GRAPH EXPO 15 Delivers Attendees, Optimism & Orders

Demonstrating the graphic communications industry’s resiliency, optimism, and intent to invest in the future, show visitors turned out in force for GRAPH EXPO 15 and co-located CPP EXPO, which took place September 13-16, 2015 in Chicago’s McCormick Place. Current industry indicators signaling an uptick in the economy, together with exciting new and emerging marketplace opportunities, set the stage for progressive print professionals who came from across 12 key industry segments to convene in Chicago with keen interest—and purchasing power—to see and explore the latest technologies and offerings.

The show’s success, measured by the leads and orders, reinforced the value and significance it continues to hold for our entire industry and its leaders,” said Ralph Nappi, President of the Graphic Arts Show Company (GASC). “In fact,” he continued, “the key to GRAPH EXPO’s enduring relevancy and strength is based on representing not just one finite niche but the entirety of our industry, as evidenced by our offerings for, and continuing participation from among 12 industry segments.”

Well satisfied attendees, exhibitors, and co-location partners declared plentiful new leads and sales during the event, and proclaimed the show a success. Among their comments were:

“Traffic has been phenomenal!” — Beth Ann Kilberg-Walsh, VP of Marketing Communications and Customer Engagement Programs, Graphic Communications Business Group, Xerox

“We thought last year was record-breaking; we’ve been amazed that we’re even busier this year. The traffic has been non-stop.” — Annette McCrary, Director of Strategic Marketing Programs, Ricoh Americas

“GRAPH EXPO 15 has been a tremendous success for AccuZIP!” — Kristen McKiernan, President of AccuZIP

“GRAPH EXPO 15 was an undeniable success...KBA has already committed to attend next year’s GRAPH EXPO 16.” — Mark Hischar, President and CEO, KBA North America

“The show was a great success for Burgess Industries. We will close $400 to $500K—that’s a pretty solid ROI for a 10 x 10 booth at GRAPH EXPO!” — D.J. Burgess, President/CEO, Burgess Industries, Inc.

“...our booth traffic has been really heavy.” — Kay Du Fernandez, VP of Strategic Business Development, Konica Minolta

“Again this year the quality and quantity of attendees has been great!” — Michael Spiel, Co-owner, Spiel Associates

“Goss International made two high-profile sales. There’s

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always an excitement in a show environment, and GRAPH EXPO continues to be a very strong show.” — Michael D’Angelo, Managing Director, Americas, Goss

“It’s been a busy show and we sold a lot of product.” — Don Dubeque, Director of Marketing, Standard Finishing

“...we had people competing to buy the units in the booth...” — Robert Ross, President and CEO, Xante

“It was an extraordinary opportunity to connect with current and future customers. There was terrific floor traffic at our booth...” — David J. Murphy, WW Director of Marketing & Business Development, HP

“GRAPH EXPO was a perfect platform for Infigo Software Limited to further the amazing success it is having in North America through additional leads that were gathered.” — Douglas Gibson, Managing Director, Infigo Software Limited

“I can’t recall a show where we actually sold as many units as we did not only during the show, but immediately following GRAPH EXPO!” — Doug Houser, Vice President Sales and Marketing, Fastbind

“For us, this has been a fantastic show!” — Jack Noonan, Marketing Coordinator, MGI

“This year’s GRAPH EXPO was the best ever in Avanti’s history of attending the show!” — Joanne Gore, Director, Marketing, Avanti

“The booth was packed each day...” — Fabian Prudhomme, VP, Enfocus

“It’s been an outstanding show for us.” — Catherine Monson, CEO, FastSigns

“Thank you again for such a great event! You have managed to put together a true win-win for all involved!” — Patricia S. Cowan, President, Rainmaker Sales Support

“Count AMS in for GRAPH EXPO 16 in Orlando!” — Steve Metcalf, President and CEO, AMS

“This was my first GRAPH EXPO—and most definitely worth the travel from across the pond!” — Matthew Parker, “Champion of Print”

Visit the “News & Media” section on GraphExpo.com (tinyurl.com/qjmfl4u) for the complete testimonials of those excerpted above from just some of the striking “Who’s-Who” roster of top industry suppliers who came to demonstrate their latest and most advanced technologies and services—many making their U.S. debut at GRAPH EXPO 15.

