



NPES news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

The World of Print is Flat Too!

Part Deux

In the October 2006 issue of NPES News, we highlighted the preliminary findings of Phase 1 of the PRIMIRSM study on the *Worldwide Market for Print*. Phase 3 of this study is now essentially complete and was presented to the membership at the recent NPES Industry Summit. The message from this report is clear... if you're not thinking global, you better begin investigating international markets soon. If you are a global marketer, there may be some markets not currently on your radar screen worth taking a closer look at going forward. In this issue, we will explore the top level global printing market and the market for printing equipment and supplies.

For years, the common belief

relating to the world market for print was that the U.S., Europe and Asia each accounted for about a third. As it turns out, that assessment was fairly accurate as the report shows that North America accounts for 32 percent, Europe 32 percent, Asia 28 percent and the rest of the world about eight percent of the \$610 billion world market. However, going forward to 2011, the report projects that the action is shifting "east" as North America will account for 28 percent, Europe 31 percent, Asia 30 percent and the rest of the world 11 percent of the projected \$720 billion world market. It is also important to point out that there are two opposing trends taking place in the European arena as Eastern Europe grows at an impressive 51 percent, while growth in Western Europe over the five-year period is about 12 percent.

Looking at individual country markets, *Table 1* shows the top 12 markets on a dollar volume basis in 2006 and 2011. There are really no surprises in this data, other than the fact that China has already displaced Germany and the UK as the third largest print market. However, by 2011, India will rise from the 12th largest market to number eight. Another

Table 1: Leading Print Markets, 2006-2011
US\$ million, current prices

Rank	Country	2006	Growth 2005-06	2011	Growth 2006-11
1	United States	\$182,000.7	2.8%	\$196,722.7	8.1%
2	Japan	84,976.0	-3.3%	88,363.7	4.0%
3	China	41,200.0	17.0%	65,934.1	60.0%
4	Germany	38,794.2	1.5%	43,329.9	11.7%
5	UK	34,937.0	4.0%	39,030.6	11.7%
6	France	23,251.5	2.9%	26,731.4	15.0%
7	Italy	23,096.3	2.6%	26,000.4	12.6%
8	Canada	16,136.4	11.6%	17,792.2	10.3%
9	Spain	13,856.0	4.1%	16,074.4	16.0%
10	Brazil	12,552.2	18.5%	19,192.2	52.9%
11	Mexico	12,277.5	7.1%	16,550.4	34.8%
12	India	12,131.0	7.8%	20,990.7	73.0%

Source: PRIMIR 'World Wide Market for Print' study by Pira International, 2007 © PRIMIR-NPES

significant emerging market is Indonesia with a population of 225 million people and total

print volumes approaching \$10 billion in 2011. As illustrated in *Table 2*, five

Table 2: Fastest Growing Print Markets, 2006-2011
US\$ million, current prices

Rank	Country	2006	2011	Growth 2006-11
1	India	\$12,131.0	\$20,990.7	73.0%
2	Russia	4,257.8	7,192.0	68.9%
3	Venezuela	877.8	1,419.3	61.7%
4	Ukraine	529.6	848.8	60.3%
5	China	41,200.0	65,934.1	60.0%
6	Malaysia	3,504.3	5,503.0	57.0%
7	Indonesia	6,096.5	9,547.8	56.6%
8	Romania	718.2	1,112.2	54.8%
9	Turkey	2,110.9	3,227.9	52.9%
10	Brazil	12,552.2	19,192.2	52.9%
11	Poland	3,004.7	4,579.2	52.4%
12	Thailand	596.9	909.4	52.4%

Source: PRIMIR 'World Wide Market for Print' study by Pira International, 2007 © PRIMIR-NPES

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chairman's perspective

Thomas Saggiomo

NPES Chairman

President, Agfa Graphics NAFTA

The Season For Change

Once again it is springtime and everything around us is beginning to come alive, albeit, in some parts of the country winter is leaving us a bit more reluctantly. Over the first two weeks of April, rather than warm sunny



days, I encountered snow in Toronto, Chicago and Scranton, PA. This stubborn last blast of winter is indeed a timely metaphor for how difficult it can be to let go of the past and transition to a new beginning.

Here at NPES,

however, "the season for change" is well underway. Already this year, we've made some significant strides forward in reshaping our association to respond to the ever-changing needs of our membership. Consider the recent NPES Industry Summit held in Chicago, IL, as proof positive of our ability and intent to change.

