



news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

NPES Members Put Technology and Customer Solutions on Center Stage at IPEX

Harnessing technology to enable customers to compete in a fast-changing marketplace was the resounding theme for exhibitors at IPEX 06 – the global industry gathering at the National Exhibition Center in Birmingham, UK. Many observers and participants agreed the event was not only a busy selling venue but a showcase for the ways in which the industry is changing worldwide.

“Creative approaches to meeting customer needs are in high demand, and they were certainly in the air at IPEX,” said NPES president **Ralph Nappi**. “Print providers are focused on serving their

customers in new and dynamic ways. Clearly, members of the vendor community are working to stay in very close touch with what print providers need to expand and solidify their own client relationships.”

On the show floor, NPES member companies were prominent, from the largest booths and most familiar names to smaller companies and relative newcomers to global markets. The panorama of products and technologies introduced at the show served testimony that vendors are staying on the pulse of market trends and demands.

“Many of our offerings at IPEX were geared toward giving customers more productivity and enhancing their efficiency,” said **Susan Wittner**, Agfa’s vice president of marketing. “Whether you’re talking about a new workflow product or the next generation of CtP plates, it’s all about helping them improve their operations. In the industry today there is still a need for excellent makeready and re-start times, lower paper waste, and faster start-ups.



Photo courtesy Goss International

At IPEX, extensive technology demonstrations took place at the pavilions of many NPES member companies, including this one by Goss International.

“Also, with the introduction of a line of UV wide format printers, we are clearly speaking to customers’ desire for diversification,” Wittner added. “They want to be better equipped for business expansion, to differentiate their offerings, and address new niches in the marketplace.”

Jim Langley, President of Kodak’s Graphic Communications Group, gave a speech at IPEX emphasizing the need for vendors to stay close to the needs of their customers’ customers. “Print service providers

must develop new business models based on an understanding of the wider digital environment and a sharp eye for the opportunities this environment offers,” he said. “Marketers expect this of their suppliers...You not only have to keep up with advances in technology and keep your business moving forward, you must also understand what is happening in your customers’ businesses.”

“Our customers have demonstrated an increasing demand for automation in just about all facets of commercial

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chairman's perspective

Thomas Saggiomo

NPES Chair
President, Agfa Graphics NAFTA

Technology makes a difference

Walking around IPEX last month, I was energized by the many technology-based solutions I saw from all across the industry. In all areas of our business, companies are coming up with products and services that can take their customers to the next level.

That brings me to the theme of this month's column: technology as a winning strategy. At our recent NPES spring meeting, one of the more interesting interactive sessions involved small breakout groups aimed at identifying the critical issues for our members. Not surprising, most of these involved free market activities. Issues such as the rising cost of raw materials and benefits; availability and retention of qualified personnel; disconnects between manufacturers, distributors, and end users; and overall margin pressures were high on the critical list.

Like most effective business managers, I spend a substantial amount of time in the marketplace with customers. All too often I meet business leaders who have concerns similar to ours. The dilemma is that many businesses have no clear answers to the problems. I also see business leaders short-selling their products and services as a solution. Undervaluing what you do for your customers leads to sub par profitability, which then spirals into "need more volume" behavior, which leads to more sub par profitability. What options do businesses have to manage through the rough waters of the marketplace?

Looking to Technology

One of the most important tools that companies can use to break through to clients and distinguish themselves from the rest of the market is technology. While prudent managers would avoid "betting the farm" on a new technology that might never materialize, having a stable of "big ideas" is a must for every growing company. This thinking was evident at IPEX, where the overriding technology themes were efficiency and productivity coupled with quality improvement. These themes were all wrapped in a bundle of customer intimacy.

This column is not intended to be a rigorous technology review of IPEX. There are a number of experts that have already spread that word. Rather it is a high level overview of what was on the show floor and a call to action. Properly executed, breakthrough technology



can be a potent weapon in winning in your business space.

Speed and Efficiency

Among the technology themes that visitors to IPEX came across were enterprise software solutions that engage "your customer's customer." What better way to build value and dependency with your customer than to reach back two levels and develop a need at their customer and offer a solution. Beyond that market-based approach, the technology solutions were all about speed and efficiency. Offset presses that run faster with much shorter make ready times and require fewer operators were in evidence. Likewise in the digital press arena, color output at higher speeds was the word. In the world of CtP, a once arcane technology that is now considered commonplace, efficiency was defined as chem-free or no-process. Finally, ink jet technology continued its push into all areas of our industry.

