PRINT 17 REFLECTS INNOVATION, EDUCATION AND CONNECTIONS

PRINT 17’s return to Chicago was a resounding success as over 20,000 people from the graphic communications industry gathered at McCormick Place for five days of education, networking and an up-close look at the latest innovations from more than 450 exhibitors.

PRINT 17 highlights included the new Distinguished Leader speaker series, with top marketing experts exploring how technology is changing our world, and the integration of print and digital. Tod Szewczyk, VP, Director Emerging Technology and Innovation for Leo Burnett, a leading Chicago-based advertising agency, shared how print becomes relevant as a bridge between offline and online. Michael Chase, CMO of St. Joseph Communications, examined the role of print in a digital world. “The way consumers engage with brands has dramatically morphed. They can access products and product information instantaneously, and they can intermingle with a brand in a cacophony of ways,” said Chase. “You have to be a storyteller in this connected world, and understand how to merge marketing, content and technology in bold and exciting ways.”

More than 50 seminars and panels demonstrated NPES’ commitment to relevant learning, based on key topics that lead to business success for PRINT 17 attendees. To deliver more value and maximize attendees’ time, PRINT 17 further integrated education onto the show floor for a complete learning experience in sessions that featured direct correlations to solutions on the show floor.

“At our annual GRAPH EXPO/PRINT show, we bring together our community of industry manufacturers, dealers, distributors, and their attendee customers to grow their businesses,” said Thayer Long, NPES President. “Our promise for PRINT 17 was very clear: Expand your knowledge through exhibits, education and relationship building, and work through solutions together in

Buyer-attendees flocked to Chicago eager to find new ways to grow their businesses from among the latest technology, software solutions, and unique new applications on display across the expo floor. Over the course of a few days, those prepared to purchase were able to conduct the intense research they needed to make informed purchasing decisions.

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PRINT came home to Chicago and fulfilled its promise.

The industry is changing, and so are we. We have made it clear that we cannot and should not measure success of a show simply by square feet. The opportunities for a print service provider to grow their business through new solutions and new connections continue to proliferate. Innovation abounds today as printers seek to move into new and different revenue streams, whether it be packaging, wide format, labeling, signage or other. Our success comes intrinsically from helping show goers, our “print people” find what they are looking for, and delivering on our ultimate promise: come to our show if you are serious about growing your business!

At this year’s event, some 20,000 people from the graphic communications industry and 450 exhibiting companies demonstrated that the industry is solidly moving forward! But more importantly than the numbers is why they came, and why you came. Engaging, connecting, and collaborating with industry peers led to the greatest success for all. Five days of immersion into all aspects of the industry solidified our bond as a community while PRINT 17 unveiled “The Learning Experience.” This continuous series of new education opportunities included a show floor theater by the same name, a Distinguished Speakers series, and new session formats, and a plethora of networking opportunities that contributed to the actionable takeaways show goers across the industry gained to use and enhance their business’ success.

From the exhibits, to the education and relationship building, and opportunities to explore new solutions together, the show provided attendees with the knowledge to help them stay ahead in these transformative times as business and technology continue to evolve. Our post-show wrap article (beginning on page 1), brings you further detail on events, exhibits, features, and feedback from many who experienced this year’s event. Photographs showcase some of the show highlights.

As PRINT 17 slips into the rear-view mirror, our work does not. Planning is already underway for GRAPH EXPO 18, set for September 30-October 3, 2018 at McCormick Place.

Next up, NPES members will continue the learning, networking and discussion at the NPES 2017 Annual Conference and Brand Inspiration Forum, developed this year in partnership with the Chief Marketing Officer (CMO) Council. This blended conference will bring together print industry leaders with marketing executives in an “Elite Retreat” for a peer-powered program of networking activities and dialog designed to reveal the latest innovations, key insights and new direction to transform today’s marketing supply chain.

