybrid solutions. And graphic communications professionals from every market will come to Chicago to find ways to grow and expand their businesses with smarter, faster results for their clients.

The Graphic Arts Show Company (GASC) has expanded its educational seminars and conference program to offer more than 50 sessions over 31 categories, giving attendees a customized learning experience. Industry experts will share the latest market trends, industry forecasts, key technologies and business strategies that can be put to use and help printers be successful today.

Kodak’s team is bringing the momentum of drupa to our customers in the U.S., Canada and Latin America, and we’ll be working with our partners to build tailored solutions to meet your clients’ unique application needs. Stop by the booth, meet the Kodak team and see demonstrations of the future in action. I’ll be there throughout the show and would be happy to meet with you to discuss your business plans and how to stay ahead of the competition.

On October 7th, some of the fastest runners in the world will compete in the iconic Chicago race. And at GRAPH EXPO some of the best printers in the world will be competing for the best solutions to grow their businesses. So be sure to pack your running shoes—the race to the future is about to start!

Looking for FREE Meeting Space at GRAPH EXPO?

The NPES/PRIMIR EXCHANGE is the ideal quiet and free meeting space, just steps away from the bustling GRAPH EXPO show floor. This exclusive enclave inside McCormick Place is where NPES and PRIMIR members have an open invitation throughout the show to come and:

- Conduct business with key customers and prospects in semi-private meeting rooms
- Regroup with staff members to strategize the day’s agenda
- Grab a quick morning cup of coffee or a short afternoon refreshment break, and
- Utilize the convenient PC Corner’s Internet and printing capabilities.

The NPES/PRIMIR EXCHANGE Means Business!

LOCATION
MCCORMICK PLACE SOUTH
Room S101ab

HOURS OF OPERATION
Sunday, Oct. 7 - Tuesday, Oct. 9
9 am - 5 pm
Wednesday, Oct. 10
9 am - 4 pm

Note! As the Chicago Marathon will take place the morning of Sunday, October 7, to assist with getting show visitors to the convention center, GRAPH EXPO trade show hours on Sunday will be 12 noon - 5 p.m. To provide for members’ pre-show opening meeting needs, the NPES/PRIMIR EXCHANGE will be open promptly at 9 a.m. on Sunday, October 7. Please allow extra time to travel from airports or downtown to McCormick Place on that day.

Looking for free meeting space at GRAPH EXPO? Look no further than the NPES/PRIMIR EXCHANGE!
Get ready for NPES’ 2012 Annual Conference slated for November 10-12 at the Miramonte in Indian Wells, California! Themed ‘Driving Growth through Innovation,’ the conference is framed by an innovative mix of some of our industry’s top content experts and distinguished business innovators, who will challenge, inspire and explore the latest market trends, tactics and technologies.

Keynoter Robert B. Tucker, President and Founder, The Innovation Resource, a longtime research expert in the field of innovation, provides the inspiration for the conference theme, ‘Driving Growth through Innovation.’

Featured speaker Marco Boer, Vice President, I.T. Strategies, a senior analyst and recognized authority on the digital printing industry, will explore how, even as our industry becomes more and more impacted by digitization, new opportunities will continue to arise for those prepared to seek out and nurture them.

Looking to the emergence of new technical solutions, subject expert John Jay Jacobs, Visiting Lecturer, Department of Graphic Communications, Clemson University, will address the opportunities that are becoming available through emerging technologies. While P. Marc Carter, Director, Technology Transfer, IPC, will continue the conversation by exploring the burgeoning market opportunities in printed electronics.

Rounding out the distinguished lineup, author and actor Scott Christopher, through his unique and entertaining delivery, will share how levity, humor and being more of a ‘people person’ can help us all excel in business and at home.

To register online, visit www.npes.org. For more information contact Carol Lee Hawkins, NPES Assistant Director for Membership at e-mail: chawkins@npes.org or at phone: 703/264-7200 x232.