Staying on Your Path

In my last column in the March issue of *NPES News* (www.npes.org/news/march06.pdf), I talked about developing and sticking to a competitive strategy for your business. Winning strategies are always multifaceted. They combine solid business and financial management, creative marketing and sales efforts, effective logistics and back office structure, and responsive after-the-sale service and support. With those fundamentals in place, you'll be positioned to offer focused technologies that address urgent needs in the marketplace. By providing your customers with a means to demonstrate superior value and differentiate themselves from their competition, you'll be poised to thrive for years to come. ●

NPES MEMBERS AT IPEX *continued*

prepress and press operation," said **Mark Givens**, vice president at ECRM, which introduced a new automated plate punching system at IPEX. "And while automation is the goal, today's workflows still require the necessary flexibility to intercept automation and accommodate the one-off or rushed job."

NPES supported its members with trade representatives on site, literature, and a variety of other services designed not only to help them sell products but also to help them understand the changing world marketplace. "It's essential that NPES be at these shows, not only to support exhibiting member companies but to help them develop international opportunities," said **Ed McLoughlin** of Oxy-Dry Corporation. "NPES is in a great position to help companies go international."

Another clear signal from IPEX is that major new print markets are emerging in Asia and Eastern Europe. **Michael Grauel** of Heidelberg cited a higher presence of Asian printers at the show, and Ed McLoughlin was struck by the strong growth prospects in Eastern Europe. Heidelberg CEO **Bernhard Schreier** said he perceived an improved investment climate largely driven by buyers in "the Asia/Pacific region, including China."

NPES and Graphic Arts Show Company shared a double space and unveiled colorful new exhibits at the show. GASC also staged several events to promote PackPrintSM 2007. In all, the presence of NPES and its members constituted an important part of IPEX, reported **Trevor Crawford** of IIR Exhibitions, which manages the show for Picon, the British printing industry association. "U.S. companies at the show were very pleased to have the NPES team there," Crawford said. "It gave them a focal point where they knew they had a friend, a source of information and referrals." ●

Membership Points of View

This month, four NPES members share key impressions of the recently concluded IPEX event in Birmingham, U.K.

Tom Wetjen

Vice President,
Xerox

"IPEX went extremely well for Xerox. In both our booth presence and the amount of activity we experienced, we were very pleased.

"Our focus was on business development, and we had presentations going on in several theaters simultaneously, all designed to help our customers to build their businesses. We are all being challenged today to find the best ways to communicate and present information. IPEX was an opportunity to help our customers discover new growth avenues and develop strategies to take advantage of them."



Michael Grauel

SVP High Volume,
Heidelberg

"I went to IPEX because we had some very interesting new product introductions

and major enhancements. Based on its proximity between Print and Drupa events, IPEX is an excellent opportunity to view the status of the competitive landscape.

"I was surprised by the attendance, which was very good. Very high quality buyers came to the show, and everyone seemed extremely busy. Like many of the other international shows, this was a very sales driven event. As expected, there were many visitors for the UK, but also a surprisingly large number of attendees from the other European and the Asian countries as well. This overall success of the show doesn't seem to be limited to new technologies, but a reflection of the well being of the global print economy as well.



Bruce Peterson

President, Colter
and Peterson

"I sensed a very optimistic mood at IPEX. Our company attends shows like IPEX to meet with our suppliers, promote our microcut® computer retrofits and to observe the general trends we see in the printing market. We found the general tenor of this show to be very optimistic. I think this built on the positive mood we saw at PRINT 05 and CONVERTING 05 last year. We also sell through dealers, some of whom attended the IPEX show. These people are out there every day interacting with customers. We got a lot of positive reports from these dealers as well, which leaves us with a strong sense that a good recovery is underway. I'm very buoyed by that."



Ed McLoughlin

President, Oxy-Dry
Corporation

"In terms of size, this IPEX seemed larger than the last show, and the amount of equipment exhibitors had running on the floor, the size of the investments exhibitors had made, certainly indicated optimism about the industry. Eastern Europe and similar regions are growing markets, no question about it. Our market today is a world market. Our competition isn't just the United States, it's worldwide, and we have to get out there and compete in that arena. A show like IPEX is an opportunity for cost-effective marketing of products to a world audience."