Historically, the NPES Spring Conference was held at

a resort location, and it took most attendees away from their businesses for several days. PRINT OUTLOOK® was another, separate content-rich program, held in Washington, D.C. in early December. The PRIMIRSM Spring Meeting, a third significant event, provided industry participants with a revealing look at research results that helped them to more strategically move forward.

With an eye focused on improving service to our members, 2007 has indeed become "the season for change" at NPES. We began by taking a fresh look at our existing programs and considering bold new approaches. Starting "clean slate," we envisioned an efficient and effective program, centrally located, in a high-quality venue. With respect for our members' time and money, and to maximize their ROI, we considered co-locating three of our most popular programs into a single three-day "mega" event. This multi-faceted program would: 1) present a concise review of the latest market data from the past year, 2) offer meaningful forecasts relative to technology, and 3) capitalize on the latest commercial predictions. Spring was chosen as the ideal timeframe, since it would enable our member companies to do a better job of preparing for the coming year — before it was actually upon us. And so, the NPES Industry Summit was born.

With the vision, hard work and dedication of the NPES leadership team and staff, we successfully leveraged and transformed three formerly separate high-value industry events into one effective, content-

rich conference. This new format delivered the timely information necessary to help forecast important industry trends in the coming year. In the process, the Summit surpassed two previous attendance records. The 82 attendees who participated in PRINT OUTLOOK made this edition of the program the largest since 2000, and the 51 attendees at PRIMIR made this program the largest ever!

Based on the Industry Summit participants' feedback — both spontaneous and captured in the formal survey — this new event was a resounding success! Attendees were impressed with the quality of the speakers, the overall program content, and the number of business contacts they were able to make during the numerous networking opportunities provided throughout the event. Plus, attendees from companies operating on a calendar year stated that, as they soon move into the 2008 budget process, they'll do so more confidently and with a much better set of tools.

I give Ralph Nappi and his entire team "two thumbs up" for their courage in conceiving this change — and for their solid execution of the new plan. And, as NPES Chairman, I will continue to support our leadership team as they embrace "the season for change" by taking more bold steps to make our association even better. ●

FIRST NPES INTERNATIONAL WEBINAR

INDIA MARKET ACCESS AND OPPORTUNITY

June 19, 2007 • 11:00 am-12:00 pm EDT

Take an hour break at your desk to travel to India for a personal tour of the printing industry from the NPES India and U.S. Commercial Service Offices in New Delhi. While there, listen to three NPES Members who will tell you how they started new export businesses in this rewarding but challenging market. All aboard with your own FREE ticket to this inaugural trip on the NPES International Trade Express.

To get your ticket, contact Mike Hurley, NPES Director, International Trade at e-mail: mhurley@npes.org.

• Navigating the Winds of Change •



SAVE THE DATES!

NPES ANNUAL CONFERENCE

"Navigating the Winds of Change"

November 3-5, 2007

Rancho Bernardo Inn
San Diego, CA

Mark your calendar now for the NPES Annual Conference 2007 in San Diego, CA.

A dynamic and content-rich agenda is shaping up designed to engage members in direct exchange with industry thought-leaders and peers.

Photo by: Onne van der Wal/www.vanderwal.com

Table 3: Global Machinery Market, 2006-2011

US\$ million, current prices

Sector	2006	2011	Growth 2006-11
Sheetfed	\$4,892.2	\$4,575.9	-6.5%
Coldset	1,765.0	1,677.9	-4.9%
Heatset	2,126.6	1,972.4	-7.3%
Gravure	1,315.6	1,161.3	-11.7%
Flexo	2,783.9	2,510.3	-9.8%
Screen	811.7	689.7	-15.0%
Letterpress	403.9	291.7	-27.8%
Electrophotography	1,431.0	2,055.6	43.7%
Inkjet	1,310.8	1,989.9	51.8%
Spares	2,966.0	2,684.8	-9.5%
Prepress	1,598.4	1,584.5	-0.9%
- Film imagers	192.7	162.0	-15.9%
- Platesetters	1,405.7	1,412.2	0.5%
Postpress	1,520.2	1,384.4	-8.9%
TOTAL	\$22,925.3	\$22,839.7	-0.4%

Source: PRIMIR 'World Wide Market for Print' study by Pira International, 2007 © PRIMIR-NPES

of the 12 fastest growing markets are in Asia, headed by India and China, but perhaps more interesting are the opportunities in Indonesia, Malaysia and Thailand, all with growth rates in excess of 50 percent... albeit from a smaller base. Another market warranting serious attention is Poland with a growth rate exceeding 50 percent but with a substantial base of \$3 billion growing to \$4.5 billion by 2011.