E-Tech Blog

The Impact of Electronic Technologies on Printing Equipment: Office vs. Commercial

The NPES E-Technology Blog features a monthly series from Marco Boer, Vice President, I.T. Strategies and senior researcher on the recently released PRIMIR study, ‘Impact of Electronic Technologies on Print.’

In his fourth blog, Boer looks at how e-technologies are affecting office printing equipment as compared with commercial printing equipment. What are the two factors major digital equipment and suppliers reported as underlying the decline in revenues being seen in most of the 2012 second-quarter financial results? Boer notes that these are the result of a seemingly worsening European recession, and a reduction in pages printed per installed device.

Want to know more? Read the full blog to find out why Boer thinks this could be the prelude to a long-term shift in consumer and general office printing away from print to electronic alternatives. Visit www.npes.org/blog and join the conversation!

Getting the Facts Straight

For those of you who follow Marco Boer’s blog series about e-technology’s impact on print, and those seeking more resources on e-technology, www.npes.org has a new ‘Industry Resources’ section. This new section provides current resources on topics concerning our industry such as ‘Electronic Technologies and Print Markets Sustainability’ and more.
PRIMIR 2012 Winter Meeting Lineup Announced

PRIMIR, the Print Industries Market Information and Research Organization, recently announced the lineup for its Winter Meeting, scheduled for December 3-5, 2012 at the Westin Hotel Canal Place, New Orleans, Louisiana.

Featured at this final meeting of 2012 will be two soon-to-be-released PRIMIR research studies. The first presentation on "e-commerce and Print Business Models" will present key findings from research currently being conducted by InfoTrends for PRIMIR. In this session, attendees will learn how printers have implemented e-commerce in their print operations.

Findings from a second study, "Impact of Integrated Marketing on the Printing Industry," will provide participants with an understanding of "integrated marketing," which vertical markets are most likely to utilize the practice, and, most important to PRIMIR members, what role print plays in the media mix of an integrated marketing campaign.

In keeping with the "integrated marketing" discussions, John Zarwan, President, J Zarwan Partners will report findings from an NPES study currently underway focused on "Defining and Understanding Communications Platform Trends and Implications to the Print Value Chain." Roman Hohol, Director, Marketing Practice Area of AMEC will explore "The Mobile Media Revolution: Will Print Become a Luxury Item," enlightening participants about mobile media and how it is affecting the role of printed media.

Tom Ashley of Pivotal Resources will present an "Overview of Emerging Printing Technologies," intended to provide attendees with an understanding of the emerging technologies utilizing various print processes, and offer a preview of some early findings in a study currently underway by Pivotal Resources.

Meeting attendees will also participate in various task forces focused on research to be completed in 2012 and 2013, including brainstorming Roundtable Sessions that are a precursor to launching several new studies.

For complete information about the PRIMIR 2012 Winter Meeting, and to register, visit: www.primir.org or contact Jackie Bland, PRIMIR Managing Director at e-mail: j bland@primir.org or phone: 703/264-7200.

PRIMIR/NPES New Research Topics Ranking Survey:
MAKE SURE YOUR COMPANY’S VOICE IS HEARD!

The PRIMIR/NPES New Research Topics Ranking Survey was emailed on Friday, August 17 to each NPES delegate. Which topics are important to you? Make sure your company’s voice is heard by providing input to this important process. During the PRIMIR Winter Meeting, December 3-5, 2012, in New Orleans, attendees will begin outlining the study scope and objectives for the highest-ranked topics. The response deadline has been extended to: September 20, 2012.

Print’s Voice 2012 at the Ballot Box

Speak out on Election Day, November 6, by registering and voting for the next President of the United States, U.S. Senators and Representatives, and your state and local officials. For information on how, where and when to register and vote, visit NPES’ “Voter Resources” online at: http://tinyurl.com/bw85vek.
Postal Reform Delayed—if not Derailed—in House: Mailing Industry Jobs at Risk

In an unexpected and hard-to-explain turn of events, postal reform legislation has been delayed, if not derailed, in the U.S. House of Representatives. What in June appeared to be strong momentum toward a vote on H.R. 2309, Postal Reform Act of 2012, was suddenly stymied when GOP leaders failed to bring the bill to the floor before Congress left Washington for its August recess. Regrettably, prospects for action on the badly needed legislation are now relegated to an uncertain fate in a problematic lame duck session of the 112th Congress following the November elections. The U.S. Senate passed bipartisan postal reform legislation, S. 1789, the 21st Century Postal Service Act of 2012, in April, and the hope had been to reconcile differences in a House/Senate conference leading to a final reform measure before the end of the year.