PRINT 17 drew a diverse crowd of attendees, who were both seeking their traditional print applications, and looking to expand into new areas. The South Hall buzzed with excitement as buyers and manufacturers came together for the unveiling of new technology solutions, the latest software, and unique new applications. Attendees prepared to purchase conducted intense research over the course of a few days and made their decisions after comparing the equipment.

Attendees’ expectations were exceeded, evidenced by their favorable commentary:

“PRINT 17 is the one chance to try different things, learn about new processes, and then actually take that back and apply it in our own market. We are purchasing equipment at a very rapid pace. We did buy a lot of equipment this year at the show – from six vendors. PRINT and GRAPH EXPO are a must-do every year.” — Douglas Spink III, Owner, All Right Mailing

“The PRINT show is the place that I see all the new technology firsthand, and...
get to talk with engineers as well as reps. You don’t get to have engineers meet with you on sales visits.” — Christopher Donlon, Manager, Kohler Co.

“We canvas the show looking for anything that is new, or gives us new ideas to improve our business. Actually, often we see or hear something at the show that sparks new ideas.” — Doyle Mortimer, Vice President of Operations, Alexander’s Print Advantage

A revamped OUTLOOK 17 led the show kickoff with a room full of print industry pros eager to hear about the state of the industry, and they learned the future is bright. The program ended with the highly anticipated announcement of the MUST SEE ‘EMS “Best of Category” winners, presented by Hal Hinderliter, Principal of Hal Hinderliter Consulting Services. With 132 entries in 11 categories, the 44 products and technologies dubbed MUST SEE ‘EMS served to help guide attendees on the show floor.

Remarks from the winners and other enthused exhibitors were equally optimistic:

“This show provides Pitney Bowes a valuable audience of clients and prospects to engage in a dialogue on the latest industry trends and challenges and share best practices that make communications more relevant, more personalized, and more impactful.” — Grant Miller, Chief Operating Officer, Pitney Bowes Document Messaging Technologies

“What we’re getting out of this show is not only selling the equipment on the floor, but molding our value proposition to the exact needs of the customer.” — Gavin Jordan-Smith, VP and General Manager, Industrial Print and Graphic Communications, Konica Minolta

“We find people coming to the show to buy. We’ve been running presentations in the booth and the crowds for all of them are good. We’re drawing people every time we start running the machines.” — Laurie Freitas, Senior Marketing Manager, Standard Finishing

“The reception to our products, our exhibit, our people, and our growth is a big reason why we are celebrating 50 years of success. We’ve had a lot of excited customers, our booth has had heavy traffic, and we’re very pleased.” — Dale Allen, Manager, Production Portfolio, WW Product Marketing, Xerox Corporation

The NPES Team did a phenomenal job of helping support our exhibition needs. Every aspect of engagement was planned and prepared for with focused precision and friendly assistance. There was a dynamic energy and excitement on the show floor that made it the most memorable show in years. We’ll be back next year to make GRAPH EXPO 18 even bigger and better than ever before.” — Jack Noonan, Marketing Coordinator, MGI-USA

At PRINT 17, the exhibit hall was more than a showroom with The Learning Experience

Sappi North America’s publication, “Verticals: The Marketing of Higher Education,” was honored with the 2017 Positively Print Award, which recognizes companies that most effectively advocate for print. Receiving the award, from Phil Riebel (l), President Two Sides North America, and Thayer Long (r), NPES President, was Daljan (c), North American Print/Creative Manager, Sappi Fine Paper.

OUTLOOK 17, reimagined for PRINT, set the stage for attendees to explore new ways to grow their businesses, beginning with keynote Charles Eitel, Chairman of the Board, WS Packaging Group, who inspired all with his company’s transformative journey described in “Culture Shift: The Santa Fe Story.”
PRINT 17 was an exceptional and highly efficient opportunity to connect many NPES members with their congressional representatives.

Learn it here, see it on the show floor, then incorporate the actionable guidance and new solutions into your company tomorrow! PRINT 17 extended the many knowledge opportunities onto the show floor with continuous sessions inside the new Learning Experience Theater.