What does this all mean for sales of NPES member products? The worldwide market for printing machinery is estimated to be about \$23 billion in 2006 and will remain relatively stable through 2011. However, as illustrated in Table 3, the action is shifting from the traditional printing processes of offset, flexo and gravure to electrophotography and ink jet, at least on a percentage growth basis. But, don't let that fool you as the largest

markets on a dollar basis will continue to be for sheet- and web-fed offset and flexo presses.

Strong growth in metal CtP plates will bolster the global consumables markets as illustrated in Table 4. Growth in worldwide package printing markets will also result in strong growth in flexo plates. In all, the worldwide consumables market will grow from about \$5.5 billion to \$7.5 billion by 2011.

Clearly, although the North American market is mature and relatively flat, there are still many significant growth opportunities for NPES members in emerging world markets. In the coming months, we will highlight data from the PRIMIR study on the key countries providing details on their demographics, print market size by segment and the market for equipment and consumables. Stay tuned! ●

Table 4: Global Consumables Markets, 2006-2011

US\$ million, current prices

Sector	2006	2011	Growth 2006-11
Graphic arts film	\$871.4	\$666.9	-23.5%
All aluminum plates	3,869.8	5,502.6	42.2%
- Metal CtP	2,273.6	3,876.5	70.5%
- Conventional	1,596.2	1,626.1	1.9%
Polyester/paper	236.5	345.2	45.9%
Flexo plates	703.2	888.7	26.4%
TOTAL	\$5,680.9	\$7,403.3	30.3%

Source: PRIMIR 'World Wide Market for Print' study by Pira International, 2007 © PRIMIR-NPES

GRAPH EXPO® MUST SEE 'EMS® Program to Open for Exhibitor Submissions

Which exhibits, technologies and products will be "musts" for visitors to see at this year's GRAPH EXPO®, September 9-12 at McCormick Place South in Chicago? And how can exhibitors make themselves stand out among the more than 460 company displays of printing, publishing, converting and package printing technologies that fill the more than 420,000 net square feet of exhibit space?

The MUST SEE 'EMS program presented by the Graphic Arts Show Company (GASC®) has provided the answer to these questions for more than a decade. At every national and worldwide GASC event, the program recruits a jury of industry experts to review hundreds of submissions and identify the products and exhibits that show visitors simply "must see."

For exhibitors, the MUST SEE 'EMS program provides a means of highlighting their most important innovations. Submissions by exhibitors at GRAPH EXPO are invited for consideration by this year's expert panel. Full submission procedures and details are available online on at: <http://graphexpo.gasc.org/mustsee.cfm>.

MUST SEE 'EMS offer exhibitors a highly effective tool for calling attention to their most exciting new products," says GASC President Ralph Nappi about the 2007 program.

MUST SEE 'EMS honorees are announced at the conclusion of the EXECUTIVE OUTLOOK® conference on Saturday, September 8, published in the *Show Daily* newspaper, and are also distributed in other forms.

"This show will abound in new product introductions," Nappi adds, "and it will be difficult for the average visitor to see everything. The MUST SEE 'EMS program enables companies with really compelling new offerings to put themselves more brightly on visitors' radars."

For show visitors, the selection of MUST SEE 'EMS products is a crucial aid in prioritizing booth visits and assuring that they see everything that will make news at the show. Complete information about GRAPH EXPO is available at: www.graphexpo.com. ●



Doug Traxler

How important are process automation and e-commerce capabilities to a printer's success in working with today's emerging "demand specifiers?"

Doug Traxler is executive vice president of Webb/Mason, based in Hunt Valley, MD. Webb/Mason is an \$85 million company specializing in online brand management, creative and print services. The company works with nearly 200 "preferred partners" nationwide, matching their services to the needs of more than 400 active customers.

“The biggest mistake people make is to think they are smarter than their client.”