The House’s inaction is even harder to understand in the face of worsening U.S. Postal Service (USPS or Postal Service) financials and recent defaults on two $5.5 million retiree health benefits prepayments. The Postal Service ended the third-quarter of this fiscal year with a net loss of $5.2 billion, bringing the year-to-date net loss to $11.6 billion, compared to $5.7 billion for the same period last year. A bright spot during the quarter was an increase of 9% in shipping services and package delivery revenue. But this gain was overwhelmed by a 3.6% drop in total mail volume, of which rapidly sinking First-Class Mail was a major loser, declining 4.4%.

Despite these dismal numbers, the Postal Service remains confident that Congress will ultimately do its part to help put USPS on a path to financial stability. And U.S. Postmaster General Patrick R. Donahoe has stated that the Postal Service will continue to take actions within its own control to improve operational efficiency and generate revenue, to make the Postal Service financially self-sustaining, reliable and affordable for future generations.

NPES President Ralph Nappi confirms that an insolvent Postal Service threatens the eight million plus private-sector jobs in the mailing industry that are dependent upon a viable, long-term USPS, stating that, “while not perfect, H.R. 2309 takes important steps toward improving USPS’s financial health, which would result in a leaner less costly Postal Service, and restore confidence to a on mandated payments to the Federal Government; and, counter-productively raising rates that will have the effect of driving more volume from the system.

None of these actions would insure the future viability of the USPS and its private sector supply chain partners in the mailing economy; all will put the more than eight million mailing industry jobs at grave risk going forward. With these high stakes in mind, NPES urges its members to contact their elected representatives and im-
Boost your company’s sales by entering or enhancing its presence in one of the fastest-growing global markets for print.

Indian Printing Industry: Geared for Growth!
JOIN NPES TRADE MISSION FEBRUARY 23–28, 2013
By Vinod Vittoba, NPES India Representative

The NPES Trade Mission to New Delhi, India, February 23-28, 2013, in conjunction with PrintPack 2013, is an ideal opportunity to boost your company’s sales by entering or enhancing its presence in one of the fastest-growing global markets for print. NPES trade mission participants will benefit from one-on-one business appointments with pre-screened potential buyers, agents, distributors and joint-venture partners; meetings with government officials; and, high-level networking events.

Get to Know India
Population: 1.22 billion people—the world’s second-most populous country—with a population growth rate of 1.58% per year.
GDP: (purchasing power parity) $4.463 trillion (2011 est.)—4th largest in the world and growing at 7%, India is one of the fastest-growing economies in the world.
Printing Industry: The world’s second-largest print market, with a readership base of over 250 million. There are over 200,000 printing presses in India and almost 75% are family-owned. Printing and packaging together are growing at a compound annual growth rate of over 16.2% since 1989. In India, print provides direct employment to 700,000 people and indirect employment to another 450,000.
Newspaper Industry: Highly fragmented, comprising 77,600 newspaper types in multiple languages, with most newspapers and publishing houses in India family-owned. India has one of the largest newspaper markets with more than 107 million copies circulated daily, surpassing China and accounting for more than 20% of all dailies in the world. The total literate population in India is estimated to be 579 million with over 30% readership penetration.
Packaging Industry: Currently valued at INR 650 billion (U.S. $13.5 billion) and expected to grow to INR 825 billion (U.S. $17 billion) by 2015. There are approximately 700 packaging equipment manufacturers in India, the greater majority in the small-to-medium sector located throughout India.
Digital Printing Industry: Growing at a rate of 25.8% every three years and expected to grow from U.S. $504 million in 2006 to as much as U.S. $2.5 billion by 2012. Digital print growth, at a rate of 25%, is now outstripping the overall print industry growth rate of 12.2%.