Theater, Printerverse Theater, and the Idealliance Theater all providing dynamic free education. In PRINT 17’s Learning Experience Theater, attendees expressed their views and openly asked questions in a new, no-holds-barred forum called “Print Voices.” Deborah Corn of Print Media Centr, host of the Printerverse Theater explained, “this year, as every year, my hope is for attendees to learn something that inspires them to seek out new print technology, improve their relationships with customers and suppliers, and get to know our Alliance partners beyond their logo and booth number.”

On the show floor, NPES VP of Government Affairs Mark J. Nuzzaco facilitated meetings with congressional staff and their NPES Member constituents, pictured with Daniel J. McManus (c), Outreach and Grants Coordinator, Office of U.S. Senator Tammy Duckworth (D-IL), and Greg Blue (l), CEO manroland web systems North America.

New this year, the 2017 Educator Experience Forum coordinated by NPES and Printing Industries of America offered industry educators an opportunity to learn about current trends and how they can incorporate these concepts, technologies, and ideas in their own classrooms.

Exhibitors located throughout the show, and students and educators in the special Workforce Solutions area. Both Duckworth and Krishnamoorthi have a special affinity for the printing industry and NPES with Illinois, in particular, and the midwest, in general, the hub of the U.S. printing industry and its suppliers. Specifically, Illinois is home to the most NPES member companies of any state in the country, and its 8th congressional district includes the greatest number found in any single congressional district. “PRINT 17 was an exceptional and highly efficient opportunity to connect many NPES members with their congressional representatives.” — Mark J. Nuzzaco, NPES VP, Government Affairs.

As print gets increasingly more technical, it is competing with a much broader range of industries for the best graduates coming out of universities, trade schools, and training programs. NPES and Printing Industries of America coordinated the new 2017 Educator Experience Forum, offering industry educators an opportunity to learn about current trends and how...
they can incorporate these concepts, technologies, and ideas in their own classrooms.

The new Workforce Solutions at PRINT 17, geared to increasing awareness of industry career paths, emphasized the importance of developing a skilled workforce and presented networking opportunities. Exhibitors included nonprofits, universities, and corporations that provide solutions in education, training, scholarships and more. The annual Career Awareness Day, tailored for secondary education students, welcomed 600 students from the Chicago area to learn about the graphic communications industry as a viable path forward. Career Day featured speaker Jonathan Malone-McGrew, Director of Communications and Customer Engagement at Solimar Systems, presented “7 Things You Never Imagined You CAN Do in Print and Graphic Communications,” which explored career paths revolving around many of the latest innovations—from augmented reality to 3D to textured printing and beyond. Afterwards, students proceeded to the show floor to experience first-hand the technology that powers graphic communications.

Also new this year was the NPES Brand Owners Council, providing information that facilitates alignment with published industry standards and best practices for U.S. manufacturers. During their meeting at PRINT 17, a roadmap for every segment of the packaging supply chain was presented. This roadmap, which aligns process and procedures with the aims of customers, is designed to save time and resources, provide requirements for international business networking where NPES members could meet with potential international customers. Among the several large organized international delegations at PRINT 17 were visitors from over 80 countries. Many international visitors value plant visits, where they can see the equipment and workflow in action. This year’s delegations visited Cushing (downtown Chicago), The Daily Herald (Schaumburg) and Plum Grove (Hoffman Estates). NPES also hosted a free International Networking Reception, where attendees and exhibitors networked with international visitors, and the event culminated with an awards presentation that recognized global print industry leaders around the world.

Energetic networking opportunities were held throughout the event. The first annual “Celebrate PRINT! Party with a Purpose” at the House of Blues Chicago provided an opportunity to give back to the local community. As PRINT 17 celebrated its return to Chicago with music and dancing, attendees donated to Family Rescue, one of the largest domestic violence agencies in Illinois.

Looking ahead, NPES announced that GRAPH EXPO will be held in Chicago through the year 2020, with GRAPH EXPO 18 slated for September 30-October 3 at McCormick Place.
As another key component of the trade mission, NPES also assisted in arranging member meetings with potential dealers, distributors, and customers.