Traxler was part of a "Demand Specifiers Panel" at the recent NPES Industry Summit in Chicago. We followed up with him afterward.

At first glance, the Webb/Mason model is reminiscent of the e-commerce "bid and buy" services that sprung up in the industry in the years around 2000. What's different today?

Those services mostly flopped because they didn't

Where do E-services "Fit" in Printing?

solve a problem at the time. When we were going to technology for print procurement, that wasn't the problem the clients were asking us to solve. They wanted an incredibly high number of low-dollar transactions automated, so that our relationships became more efficient. These people needed access to corporate collateral, access to promotional materials, and corporate wanted to control all of that. (The e-commerce services) were all focused on the print buying process, and none of our customers were saying that was broken at the time.

They were saying, "How do you help us fix 80 percent of the problem, which is control and use of our printed materials?"

We actually built a capture-spec system so somebody could go in and just request a price, and that system was used three times in five years. If I were a buyer of print, I thought, this would slow me down and not add any value to what I'm doing, and if I get it wrong, I take full responsibility. It's no longer a collaborative process. Once a job has been auctioned, 20 to 30 percent of the time the specs change, and then the price changes. And you've

created an adversarial relationship between you and me where every time you can get me, you're going to get me.

We have clients who buy lots and lots of printing. They may say, "I buy this brochure once every six months and then my people in

the field requisition it 2,000 times. We expect you to drive costs out of the print production side. Let's work on the part that's broken. It's really about organization, control and efficiency.

We'd go in and ask a client, how much printing did you do last year, and they'd say, "We don't know." How much did you spend on print last year? We don't know. Our model is, after six months, you'll know everything about your print spend.

How valuable is it for printers to have fully automated processes?

To be part of our Preferred Partner network, you do have to go through a qualification process. You

must meet minimum quality standards, plus have the ability to communicate with us electronically.

But the job is usually only on the shop floor for four or five days, and customers are not checking in every day to see where it is. When we look at the ability of our vendors to interface with us, it's really on the job initiation and collaborative phase, and then on the back end, in invoicing the job and providing data about the job. We want the client to be able to initiate jobs, do collaborative proofing, and so on, on the creative side, and then to know when the job is shipped. And clients don't have to pay 70 invoices from 12 different vendors. They pay one invoice, to one vendor.

There are two kinds of transactions in complex organizations, the one-offs and then the repetitive consumption, the literature that's in the warehouse, the counter cards, stationery and so on. Clients don't want to issue purchase orders for all that repetitive stuff, they want to pay it like a phone bill. That leaves them free to focus on the more complex print jobs, which may not go through an online system. You don't build an online system to handle one-offs.

Do you guide your print vendors in their new equipment investments?

We had a vendor who was strictly an envelope printer, and we said to him, "It doesn't help us to be sending envelopes to you and business cards somewhere else and letterheads somewhere else again. We need one source."

So he bit the bullet, developed a business card and letterhead capability after about 20 years of being an envelope company, and he's tripled his business.

We're asking our partners to do nothing more than we do, which is to listen to the customer and listen to the market. The biggest mistake people make is to think they are smarter than their client. Digital presses, when they first came out, were an excellent example. After doing two or three test runs digitally and having postcards come back smudged beyond recognition, people were saying, this isn't what I need.