If you'd like to participate or recommend an upcoming theme for *Membership Points of View*, contact the editor at dsprei@npes.org.



OVERHEARD

Magazine mogul **Jann Wenner** was the subject of a Q&A in *The Wall Street Journal* in which he discussed the subject that currently bedevils just about everyone who's been in magazine publishing for more than a decade – the Web.

Said Wenner: "There is a lot that the magazine does better, particularly for certain kinds of advertisers who are interested in visual display. Cars are sold that way. Fashion is sold that way. Soft drinks are sold that way. Most of our key categories are sold with visual imagery. Those people who need to get a lot of data to a consumer – like warranty information, or where it makes sense to offer an opportunity to choose different colors and styles of a particular product – the Web does that great. We are kind of seeing a fad reaction right now. It will all balance out, and those magazines that figure out how to make their Web product good and how to make it relate back to what's on that magazine page will be very successful."



By Mary Abbott

SETTING THE STANDARDS

NPES's Historic Role In Industry Standards Has a National and Global Reach

NPES has long played a major role in the development of standards for the printing, publishing and converting industries. If you have heard the term TIFF/IT or PDF/X or PPML/VDX, then you are aware of standards that have been developed by NPES-led industry committees that make the quality and efficiency of our industry better every day.

On November 29, 1954, the first "consensus" standard for our industry was approved for publication under the auspices of the American National Standards Institute (ANSI). B65.1-1954, American Standard Safety Code for Controls and Signaling Devices for Graphic Arts Presses, was developed under the sponsorship of the Research and Engineering Council of the Graphic Arts Industry and the National Safety Council, with the participation of NPES. In 1972, that standard was revised under the joint cooperation of the National Safety Council and Printing Industries of America (PIA), again with the participation of NPES.

In 1982, NPES expanded its commitment to the development of standards by agreeing to become Secretariat of the ANSI B65 Committee, which develops safety standards for graphic technology equipment. Under NPES's leadership, B65.1 has been revised three times. This work was followed by the development of other safety standards for other equipment used in our industry, including press equipment and systems, binding and finishing equipment and systems, cutters and trimmers, and ink making equipment.

By the mid-1980s, significant work had begun to develop standards for the exchange of digital data on magnetic tape. Seeing a need to develop this work in a formal standards-development environment, NPES sought and received ANSI accreditation as the administrator of the ANSI IT8. The role of this "image technology" committee was to develop "Specifications for the Exchange of Digital Data Between Electronic Prepress Systems and Their Respective Components." The committee

was made up of associations, vendors and users working together to identify their problems relating to the reliable exchange of data and to develop solutions.

In May 1989, NPES was accredited as the Secretariat of the Committee for Graphic Arts Technologies Standards (CGATS), which continues to develop technical standards for the industry. In 1994, the work of IT8 was merged under the structure of CGATS to streamline the standards development process. Under the administration of NPES, these various ANSI committees have developed standards that address issues ranging from terminology, plates dimensions, blankets, pallet loading of printed materials, scanner calibration

several other countries expressed their interest in being actively involved in the reactivated committee.

The existing ANSI IT8 standards were of immediate interest to the international graphic technology committee and were quickly submitted by the U.S. for approval as ISO standards. Since that time, other ANSI standards have been proposed to ISO TC 130 for development as international standards. With much of the foundation work already laid by CGATS and B65, under NPES administration, development at the international level was greatly facilitated.

To participate in the development of ISO standards, the industry needed to have an ANSI-accredited group to administer the U.S. participation in ISO TC 130. Once again, NPES stepped up to the plate and agreed to serve as the Secretariat to the U.S. Technical Advisory Group (U.S. TAG) to ISO TC 130. The role of the U.S. TAG is to identify Technical Experts to participate in the various ISO standards activities of interest to our industry, and to ensure that during the balloting process of the draft documents, they are circulated as widely as possible to U.S. companies that may be affected by, or have an interest in the work. As a result of that process, the U.S. TAG consolidates all input to formulate the official U.S. position at TC 130 meetings, and for TC 130 and ISO ballots.