NPES Members Engage to Win in Indonesian Print Market

NPES participants explored the “land of opportunity,” Indonesia, during their booth-sharing with NPES at FGDExpo 2017 and the PrintPack Outlook Conference that was co-produced by NPES and the FGDExpo team.

Answering the call from NPES members seeking new profit opportunities beyond U.S. borders, several months ago an NPES trade mission set out for Jakarta, Indonesia. It was “a land of opportunity” for members of the NPES delegation who gained high-profile exposure, first by booth-sharing with NPES at FGDExpo 2017, a graphic arts show that takes place in Indonesia every two years, and then during the PrintPack Outlook Conference, co-produced by NPES and the FGDExpo team. The conference provided NPES members the opportunity to present U.S. technology before a well-attended audience of local printers, brand owners and students eager to learn more about the latest technology and applications.

As another key component of the trade mission, NPES also assisted in arranging member meetings with potential dealers, distributors, and customers. The NPES trade mission highlights also included a plant visit to Sapta Warna Cenerlang, a large rotogravure printer that produces labels for a large fast-moving consumer goods (FMCG) conglomerate.

NPES members seeking—and gaining—results from the NPES trade mission to Indonesia reported these positive outcomes:

• Alwan Color Expertise Americas appointed a local company to be its representative in Indonesia, and also generated strong leads for its software.
• QuadTech signed with Sapta Warna to receive the first installation in Indonesia of its latest color management solution.
• W2P4U met two serious potential dealers for its QRLead software.
• Kodak created an interest for its Prosper Inkjet Solution.
• Aleyant Systems continues to strengthen its foothold with several large Indonesia accounts.
• Eagle Systems is working to finalize its first installation in Indonesia.

Now is the time for your company to enter or expand into the global arena—learn how today! Contact Pernilla Jons- son, Senior Director, Global Programs, at e-mail: pjonsson@npes.org, or phone: 703/264-7200.

How to Grow Your Business Inside India

With exciting business development opportunities that continue to expand beyond U.S. borders, now is the time to explore those that may be right for your company. Whether seeking entry into, or to further develop your business presence in global print markets, NPES leads the way, December 16-21, 2017, to Mumbai, India.

Join NPES, and progressive industry peers like you, as we explore business-building opportunities in India’s thriving print market in the following activities:

NPES Print Business Outlook Conference 2017
December 16, 2017

Discover the latest developments—locally as well as globally—from top technology companies and solution providers. The conference provides a unique opportunity to interact with peers in the industry to exchange ideas, strategies and, of course, build new partnerships.

PAMEX Show and NPES Booth Sharing
December 18-21, 2017

NPES members are invited to participate in the NPES Booth at the PAMEX show. It’s the most cost-effective way to showcase your brand. Bonus: NPES will also help you arrange one-on-one meetings with prospective customers, distributors and agents.

Plant Visits

Leverage your time and experience in India by participating in NPES custom-tailored plant visits. Here you will learn firsthand, and further investigate the Indian printing industry, processes and marketplace.
NPES Trade Mission Success

How can one define the success that NPES members gain from these global business development programs? According to Ray Duval, Director, Solutions Sales, Ultimate TechnoGraphics Inc., “in 2017, our strategic plan encompassed further developing our sales channel in Asia with India as a primary target. The most logical and efficient action was to work with NPES and benefit from their market connections and knowledge. In February 2017, we participated in the NPES trade mission and Outlook Conference, held in conjunction with PrintPack, in Delhi (Noida) to launch Impostrip and Ultimate Bindery in India. Throughout the mission, conference, and trade show, we could have key meetings with major distributors, resellers and printing customers in India. The local NPES team and local director, Vinod, shared their vast expertise and network in the Indian market, which has proven to be essential to building the foundation of our presence in the region.”

