



MARKET DATA PROGRAM 2009 REPORTING CATEGORIES

**NPES Member Services Department
July 2009**

NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.

08/09. GRAPHIC ARTS SUPPLIES

Section 08 to report dollars; Section 09 to report data in square feet

C. GRAPHICS ARTS FILM

A flexible, translucent or transparent plastic or other chemically-formed base coated with a sensitized (photographic) emulsion of a negative or positive acting nature. Specifically excludes sensitized products uniquely designed for engineering and reprographic applications.

C1. Optical Film

C2. Recording Film. Films designed to be exposed with a laser imaging device in a continuous feed machine (Recorders). Films are segmented by the wavelength of light used for imaging. *Examples: Agfa Alliance, Fuji HQ, KPG Gen 5*

D. OFFPRESS COLOR PROOFING PRODUCTS

Note: Please refer to the General Reporting Instructions for the correct reporting of unit data in square feet for Color Proofing Products. Do not include Press proofs, report these in categories 08/09 E – Lithographic Printing Plates.

Negative Prepress Proof. Sample test prints made from film negatives or direct from digital data. Proofs are negative acting and made by photographic techniques to eliminate the expense of making press proofs. Includes single sheet and overlay systems made of transparent material and paper. *Example: Imation Color Key*

Positive Prepress Proof. Sample test prints made from film positives or direct from digital data. Proofs are positive acting and made by photographic techniques to eliminate the expense of making press proofs. Single sheet and overlay products made of transparent material and paper are included.

Chemistry. Include all supporting supplies related to the above color proofing products in the dollars reported by category.

D2. Laminate Proofing

D4. Other Digital Proofing

D5. Ink Jet (Paper)

D5a. Cut Sheet

D5b. Roll Stock

E. LITHOGRAPHIC PRINTING PLATES

Plates on which the manufacturer has applied a coating generally consisting of a light sensitive component and an ink receptive binder. In most cases, these plates are subtractive. Presensitized plates have a shelf life of at least 12 months from the date of manufacture.

E1. Presensitized Metal Plates

E1b. Subtractive

E1b1. Positive

E1b2. Negative

E1b2a. One-Sided. Plates with light sensitive coatings on one side.

E1b2b. Two-Sided. Plates with light sensitive coatings on both sides. Follow the manufacturers' definition of aqueous and solvent.

E3. Direct to Metal Printing Plates. *Examples: Agfa Lithostar, Fuji Brillia, KPG 830, Western Lithotech DiamondPlate, Presstek Pearlgold*

E3a. Thermal

Plates with an emulsion that is activated through thermal (infrared) laser imaging. Plate emulsion can be positive or negative working.

E3b. Visible and Other

Plates with an emulsion that is activated through visible light laser or other laser light source. Plate emulsion can be positive or negative working.

E4. Silver-Based Analog/Direct to Non Metal Printing Plates

E4a. Silver-Based Direct

Non metal silver-based emulsion printing plate exposed in imagesetter recorders using HeNe or other type laser system. *Example: Agfa Setprint.*

E4b. Silver-Based Analog

Photographic non metal plates exposed through analog/optical (camera/UV contact) process with a silver-based emulsion. *Example: Agfa SuperMaster.*

E5. Direct Imaging Plates

Polyester or aluminum based plates imaged directly on a press plate cylinder utilizing Thermal Ablation laser technology. Plates may have a cleaning stage after imaging but do not require chemistry or post image processing. Examples: Presstek Pearl Dry +, Heidelberg QuickPlate, Kodak Polychrome DirectPress DI Plates.

E6. All Other Presensitized Plates (includes unsensitized wipe-on and additive/diazo)
Includes all other presensitized non-metal lithographic plates. For additive plates, an ink-receptive lacquer is added to the plate during processing.

Includes:

Electrostatic Plates

Plate materials on which an image is deposited by means of electrostatic forces. A fine powder or toner is automatically brushed onto the plate and adheres to the image by electrostatic attraction.

F. LETTERPRESS PLATES

Metal Plates: Photoengravings made on zinc, magnesium or copper. Image or printing areas are raised above the non-printing areas.

Photopolymer Plates: Precoated plates on which the image or printing areas are raised above the non-printing areas. These plates can be used as original (or direct), pattern and wrap-around plates. *Examples: BASF Nyloprint, W.R. Grace Letterflex*

G. FLEXOGRAPHIC PRINTING PLATES

Rubber Plates: Plates molded from a natural or synthetic rubber compound in a female matrix made from an original relief plate.

Photopolymer Plates: Precoated plates made with synthetic resins and possessing good solvent resistance.

H. CHEMICALS (DOLLARS ONLY)

Photographic, plateroom and pressroom chemistries. Do not include off-press color proofing chemistries. Report those products in VIII-D.

H1. Photographic

Includes all chemistry related to the products reported in Sections 8A and 8C.

H2. Plate

Includes all chemistry related to the products reported in Sections 8E, 8F and 8G.

H3. Press

Includes all chemistry related to press operations.

I. OTHER SUPPLIES

Includes any consumable graphic arts material not categorized above, except do not include ink and/or paper. Include other sundry items not specified elsewhere.

Graphic Arts Paper:

Phototypesetting/Imagesetting Paper – A cellulosic paper coated on both sides with a special coating which is chemically active, but which prevents liquid penetration of the paper.

Photographic/Diffusion Transfer Paper – Includes: Positive/negative, projection/contact, diffusion transfer donor/receivers of a non-plate nature.

Includes the following:

Conventional Photographic Paper: A light-sensitive photographic material consisting of a paper base and a photographic emulsion, which is composed essentially of silver salts (halides) in gelatin.

Diffusion Transfer Materials (Include Both Imager and Receiver Sheets): A two sheet, peel-apart system consisting of a silver-based photographic emulsion on which a negative is produced and a receiver sheet on which a positive of the image is transferred during processing. Do not include donor receivers of a plate nature. Do not include diffusion transfer materials which depend upon the transfer of color dyes.

12. INK JET (INK)

Section 12 to report in milliliters

Ink consumed for Ink Jet proofing is measured in milliliters of ink and dollars, unlike other proofing consumables that are measured in finished square feet of proof and dollars. Ink jet milliliter data is excluded from category totals of square feet.