The standards work administered by NPES not only addresses the needs of our members, but also of their customers. This work helps everyone by making processes more efficient and interactive, ensuring that output is more predictable and work can be performed more safely. Information can be found on the NPES Standards Workroom at <http://www.npes.org/standards/workroom.html>, where you find information on committee activities, a downloadable PDF version of "The Bluebook," which contains an overview of the standards programs, information and applications for the various committees, and a catalog of technical and safety standards you can purchase. Contact Mary Abbott, NPES Director of Standards Programs (mabbott@npes.org or 703-264-7229). ●



The standards work administered by NPES not only addresses the needs of our members, but also of their customers."

targets, color measurement, reflection and transmission densitometry, targets to be used for the evaluation of printing processes, digital data exchange using PDF, variable data exchange, safety of printing, finishing, cutting and ink making equipment, and others.

With all this work being done in the U.S., it was becoming apparent that there was a need to reactivate a dormant international standards development committee under the International Organization for Standardization (ISO). ISO Technical Committee 130 (Graphic Technology) had been inactive for some time. At the request of the U.S., led by NPES, a reorganization meeting of ISO TC 130 was held in Berlin on July 4, 1989. At that meeting, Germany agreed to serve as the Secretariat, and

Print in Action:

Lumpy Mail Talks, Junkmail Walks

by Joel Friedman



Harvey Hirsch

We recently spoke with Harvey Hirsch, president of Digital Dimensions 3 in Lyndhurst, NJ. Digital Dimensions 3 produces colorful, personalized, three-dimensional mailing programs designed to grab the recipient's attention and lay the groundwork for a successful follow-up call by a sales rep. This month we'll examine the marketing principle behind the strategy; in a future issue we'll take an in-depth look at the printed components of one of Harvey's most successful promotional packages.

Do you see your firm as a marketing company or as a printing company?

Both. Essentially, 95 percent of all printing goes in the mail. After almost 30 years in direct mail, I know that nothing will give a customer greater response and greater sales than a direct mail program produced correctly.

What would you say drove your strategy toward differentiated mailings such as these?

A few years ago, most printers started finding that their product had become commoditized. In other words, a buyer could go online, post a proposal and

have 50 estimates come back. Usually, the company with the lowest overhead and the sharpest pencil got the job. This is affecting printers and will continue to affect printers, with the larger jobs going to China and the smaller jobs left for people here to fight over.

So how have you dealt with that?

We print something that's out of the ordinary. We are merging data on digital presses to print on a template that we make and then pop out instantly. To further explain this, if you want a lumpy mail piece, or a three-dimensional product, in today's marketplace you literally have to print a thousand units. Then you create a die strike, you send it to the die cutter, they press the units out of the printed sheets, and then they assemble it. Usually it's up to two weeks worth of work. It can make the job seem imposing and undoable and perhaps cost prohibitive to the print buyer.

What we do is we score an image into the paper and then we print on it. By doing that, we can take a database at 10:00 in the morning and launch a hundred pieces by 2:00 that afternoon.

Can you describe one of your projects for us?

One of our clients is a photographer who needed one of our products, a three-dimensional camera with a filmstrip. In less than four hours we created—using her photographs—an actual invitation set, with a box, a camera, a filmstrip, and two invitation cards, all personalized. We made ten of them. It's very fast to do. Last year we doubled our business in 90 days and we're printing so much that we need to move into a larger facility.

And the three-dimensional mailing provides that much differentiation?

It's quite interesting to be able to press a button and pump out a three-dimensional product and have everybody go ooh

and ahh. The real reason I make three-dimensional products is that the letter in an envelope is pretty much a dead deal. It doesn't produce anything but a half of one percent response, and the cost of generating a lead can be as high as \$350.

Lumpy mail, on the other hand, stands out of a stack of mail, gets opened 40 percent more, creates a positive, lasting impression, and, if it's written really well, will increase sales by almost 20 percent. We have tested some of our products and actually had an 80 percent return in lots of 20 units, which is really quite amazing.

If the person receiving a mailing doesn't get a positive, emotional reaction out of the piece, then I think they're not going to do anything. Personalization, according to IBM and Xerox, increases sales by up to 40 percent. Some of the mailings that we've done for ourselves have been short, targeted runs of 25 units where I'll get 15 people on the phone and set up 5 appointments. We have tested in some very tough fields, like the medical field—very tough, very competitive—and the recipient is very arrogant. They know they're in the catbird seat, and you have to get them to move dynamically from "I'm not interested" to "Maybe I am interested." Here's a way to use print to do that. ●

Joel Friedman has worked in publishing, prepress marketing, and user-group management. His latest project is *ThePrintPub.com*, a website covering our industry from the user's perspective. The Harvey Hirsch interview is downloadable as an MP3 file or podcast at www.theprintpub.com.