For more information contact NPES Assistant Director, International Trade, Pernilla Jonsson at e-mail: pjonsson@npes.org or phone: 703/264-7200.
It is becoming increasingly important to understand the size of the media communications market and print’s role changing within that market.

NPES Undertakes Major Communications Platform Study
AIMS TO DEFINE TRENDS IMPACTING THE PRINT VALUE CHAIN

As expressed in the NPES Strategic Plan, it is becoming increasingly important to understand the size of the media communications market and print’s changing role within that market. In response to this need, NPES has launched a major study to define and understand communications platform trends and implications to the print value chain. The study, awarded to J Zarwan Partners, will be completed by December 31, 2012.

It wasn’t that long ago that the world of communications included TV, radio, outdoor and print. Today, the communications landscape is much more diverse and encompassing, as shown in Figure 1. With so many more choices available to media buyers, print has extreme competition for those media dollars. This is amplified as alternative means of communication continue to emerge and consumer behavior evolves, which causes print volume in the U.S. to decline. To most effectively plan for the future, NPES members need to gain an understanding of all the communications platforms and related demographic changes and how future print volume may be impacted.

New technology, changing demographics, increased use of multichannel campaigns, greater accountability of media dollars, and other factors, are all affecting the media mix that organizations use to communicate their message. This study will validate, quantify and report on how these and other elements impact the choices organizations make to allow NPES members to best adapt to the changes and seize the new opportunities that may emerge.

A key factor in the analysis revolves around what are called ‘control points.’ Simply stated, each organization may have multiple ‘control points,’ decision makers who determine which communications platforms to use and the dollars assigned to each platform. Many changes in the agency model are occurring and therefore the control points for all or some of the communications spend is shifting to different decision makers. As part of this research, the study will explain the typical control points for spends as well as trends for the future.

For more information about this study, please contact Chris Price, Vice President GASC, at e-mail: cprice@gasc.org or phone: 703/264-7221.

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Figure 1: Platform List/Map

NPES cautions that its tax calculator and this article are solely informational and do not constitute legal or other advice. Readers are advised to seek professional counsel from their own financial, accounting and legal advisors to apply these investment incentives and other tax laws to their particular circumstances.

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would increase it in 2013 to $250/yr. with an $800,000 phase-out, with no stated indexing.

• JCX-67-12, the Senate Finance Committee proposal, would increase Section 179 Expensing in 2012 to $500/yr. with a $2 million phase-out, and continue it at that level through 2015, with no stated indexing.

In all three proposals, off-the-shelf computer software would continue to be eligible for Section 179 Expensing.

The likelihood of the House and Senate achieving agreement and enacting a law that President Obama would sign is problematic and uncertain at best in the current highly charged election-year atmosphere. Therefore, manufacturers and buyers would do well to consider the benefits that can be derived from investments this year under current law. In that regard, see: www.npes.org/Calculator.aspx for NPES’ 2012 Tax Calculator incorporating these incentives. Note, however, that the effect of federal tax law varies from state to state.

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

Note, however, that the effect of federal tax law varies from state to state.
This information is extracted directly from EDA’s comprehensive database of nearly 30,000 records for purchasers of printing equipment.

Market Intelligence News: UCC Filing Update

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. July new equipment filings continued the long downward trend that began in September 2011 as those filings are 54% below the September 2011 data. When compared to July 2011, new equipment filings are down 9.4%. Used equipment filings are following the same pattern and are down 20.5% from comparable 2011 levels. 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 NPES Assistant Director, Rekha Ratnam, at phone: 703/264-7200 or e-mail: rratnam@npes.org. For specific information about the market intelligence services offered by EDA, contact Mauricio Jurin at phone: 704/845-1099 or e-mail: mjurin@edadata.com.