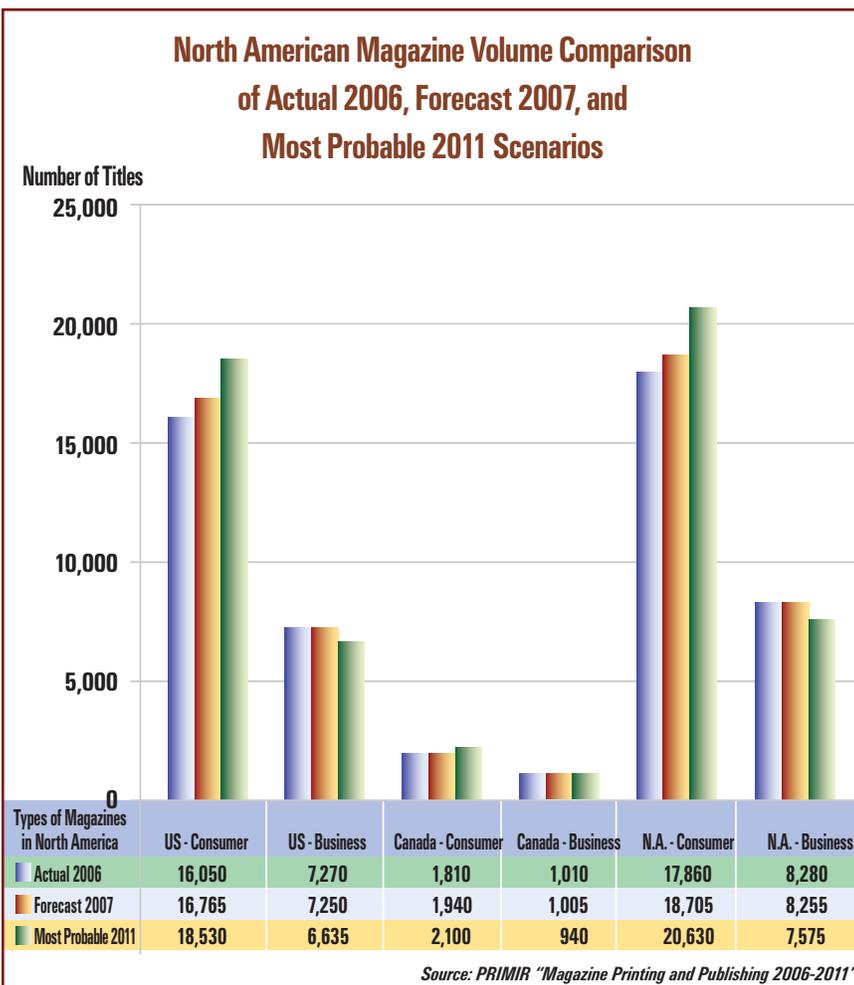
You can't have arrogance about the market. You have to move from the market backwards. That may not sound like anticipating needs and looking to the future, but the client leads you where you have to go. ●

Magazines' Future Foretold in New PRIMIRSM Study

Based on PRIMIR's recently published new study, *Magazine Printing and Publishing 2006-2011*, research indicates that North American magazine publishing, printing and distribution, and the supply chain that feeds these components, is a larger business than previously reported anywhere. When all of the magazine subcategories that result in printed product are amalgamated, magazines are the largest defined product segment of commercial printing. This new data is significant, since when positive – or negative – changes take place within magazine publishing, the ripple effect has far-reaching impact throughout the printing industry supply chain.

In 2006, there were 26,140 titles. The research projects a continued increase in titles through 2011; however, there will be less volume as frequency, page counts and circulation decline. Magazine printers and their feeder supply chain, including paper companies, can do little to change the transition to digital content. No matter what action publishers take, magazine printers will see a drop in volume between 2006/2007 and 2011.

The development of innovative services, including offshore prepress, application of digital printing, and other items upstream or downstream from the pressroom will help to keep magazine printers viable in a changing market. The churning in this marketplace will present both challenges and opportunities for suppliers and members of NPES – most especially as printers investigate ways to serve the publisher's foretold digital needs both for the Internet and digital printing. ●



GAERF[®] Announces Student Scholarships to Attend SkillsUSA Championships

The Graphic Arts Education and Research Foundation (GAERF) will offer nearly \$25,000 in scholarships to top graphic communications students in the country who participate in the SkillsUSA Championships, to be held June 27-28 in Kansas City, MO. The GAERF scholarship awards of \$250 each will be provided to the two graphic communications SkillsUSA state winners who go on to compete in the national championships.

"GAERF is committed to supporting programs that prepare the workforce of the future," said Ralph J. Nappi, GAERF President. "In this spirit, we are delighted to recognize our industry's most talented students."

The SkillsUSA Championships is an annual event designed to showcase the top career and technical education students in the nation. Each year, more than 4,800 contestants compete in 84 separate events. Its purpose is to reward students for excellence, directly involve industry in evaluating student performance and provide training relevant to employers' needs.

GAERF was founded in 1983 by NAPL, NPES and PIA/GATF. These three national associations jointly own the Graphic Arts Show Company (GASC[®]). GAERF was created to channel a portion of the revenues earned by GASC-managed shows into projects supporting a strong future for the graphic communications industry. For additional information about the Foundation and its programs, visit: www.gaerf.org.