Setting an enthusiastic tone for show week was the turnout for the EXECUTIVE OUTLOOK Conference, held on Sunday, September 13, opening day of the show. Focused on “The Essential Element for Focused Growth,” satisfied EXECUTIVE OUTLOOK participants conveyed their favorable assessments of the program.

“Being my first time at EXECUTIVE OUTLOOK, I walked away with many positives and look forward to next year’s show and EXECUTIVE OUTLOOK 2016”; “Overall very good-excellent speakers” and, “Very good meeting.”

Positive feedback from other EXECUTIVE OUTLOOK attendees continued with remarks including: “Well run and staffed, speakers on point, and message well delivered”; “The experience of having the OUTLOOK on Sunday is truly positive”; “Good as always”; and, “See you in 2016!”

When GRAPH EXPO 15 and CPP EXPO officially kicked off at noon on Sunday, September 13 and throughout each day of the exhibition, exhibitors welcomed throngs of enthusiastic attendees to the show floor.

By the time the final closing announcement was made, vendors had been able to spend four days interacting with attendees from every key segment of the graphic communications industry, clearly gratified over the value and results of their time spent at the industry event of the year. Highly trafficked show floor pavilions and specialty features across the show floor signaled success as well.

“Mohawk was pleased to spearhead the new ‘Materials Matter’ show floor feature at GRAPH EXPO 15. Bringing several substrate manufacturers together, the pavilion was designed to demonstrate the powerful role that paper and non-paper substrates play in every print project, while improving visibility and traffic for like-minded manufacturers on the show floor. It served as a one-stop resource center for attendees of GRAPH EXPO.” — Bart Robinson, Senior Vice President-Marketing, Mohawk

“It was our first time exhibiting at GRAPH EXPO and it was a great idea! The new ‘Materials Matter’ section centralized substrate suppliers, and the foot traffic was substantial and worthwhile. We’re looking forward to next year!” — Heath A. Frye, Marketing Manager-Specialty Papers Business, Glatfelter

“The Printerverse at GRAPH EXPO was jam-packed with educational panels and special events presented with our amazing exhibitor Alliance Partners, and resulted in attracting the largest audience to date in the booth and at home through our Livestream broadcasts and social media. I cannot thank the show enough for all they do to help the print community learn and thrive!” — Deborah Corn, Principal, Print Media Centre

Upbeat reactions about the show from co-located event organizers were equally glowing. ‘The Xplor at GRAPH EXPO Breakfast’ was once
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—Joanne Gore, Director, Marketing, Avanti

again a success. When registration, limited to 200, reached capacity the week prior to the event 25 additional seats were added due to the demand!”

—Skip Henk, EDP, President and CEO, Xplor

“This was my first GRAPH EXPO—and most definitely worth the travel from across the pond! I was delighted at the positive response to the ‘How To Stop Buyers Choosing On Price’ workshop, which had a good uptake of bookings as soon as the event was announced. The show also provided me with tremendous networking, numerous opportunities to discuss business proposals, and inspiration with the education program and important equipment and software launches that were taking place.” —Matthew Parker, "Champion of Print"

“GRAPH EXPO is always a great venue for Two Sides given the number of exhibitors and attendees that value the social and environmental benefits of print and paper. So, our message is well received. This year we met a lot of new potential Two Sides member companies and our annual seminar co-location at GRAPH EXPO was a success. We plan to do it all over again next year!” —Phil Riebel, President, Two Sides North America

“GRAPH EXPO offers an invaluable platform for RSA to announce and launch our new products and releases to a captive and enthusiastic audience. There is no other venue that offers the equivalent opportunity for us to spend quality time with our partners, customers, and prospects. GASC has been a commensurate partner, recognizing the significance of the in-plant segment and supporting the creation and delivery of in-plant programming, activities and events that drive in-plant show attendance.” —Elisha Kasinskas, Marketing Director, Rochester Software Associates

No less enthusiastic, attendees who came to the show from every key industry segment with shopping lists in hand and to participate in the continuous networking and learning opportunities, wholeheartedly confirmed their time was well spent and highly productive.