For more information about the upcoming NPES Trade Mission to Mumbai, contact: Pernilla Jonsson, Senior Director, Global Programs at phone: 703/264-7200, or e-mail: pjonnson@npes.org.

NPES Commends GOP Tax Reform Focus on Economic Growth and Jobs

FRAMEWORK INCLUDES FULL EXPENSING OF CAPITAL INVESTMENT

NPES President Thayer Long commends the GOP tax reform framework announced September 27 by President Donald J. Trump and House and Senate leaders as a solid starting point, which provides full and immediate expensing of capital investment, including for new cutting-edge printing, publishing, converting and mailing technology. “This framework’s focus on economic growth and jobs, along with its inclusion of full and immediate expensing, reflects one of NPES’ top government affairs priorities, for which the Association has advocated for many years,” said Long. “Full and immediate expensing is the single-most powerful pro-growth, job-producing provision in the entire framework.” But Long cautioned, “as with all legislation, details matter, so NPES will closely monitor the legislative process, provide more analysis as specific information emerges, and weigh in where needed.”

Additionally, NPES Vice President, Government Affairs Mark J. Nuzzaco stated that, “NPES member company executives and their employees should be prepared to advocate directly with their members of Congress when the time is ripe.”

Summarized, the GOP tax reform framework includes the following business-related provisions supported by NPES:

- **Full and Immediate Expensing of Capital Investment:** The single-most powerful pro-growth, job-producing element of the proposal, full and immediate expensing, could grow the long-run size of the U.S. economy by 4.2%, which would lead to 3.6% higher wages and over 800,000 full-time jobs – The Tax Foundation – part of which would result from increased investment in printing, publishing, converting and mailing technology.

- **Lower Corporate Tax Rates, Including Pass-Through Entities:** Provides a top corporate rate of 20%, and 25% for pass-through entities, which comprise the majority of smaller businesses and are the source of many jobs, including those in the printing, publishing, converting and mailing industries.

- **Repeal of the Estate Tax:** Provides for the preservation, continuity, and economic feasibility of transferring family-owned businesses from one generation to the next, and

- **Retention of the Research & Development Tax Credit:** Providing for the retention of the R&D tax credit that facilitates technological innovation and the new jobs that flow from it.

For more information contact NPES Vice President, Government Affairs Mark J. Nuzzaco at phone: 703/264-7235, or e-mail: mnuzzaco@npes.org.
The Congressman’s tour of Fujifilm’s Americas Technology Center highlighted an array of innovative technologies, as well as the human workforce needs of the industry.

NPES Member Fujifilm Hosts Congressman Krishnamoorthi at Technology Center in Hanover Park
VISIT FOCUSES ON CUTTING-EDGE TECHNOLOGY AND WORKFORCE INITIATIVES

Brent Moncrief, Vice President Strategic Marketing & Brand Management, The Americas, Fujifilm North America Corporation, Graphic Systems Division, welcomed Congressman Raja Krishnamoorthi to the company’s Hanover Park Technology Center on August 23. Krishnamoorthi represents the Illinois 8th congressional district, home of over 20 NPES member companies, including Fujifilm, the most in any congressional district in the nation. He is a member of the House Education and Workforce, and the Oversight and Government Reform Committees, both key assignments with jurisdiction over NPES government affairs priorities of workforce technical training and postal reform.

The Congressman’s tour of Fujifilm’s Americas Technology Center highlighted an array of innovative technologies, as well as the human workforce needs of the industry. NPES Vice President, Government Affairs Mark J. Nuzzaco, who attended the tour, thanked the Congressman for sponsoring and securing the unanimous bipartisan approval of the Strengthening Career and Technical Education for the 21st Century Act, (H.R. 2353) by the U.S. House of Representatives. The bill is designed to strengthen and improve career and technical education by reauthorizing the Carl D. Perkins Career and Technical Education Act, which will help more students gain the knowledge and skills they need to compete for in-demand jobs, and aid employers in finding technically qualified workers for their businesses. The legislative effort now shifts to the U.S. Senate.

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