One on One:

The Far-Reaching Payoff of Success

AN NPES MEMBER GOES "FULL CIRCLE" TO MAKE A DIFFERENCE IN AFRICA

The successful business is one that makes sufficient profit to keep investors happy while being a positive force in the world. With that definition, one can certainly do well while doing good."

**- Fred L. Fry, Professor,
Bradley University College of Business**

If the above statement seems altruistic at first glance, a look at the example of **Walter Dean** will provide confirmation in practical terms. For Dean, thriving in business while striving to better the human condition has become second nature.

Headquartered in the Atlanta suburb of Alpharetta, Georgia, Dean runs three companies: Billhofer USA (an NPES member firm), which offers sophisticated equipment for laminating, coating, varnishing, and other applications for printing and packaging; Dean Machinery, a full-service broker and appraiser of used equipment for printing and converting paper, film, foil, tissue and flexible packaging products; and a real estate management firm.

While Dean's trajectory to success has been many years in the making, it's been guided by a singular vision forged when he was a young man. After graduating from Davidson College in the early 1980s, he went to Africa and taught school in Khwisero, a village in western Kenya that had no electricity or running water. Being immersed in issues of life and survival for people of the region changed Dean's world view forever. The experience germinated a commitment so strong that even when a debilitating bout of malaria and typhoid hospitalized him and forced his departure, Dean vowed to return to Kenya some day – in a position of strength that would enable making a difference in the lives of the people he had come to love and respect. Two decades later, he's been making good on that commitment in a big way. We asked him to describe his recent activities on the humanitarian front.

What made you come back to Kenya?

I had to leave early and felt like my work was unfinished. I had gotten myself in a bad situation and was no longer effective helping the people because I got sick from drinking the water they had to drink. There are moral dilemmas you deal with when for a little bit of money you can go into the hospital and pay your

way out of a life and death situation. That was not an option for the people I lived with or the children I taught. I made a promise when I was in that hospital bed 22 years ago – I'm 44 now.

Who did you make the promise to?

To myself, and to my students and the people in that area. I said when I'm better and able to help this community then I will. They are still dying today; there's a funeral every week. They don't even start counting a child as one of the family until four or five years, because too many things can kill them before they reach five. There's no clean water.

These people are at the end of humanity; when you live and engage with them, you know their names and families... you are never the same. You gain insight into what it means



Walter Dean displays the Plotmaster plow his company is developing to increase sustainable agriculture in developing countries.

to be poor, and all the accompanying issues like poor health. After you've seen that, it isn't so appealing to concern yourself with the new Playstation 2 game and things we Americans concern ourselves with. We are woefully inadequate in our response to poverty in the developing world. With all the money we are spending to fight in Iraq, I'm here to tell you the biggest terrorist on earth is poverty.

At the same time being a successful American businessman has given you resources to come back to Khwisero and help. How else has it shaped your approach?

You know the old adage: give a man a fish and he eats for a day; teach him to fish and he eats for a lifetime. I truly wanted to make those words reality. There are four tenets of sustainable development in communities: food production, clean water, education, and health care. If you give people these four basic elements, they can fish for a lifetime, sustain themselves, and be effective for helping the next community over.

As our business grew, we were able to start doing some small things. We built houses, a computer lab, put in water wells, established a girls school with dormitories. Educating girls and empowering women is absolutely critical in these developing countries. And we're not alone doing this by any means; the CDC, the Carter Center and Gates Foundation are active in the region, and CARE, which I have supported for many years. From a business perspective, I think CARE is one of the most efficient relief organizations there is. You give them a dollar, and 91 or 92 cents goes directly to programs rather than bleed off in administrative charges. Even churches are not as efficient as CARE; I've seen it firsthand.

Give me an example of the "eating for a lifetime" scenario as it relates to one of your four principles of sustainability.

I've learned a little about machinery and design over the past 20 years. We have worked with Tecomati Wildlife Systems, the manufacturer of a plow called the Plotmaster, and modified their existing design to produce a plow that is suitable for human food production. It can actually disc the soil, create a furrow or row, put in seed and fertilizer, and cover it up all in one pass. It's manually driven, pulled by draft animals, and we think this design will revolutionize food production in the developing world. I'm making enough money selling Billhofer machines, so that what I want to do is create a low enough price on this unit so that it can be universally introduced into rural areas of Africa and Central America. Thanks to my associate Vincent Farley, who was formerly President Carter's advisor on Africa, we had a visit from the president of Mali and his ministers and entourage just before Christmas.