“As a graphic design consultant, my fourth time attending was informative and educational with a focus on future technology that I always benefit from. I especially appreciate how organized the show is and the comprehensive knowledge that I gain is profitable for my business.” —Tamara DeModica, TEC Communications Consulting, Woodstock IL

“We’re looking for a solution for Web-to-print and possibly management software for our print shop if we can find something integrated together. The reason we come to GRAPH EXPO is that it gives us a chance to see lots of things in one place.” —Michael Hooper, Hooper Printing, Lowell, MA

“We come to the show because we have a wish list of items that we think would really help to make us more efficient and make life easier for our employees. There are a number of things we are looking for.” —Richard Koffman, Print Tekk Printing and Mailing, Kansas City, KS

“I spent three days at GRAPH EXPO looking at many vendors’ offerings. The high-level contacts you make are not something you get unless you go to a show like this. Have a problem? The people who can make things happen are there for you to meet. Want a new solution and be able to compare in one place? Yes you can do that. Networking you bet, with old and new friends.” —John Henry, Mitchell’s Speedway Press, Oswego, NY

“This was my sixth GRAPH EXPO and my fourth as an in-plant manager. All the booths I visited were busy, even on Sunday. I always find the show energizing; there is always some new technology, process, or application that makes me go WOW, that’s cool.” —Dennis Matl, Production Supervisor, American Nuclear Society

Rounding out the GRAPH EXPO 15 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). The verified attendance report for GRAPH EXPO 15 and co-located CPP EXPO will be available within the next several weeks.

Next up for the industry is GRAPH EXPO 16 set to take place September 25-28, 2016 at the Orange County Convention Center-North, in Orlando, Florida.

For more information about GRAPH EXPO, visit: www.graphexpo.com.
1. Deliver—The Mailing & Fulfillment Center, sponsored by the USPS, and STILL the largest mailing show anywhere, offered show visitors an all-encompassing one-stop resource.

2. GRAPH EXPO 15 show floor “sweet spot” the Inkjet Candy Store was a beehive of activity demonstrating some of the hottest new wide format inkjet printers from top industry manufacturers.

3. Debuting Applications Island, sponsored by the International Sign Association (ISA), was a “magnet” for show visitors seeking to expand their offerings. Here everything from functional furniture to bookshelves, tables, walls and more—was constructed using unique, new print applications.

4. More than 70 educational seminars, hands-on computer labs, workshops, and presentations taught by industry experts at GRAPH EXPO 15 were packed with information, immediate “take-home” strategies, tactics and tips.

5. Show floor social media hub, The Printerverse, treated attendees to an interactive mix of expert panels, special events, and opportunities to join in the conversations on the latest industry topics and trends.

6. Sappi North America’s print campaign, “A Communicator’s Guide to the Neuroscience of Touch,” won the 2015 Positively Print award, accepted by Daniel Dejan (c), Sappi North American ETC Print/Creative Manager, from GASC President Ralph Nappi (l) and Two Sides N.A. President Phil Riebel (r).

7. Future Print sessions at GRAPH EXPO 15, sponsored by FlexTech Alliance, attracted print pros focused on the future of print with the technologies that are leading the way: RFID, Printing Electronics and 3D printing.

8. GRAPH EXPO buyer-attendees got “under the hood” to conduct side-by-side comparisons of the latest technologies designed to boost their competitive edge.
9. GRAPH EXPO 15 International Day featured a recent PRIMIR study presentation and panel discussion among global business development experts from growing print markets Brazil, Colombia, India, Indonesia and Mexico on exciting business opportunities.

10. Enthusiastic buyer-attendees came to the show with shopping lists in hand from every key industry segment, where some eagerly competed to snap up equipment right off the show floor.

11. Daniel McManus, Community Outreach Coordinator for Congresswoman Tammy Duckworth (D-8-IL) (l), meets with D&K V.P. Sales & Marketing Thomas Pidgeon (r) during GRAPH EXPO 15. D&K’s facility is located in Duckworth’s congressional district.

12. Kicking off the pre-show EXECUTIVE OUTLOOK Conference a “packed house” audience interacted with keynoter Niels M. Winther, Co-owner of Think Patented, and GASC President Ralph Nappi during an armchair chat about real life business transformation: the journey from manufacturer to marketing services provider.

13. Education Main Street debuted “The Hiring Hub: Closing the Skills Gap” booth, a re-creation of the 2015 SkillsUSA championship challenge, where show visitors learned from company experts how to reach skilled potential hires.