SkillsUSA is a national non-profit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations, including graphic communications. For more information on SkillsUSA, visit: www.skillsusa.org. ●

From Far-off “Hei,” Printers Come to Explore NPES Members’ Technologies



David Loos, president of Gaithersburg, MD-based MCS, Inc., (left) welcomes Chinese delegation to his facility for a demonstration of MCS workflows, conducted by David Chee, sales manager/Asia Pacific for RSI (affiliate of MCS).

How far will print executives go these days to search for business advantages from technology? Part of the answer became clear recently when a delegation from China’s Heilongjiang Province visited NPES headquarters and toured the facilities of NPES member MCS, Inc.

Heilongjiang, usually called just “Hei,” is China’s far northeast province, sharing a border with Siberia. Only 38 million of China’s estimated 1.3 billion people live there, and winter temperatures can plunge far, far below zero.

The atmosphere was distinctly warmer, though, when a 12-member group of printers from Hei visited the NPES offices in Reston, VA, for a briefing on member company technologies and association trade programs. The group then embarked on a visit to MCS, Inc., based in Gaithersburg, MD, which makes inkjet addressing, mailing and hybrid digital printing systems.

MCS President Dave Loos says the visit is the latest step in a steadily growing company effort to open up Chinese, Asian and Eastern European markets. He also cites it as evidence that companies thinking of breaking into far-off markets should realize these buyers may put established equipment to unusual uses.

“It’s kind of a unique phenomenon,” Loos says of the ways the Chinese often use MCS equipment. “In the United States, our systems are mostly used in mailing. In China, they are using our technology to add variable data capabilities on installed presses, mostly webs.”

This tactic, Loos says, gives the Chinese a relatively easy entrée into variable digital printing. It also enables printers to add modern capabilities to presses that, while sometimes rather old, still have lots of productive life remaining.

Compared to buying VDP digital presses and their related workflow systems, Chinese printers “find this technology easier, and requiring less up-front capital,” Loos explains. “We find this

application mostly in Asia and Eastern Europe. The forms press industry in particular finds it to be a very nice solution.”

David Chee, sales manager/Asia Pacific for RSI, an affiliate of MCS, hosted the Chinese visit, made a presentation and staged a demonstration of MCS workflows in both English and Mandarin, taking advantage of MCS’s dedicated demo facility.

“The visitors were very impressed by the equipment and how we integrate products together to process mail from the start to the end,” Chee says. “Overall, they gave very positive feedback on the visit. In particular, they mentioned that they now have more ideas on mailing and graphics applications and they can now get into learning the availability of such equipment.”

Loos says the visit continues a long-standing MCS effort to carve out markets across the world. “We actually do a fair amount of business in China,” he comments, noting that MCS originally worked with a distributor before hiring its own sales and support team based in Singapore. “That’s unusual for a company our size,” Loos says.

He adds that Hewlett-Packard, with whom MCS has partnered for many years, gave the company strong encouragement including cooperative marketing programs and support at trade shows all over Asia. In a similar vein, MCS works closely with Pitney Bowes to market mailing systems in Eastern Europe. MCS has also taken advantage of NPES sponsored trade missions and other international promotional activities.

In both cases, Loos says, it’s vital to have sales and technical personnel who actually live in the region, speak the languages fluently and know the cultures.

NPES President Ralph Nappi, who met with the dele-

gation in Reston, says the visit and MCS’s experiences point out the need for open minds on both sides of a trade relationship. “Certainly the commitment to modernization and investment on the part of prospective buyers is critical,” he observes. “But vendors also have to be innovative in recognizing that these buyers are also highly creative in finding ways to serve their customers, and their strategies can be quite different from what’s usual on the vendor’s home turf.”

Loos calls Asia “a dynamic market right now. Everything is new. They tend to love technology and love to see it in action. A lot of people underestimate the Asian market, but we definitely see a big future there.” ●



MCS, Inc. President David Loos (right) discusses with members of visiting Chinese delegation how MCS equipment is used to add variable data capabilities on installed presses.

Duties Applied to Coated Free Sheet Paper from China Reflect Tougher Stance toward Chinese Trade Practices

Reflecting a tougher stance in general, and departing from 23 years of bipartisan policy, the U. S. Department of Commerce recently announced a preliminary decision to place duties on imports of Chinese coated free sheet paper and paperboard used for writing, printing or other graphic purposes. The action was in response to a petition by NewPage of Dayton, OH, alleging unfair financial assistance from the Chinese government to domestic producers of these products in China.