Just a regular customer visit, eh?

I'd say it was much different from the normal Billhofer customer visit. He came in, looked at the plow, and said, "This is exactly what my people need. This man obviously knows Africa and understands what our problem is." Since then we've had visits from the Minister of Agriculture from Nigeria, the Health Minister from Mozambique, the mayor of Dakar, Senegal. We've got agents to sell this in Zambia, Malawi, and Kenya, and will put an agent in each African country that will sell the plow. The more we get, the lower I'm going to push the price.

It has to pay for itself from your perspective as a businessman and developer, doesn't it?

Well, I'm never going to get the money back I put into it, but that's not the point. I'm going to eat tomorrow and so are you. I don't play golf; I want to spend my money on this. But from a user perspective it will pay for itself, and this is the beauty of the thing: they increase food production so much, the farmer can then plow a larger land mass and make the transition from subsistence to commercial. If there is coordination at the community level, they can grow crops that can be exported or sold into the marketplace at higher value. ●

VUE/POINT® draws praise from attendees



A printers panel at VUE/POINT featured (left to right) Steve Amiel of Strategic Content Imaging; Val DiGiacinto of The Ace Group; Jeff Rhoades of JW Reproductions; and Chuck Werninger of Democrat Printing & Lithographing.

The 16th edition of VUE/POINT, held in Orlando, FL in April, drew strongly favorable responses from attendees for its unique combination of practical, "real world" user experiences and visions of business opportunities in the future.

VUE/POINT took place April 10-12 at the Hilton in the Walt Disney World Resort. The program included keynote and general sessions, panel discussions on technical and business topics, and evening roundtables that encouraged a free-wheeling exchange of ideas.

One attendee, Doug Klemz of Home Mountain Printing, Valparaiso, IN, commented that "Some of the Information Technology sessions have been phenomenal, covering how to streamline operations, continue automation, and use technology as a force multiplier."

This response was echoed by many other attendees, who once again found great value in the practical advice and interactivity of the panel sessions.

Panel topics ranged from "Workflow Standardization" and "Digital Asset Management" to "Solution Selling" and "Building a Business from One-to-One Marketing."

Ian Basset, Operations Director at Creda Communications in Cape Town, traveled to VUE/POINT all the way from South Africa and declared the trip well worthwhile. "Being in South Africa, we're quite far away from user groups and the like, and this is a very good opportunity to interact and network with people using the same products," he said. "Over the years, we've always gotten so much out of it."

The practical content of the sessions also got high marks from Michael Stella, President of Corner Lot Marketing, Mansfield, MA. "Here, everyone is very open to speak to," Stella said. "The real world experience you get here is very valuable, and the topics are current. The variable data printing and lists sessions I found very interesting."

Randy Fox, Market Development Manager, Jet, Downers Grove, IL, said he was attracted to VUE/POINT by "the fact that there wasn't an exhibit floor. The concept of putting industry professionals on the stage, with no preaching, no Powerpoints, was very attractive. Here, people are giving away ideas that lead to strategic thinking. Speakers have been very open."

The opening general session brought attendees a vision of the future from Larry Letteney of Blue Ocean Advisory Group, who warned, "Anything that can be done anywhere is going to move around the world to the place where it can be done most effectively." Letteney noted that for every dollar American corporations spend on printing, they spent another six dollars on related functions like fulfillment, warehousing, administrative tasks and creative development. As a result, total print-related spending is under unprecedented scrutiny.

Luncheon speaker Prof. Frank Romano of Rochester Institute of Technology agreed that "geography doesn't matter any more. Now your competition can be in another state or another country."

Romano stressed that "the opportunities today are in augmenting and not replacing print. It is no longer a case of print versus electronic. It's print and electronic, and if we don't get that straight, we're dead." ●

news and notes

PRIMIR SUMMER MEETING TO BE HELD IN WINDSOR, ONTARIO

How much of printers' total revenue is derived from non ink-on-paper services and what services do they offer besides printing? These and similar issues will be discussed by a panel of local printers at the next PRIMIR meeting, July 17-19 in Windsor, Ontario, Canada. Additionally, meeting participants will tour VistaPrint's cutting-edge North American printing operations facility and hear the findings of research that no successful industry professional should be without.