14. The 2015 MUST SEE’EMS Legacy Award recognized e-commerce pioneer printCafe (later acquired by EFI) for its web-to-print system Printer Site, Jeffrey White, GM Entry & Mid-Market EPS Systems at EFI (formerly with printCafe) (l) accepted the award from GASC President Ralph Nappi (r).

15. Spotlighting the role substrates (paper and non-paper) play in the print process, the new-for-2015 Materials Matter pavilion was a bustling attendee resource center of substrate manufacturers.
The new paper check-off campaign for the paper and packaging industry, “Paper and Packaging—How Life Unfolds™,” when did it go live and how did the launch go?

On July 8, 2015 the Paper and Packaging Board (P+PB) launched its new national advertising campaign, “Paper and Packaging — How Life Unfolds™.” Designed to slow the decline in paper use and increase demand for paper-based packaging, P+PB’s marketing initiative highlights paper and packaging’s functional and emotional role in our lives by creating an appreciation for how our products make our daily routines both possible and meaningful. We have had tremendous excitement from the industry about the campaign and great consumer feedback as well.

What is the campaign trying to achieve?

We want to reach and reinforce to customers of paper and packaging companies that our products are relevant, timely and a good environmental choice. We are not doing this in a conventional way, but rather through a national consumer branding campaign targeted at some of the most supportive consumers of paper and packaging that we call “Expressives.” These Expressives represent about 38M consumers ages 18-49.

How long will the campaign run?

Unlike previous industry initiatives that were under-funded or ended too soon, the campaign is authorized through early 2021. That is when the manufacturers and importers of paper and paper-based packaging paying into the program will have a chance to evaluate the campaign’s impact and its future.

How will you measure the campaign’s impact?
What does success look like?

There are a lot of different ways to measure if the campaign is working. Short term we look at consumer engagement, especially online when our TV ads are on because TV is a big awareness builder. We also survey consumers twice a year to measure their awareness of the campaign and their attitudes about our products and industry, and how they are changing for better or for worse. Finally, an independent economist will measure what consumption of our products would have been if there had been no campaign at all. This analysis is required by USDA but it has incredible value to the industry as well, given its rigorous and scientific look at what the demand drivers are behind consumption and use of our products. Finally, it is my personal belief that if the companies supporting the paper checkoff hear from their employees, their customers, and their investors that the campaign makes them feel proud and supportive of the industry and paper and packaging products—that will be as important as hard data.

Since the campaign launched, we have created 813.1M impressions with our advertising, which has resulted in 1,931,067 total engagements. (Impression = views; engagement = actions such as re-tweet, share, “like.”) Earned media (PR) garnered over 1,550 placements in the first two months for 282.9M impressions. Other highlights to date include: 8,000+ Facebook followers; 1.4M+ Facebook video views; 500+ YouTube subscribers; 1.56M YouTube video views; and, 350 tweets have generated 1,268 followers.

Where can we see the campaign?

Right now, the campaign is running on digital TV, in magazines, on outdoor billboards, and in social media. Network, cable, late night, and syndicated TV start up again in November; you can visit the Paper and Packaging Board website (www.paperandpackaging.org) for a schedule.

What has been your favorite campaign moment so far?

Wow, there have been so many. I really have three. First, was the sheer pride and happiness the companies who attended our launch event felt seeing the campaign for the first time. That was such a big moment for our entire team, and so gratifying. Second, I received a note from my nephew who works for a CPG company saying how much he loved the campaign because they used a lot of boxes in their business. I thought to myself this is going to work! Last, I was on vacation with 20+ of my husband’s family when I got the call late the night before that The Washington Post was running a cover story on the campaign the next morning. Everyone whipped out their phones to be the first to read the article right then and there. Of course seeing it in print when I got home made it even better.
The conference in Brazil follows on the success of recent educational programs conducted by NPES in India, another region experiencing significant transformation and growth.

Printed Packaging in Brazil: Present and Future

Brazil's growing print market was the topic for an NPES-sponsored half-day conference on August 6, 2015 in São Paulo at the Senai Barueri Printing School. This first-of-its-kind meeting targeted to the Brazilian audience was presented by NPES in partnership with ANconsulting. The conference brought together 158 Brazilian print leaders—representing carton, flexible and label printing, and packaging—who examined the future outlook for these business sectors in the highly competitive and rapidly changing Brazilian marketplace.