Since the 1980s, the U.S. government's practice has been to refrain from imposing countervailing duties on imports from non-market economies. However, the Commerce Department supported its preliminary determination to apply duties in this case by pointing out "the vast differences between the characteristics of the non-market economies of the 1980s Soviet-bloc countries and China's economy today." The preliminary determination is scheduled to become final in mid-June 2007, but could be postponed until mid-October.

Even before this policy change by the Administration, congressional pressure has been building. For example, earlier in the year bills were introduced in both the House (H.R. 1229) and the Senate (S. 974) to amend the Tariff Act of 1930 to allow the application of countervailing duties to non-market countries.

In the area of protecting intellectual property rights, some progress has been made through diplomatic bilateral discussions in forums like the U.S. - China Joint Commission on Commerce and Trade, and the newly organized U.S. - China Strategic Economic Dialogue. But despite some successes, critical issues persist and have prompted a more aggressive strategy to seek fairness in the U.S.-Chinese trading relationship. One recent example of this is the Bush Administration's request to the World Trade Organization (WTO) for dispute settlement consultations with the People's Republic of China to assess China's enforcement of intellectual property rights and market access restrictions for publications, audiovisual and sound

recording products. According to U. S. Commerce Secretary Carlos M. Gutierrez, "inadequate IPR enforcement and market access restrictions in China remain among the top trade barriers for foreign companies."

However some observers fear that a harder U.S. approach could ignite a trade war. Giving credence to this view, Bloomberg reports that China's most senior trade official, Wu Yi, has responded by accusing the U.S. of ignoring her country's efforts to curb copyright piracy, saying that "these moves betray the consensus reached by China and the U.S. to resolve trade issues through dialogue," and pledging to "fight until the end against the latest complaints to the World Trade Organization."

“ NPES will continue to advocate policies and practices that insure that trade is both “free” and “fair.”

NPES supports trade policies that remove artificial barriers to international commerce, believing that unimpeded competition provides the best opportunities for manufacturers in export markets. At the same time, the Association also opposes the violation of intellectual property rights, and foreign governments' subsidization of manufacturers in violation of international trading agreements. In that regard, NPES will continue to advocate policies and practices that insure that trade is both "free" and "fair."

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

PRIMIRSM Executive Synopsis

Among the many benefits that NPES membership affords you is access to hundreds of thousands of dollars of strategic industry research, free of charge. This information is considered to be among the most valuable services that NPES provides, but it is only as good as your understanding and use of it. Because it is so important for you and your key personnel to understand the leading dynamics and trends impacting our industry, NPES has introduced the new PRIMIR Executive Synopsis.

A PRIMIR Executive Synopsis is actually a complete package of materials that presents an overview of a PRIMIR study. It includes these three documents:

- An overview of a recently-released PRIMIR/NPES study;
- A concise PowerPoint presentation that you can utilize with your key staff to share the results of the study (also you may download the "e" version of these presentations at: www.npes.org/primir); and,
- A leader's guide – designed for a two-hour meeting that you can facilitate to delve into the implications of the study with your key staff.

Beginning with our 2007 studies, all members will receive a complete synopsis package for each report released to NPES. The printed/bound full version of each report is available upon request, at no additional charge. For more information or to order, contact NPES Research Assistant Aaron Allenza at e-mail: aallenga@npes.org. ●

news and notes

NPES CALENDAR

May 2007

NPES Business Development Booth

Expographica 2007

May 4-7 • Mexico City, Mexico

ISO TC 130 WG 5

(Safety and Ergonomics)

May 21-23 • San Antonio, Texas

June 2007

ICC Meetings

June 19-22 • Tokyo, Japan

CGATS SC3 (Metrology) and

SC4 (Process Control)

US TAG

June 25-27 • Parsippany, New Jersey

July 2007

NPES Business Development Booth

Print, Pack and Paper Shanghai 07

July 3-6 • Shanghai, China

August 2007

ICC Session at Siggraph

Color Management in Digital Motion

Picture Workflows

August 8 • San Diego, California

September 2007

EXECUTIVE OUTLOOK®

September 8 • Chicago, Illinois

GRAPH EXPO®

September 9-12 • Chicago, Illinois

NPES Pavilion and Business

Development Booth

IGAS 2007

September 21-27 • Tokyo, Japan

ISO TC 130 Working Groups 1-5

and Plenary

September 24-29 • Tokyo, Japan

October 2007

NPES Pavilion and Member Kiosks

PolygraphInter 2007

October 10-16 • Moscow, Russia

Joint CGATS SC3 (Metrology),

SC4 (Process Control)