The presentations include:

- *World Wide Market for Print – Phase I*

PIRA representatives will provide an overview of the Worldwide Market for Print findings for Phase One of a study focusing on demographics of countries accounting for 95 percent of the world print market.

(PRIMIR and NPES members only)

- *Benchmarking Non-Print Revenues of Printing Companies*

By Art Goldberg, Goldberg & Associates and Neil Richards, Richards Research. Printers are increasingly adding non-print ancillary services to augment their "core" print on paper business. Goldberg and Richards will review their research findings and outline the revenue volume and types of non-print related services offered now with trends through 2010. (PRIMIR and NPES members only)

- *U. S. Smart Label Market*

Clint Delafield from The Freedonia Group will present an overview of the smart label market in the U.S. highlighting findings from a recent study that they completed.

NPES members receive discounted registration fees.

Complete registration and program materials are available at, www.primir.org/meeting_details.html.

TRENDS IN PRINT PROCESSES AND RUN LENGTHS STUDY RECENTLY RELEASED

According to a recently-released study, *Current and Future Trends in Printing Processes and Run Lengths*, while industry consolidation and profitability issues will continue to erode sales of new printing equipment, there are solid opportunities for new digital press sales. The study also notes that although print-profit leaders will be replacing older equipment to take advantage of productivity enhancements, the rate of installed base of presses will remain flat. This study, along with *The Future of Catalogs*, has just been released by the Print Industries Market Information and Research Organization, (PRIMIR). The former is being distributed to NPES delegates and PRIMIR members, while the latter is only being distributed to PRIMIR members. For more information contact Managing Director **Jackie Bland** at 703/264-7200, or e-mail jbland@primir.org.

EVANS TO ANALYZE BRIC MARKETS AT INTERNATIONAL TRADE SEMINAR

NPES consulting economist Michael K. Evans, Ph.D, will analyze and project print markets in the World's four largest emerging markets; Brazil, Russia, India and China (BRIC) at the International Trade Seminar, July 21, near Chicago's O'Hare Airport. One of the nation's foremost econometricians, Dr. Evans heads the Evans Group, which provides economic forecasting, portfolio manage-

ment, and economic consulting services, and was a professor of economics in the Department of Managerial Economics and Decision Sciences at Northwestern University's Kellogg School. He is editor of *The Evans Report*, a weekly newsletter on economic trends and is frequently quoted in the *Wall Street Journal*, the *New York Times*, and other national publications.

The seminar targets top executives of member companies who are serious about doing business in these emerging markets, and will feature presentations by global economic and business experts, overseas manufacturers and printers and NPES member companies doing business in these markets. A reception will precede the seminar on the evening of July 20. More details will be available from the NPES web site, www.npes.org as they become available.

FOURTH QUARTER 2005 INTERNATIONAL MARKETS REPORT TO BE RELEASED

The NPES Quarterly International Markets Report 4th Quarter 2005 will be available in the Members Only section of the NPES web site, <http://apphost.infosrc.com/npes/closed.html>, in early May. This report includes data and analysis of graphic arts industry market conditions in selected countries of Latin America, Asia and Europe. Members may also contact International Trade Data Specialist **Saranga Senaratna** for a printed copy at 703/264-7200, or e-mail ssenaratna@npes.org.

STANDARD FOR REFLECTION DENSITOMETRY REVISED

The ANSI-accredited Committee for Graphic Arts

Technologies Standards (CGATS) has completed the revision of the 1993 version of ANSI/CGATS.4, Graphic technology - *Graphic arts reflection densitometry - Terminology, equations, image elements and procedures*. The 2006 version brings the work into better alignment with related ISO standards.

CGATS.4 defines terms, equations and procedures for measurement, use, and communication of data obtained using reflection densitometry in the graphic arts. It also applies to measurement of materials produced by systems such as photographic, inkjet, thermal transfer, electrophotographic, and toner technology used in graphic arts applications.

The revision has been prepared for publication and is available from NPES. The work of CGATS is administered by NPES, and is open to anyone having an interest. For more information contact Director of Standards Programs **Mary Abbott** at 703/264-7200, or e-mail mabbott@npes.org. ●

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