Focusing specifically on Brazil's unique business challenges and opportunities, the meeting began with the 2014 PRIMIR study, “Packaging in Emerging Markets,” presented by Hamilton Costa, NPES Latin America Director and President of ANconsulting.

In addition, three panels representing areas addressed in the study featured discussions on cardboard, flexible and label printing, and packaging. The first panel, “Cardboard Packaging Market,” featured Sidney Anversa, Congraf and President Abigráf-SP; Flavio Marques Ferreira, Embalagens Santa Inês.

Speakers on the second panel, “Flexible Packaging Market,” included Ana Carina Marcussi, Flexoorm and Vice-president of Abflexo (Brazilian Association of Flexible Packaging); Nelson Teruel, Director of Papeis Amália, past-President of Abflexo; and, Miguel Troccoli, PTC Graphic System and President, Abflexo.

The third panel discussed “Digital in the Packaging Market,” with speakers Sergio Brusco, Scala 7; Hélio Tunchel, Alphacolor; and, Andre Resende and Paulo Faria from HP.

“This educational program in Brazil is both timely and important,” commented NPES President Ralph Nappi. “The printing industry in Brazil, and packaging in particular, is expected to undergo major transformation and growth. Working with our Brazilian partners offers valuable business opportunities for NPES members and the regional marketplace.”

HP supported the event as Gold Sponsor, while AGFA came in as Bronze sponsor. Also supporting the program were: Associação Brasileira Técnica de Flexografia (Brazilian Flexographic Technical Association) (ABFLEXO); Associação Brasileira da Indústria Gráfica Regional São Paulo (Brazilian Association of Industrial Graphics in São Paulo) (ABIGRAF-SP); Associação dos Agentes de Fornecedores de Equipamentos e Insumos para a Indústria Gráfica (Association of Manufacturers and Agents for Equipment and Supplies for the Brazilian Graphic Industry) (AFEGRAF); Serviço Nacional de Aprendizagem Industrial (Network of not-for-profit secondary-level professional schools) (SENAI); EXPOPRINT Latin America 2018; and, EXPOPRINT DIGITAL.

The conference in Brazil follows on the success of recent educational programs conducted by NPES in India, another region experiencing significant transformation and growth. Commenting on the Brazil event, Hamilton Costa stated, “The event was well received by the audience, speakers, journalists and consultants. We are thinking of repeating the event next year to include enhancements and expansion of the program content and format.”

For more information contact NPES Assistant Director, International Trade, Pernilla Jonsson at phone: 703/264-7200, or e-mail: pjonsson@npes.org.
...through the first half of 2015, compared to the same period in 2014, increases for printing equipment shipments seem to be continuing—$190 million vs. $164 million.

Market Intelligence News
TRENDS IN SHIPMENTS FOR EQUIPMENT AND SUPPLIES AND THE TOTAL MARKET

In the first half of 2015, the market for production digital presses increased 12% to $993 million ($886 million in the first half of 2014). The total market (traditional printing equipment, graphic arts supplies and production digital color presses) also increased 9% in first half of 2015 to nearly $1.5 billion [$1.3 billion in the first half of 2014]. See the chart above for more detail on the total market (first half).

In the first half of 2015 shipments for traditional printing equipment grew 15% from the same period in 2014. Printing equipment and graphic arts supplies shipments are nowhere near the prior levels in 2008/2009 or years previous and probably will never be. However, through the first half of 2015, compared to the same period in 2014, increases for printing equipment shipments seem to be continuing—$190 million vs. $164 million. Meanwhile, first half of 2015 shipments of supplies continued to decline 4% compared to the same period in 2014—$298 million vs. $311 million.

The bright side continues with total market shipments’ steady increases since 2010, apart from a slight dip in 2012, which have been mainly due to increases in shipments of digital presses that are also at their highest since 2010. The increase in digital press shipments usually has a strong correlation with the dampened traditional pressroom equipment market and the continuing shift of some offset work to digital presses. However, with the recent steady growth in pressroom equipment, it will be interesting to see the trends in these areas as we proceed into 2015.

Source: NPES Market Data Program, 2015