US TAG

October 15-17 • Grand Rapids, Michigan

NPES Business Development Booth

IPEX South Asia 2007

October 24-27 • New Delhi, India

ICC Meetings

Oct. 31-Nov. 3 • Albuquerque, New Mexico

November 2007

NPES Annual Conference

November 3-5 • San Diego, California

ICC DevCon -07 Conference

November 5 • Albuquerque, New Mexico

CGATS RECOMMENDED INDUSTRY PRACTICE DOCUMENTS AVAILABLE

The Committee for Graphics Arts Technologies Standards (CGATS) has developed a set of recommended practices for the development of color characterization data for a defined printing condition. The set of recommendations covers three main areas: 1) guidelines for conducting the press run, 2) procedures for color measurement system process control and inter-lab coordination, and 3) analysis and reporting of the data.

These documents are not ANSI standards, but document the procedures CGATS recommends and follows when developing ANSI Technical Reports defining color characterization data for specific printing conditions. They incorporate the procedures used and experience gained in the development of several ANSI Technical Reports defining characterization data sets. One such ANSI Technical Report, ANSI TR 001, has been in use for many years. It provides color characterization data for SWOP (Specification for Web Offset Publications) printing on coated groundwood stock. Additional Technical Reports nearing completion include:

- ANSI TR 002 for coldset printing on newsprint in accordance with SNAP (Specification for Newsprint Advertising Production) specifications;
- ANSI TR 003 for SWOP proofing and printing on Grade 3 coated publication paper;
- ANSI TR 005 for SWOP proofing and printing on Grade 5 coated publication paper; and,
- ANSI TR 006 for GRACoL (commercial offset lithography) proofing and printing on Grade 1 coated paper.

Copies of the three-part recommended industry practices

for the color characterization data set development can be downloaded from the NPES Standards Workroom at: www.npes.org/standards/toolsric.html.

For more information regarding these documents, or the work of ANSI-accredited CGATS, contact NPES Director of Standards Programs Mary Abbott at phone: 702-264-7229 or e-mail: mabbott@npes.org.

HURLEY'S TRADE-WISE DO TELL INTEL

The Global Outlook. Slower economic growth in 2007. After a solid and broad-based growth for three consecutive years, the world economy is expected to decelerate in 2007, with the growth of the world gross product moderating to a pace of **3.2 percent**, down from the estimated 3.8 percent for 2006. The **U.S.** economy is forecast to soften on the back of a weakening housing market to a rate of **2.2 percent** in 2007. Growth in **Europe** is forecast to slow to around **2 percent** and in **Japan to below 2 percent** in 2007.

The **developing countries** have continued their **exceptionally strong economic performance** during 2006 reaching an average growth **rate of 6.5 percent**. Growth is expected to remain robust in 2007, albeit with a mild moderation to 5.9 percent. The performance of the economies in transition, especially **Russia** and former Soviet Republics, was very **strong at 7.2 percent** in 2006, slowing to 6.5 percent in 2007. Growth in the **least developed countries** remained remarkably **strong** averaging nearly **7 percent** in 2006.

Global **economic growth in the Asia Pacific** region in

general has been **rapid**. The **China printing industry** has maintained an average **consistent growth rate of 10 percent**, along with China's economy. **China printing equipment trade:** in 2006 **import market value of \$166.9 million**, a 2.74 percent decrease from same period in 2005; **export market value: \$72.12 million** – a 30.6 percent increase from same period in 2005. **Import products:** multi color presses, digital equipment, converting equipment.

Russia graphic arts industry grows faster than other industries in Russia. Index of industrial construction in Russia indicated a 4.4 percent increase over 2005, and the Index of the paper manufacturing and printing and publishing business in Russia **registered a 6.7 percent increase from 2005-2006.** ●

Sources: World Economic Situation and Prospects 2007, United Nations; NPES Quarterly International Market Reports—China/India/Russia, 1st Quarter 2007.

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