The revision is expected to include specific requirements relating to the printing industry, including such issues as flammable printing inks, solvents used in the printing process, electrical requirements for press systems, dryers, paper dust, etc.

The NFPA Printing Task Group is seeking active involvement by affected parties within the printing industry. To facilitate participation, most meetings are being held by teleconference. This work is moving along quickly. If you are interested in participating, please contact the Director of Standards Programs Mary Abbott as soon as possible at phone: 703-264-7239 or e-mail mabbott@npes.org.

GEGENHEIMER AWARD NOMINATIONS DUE

Nominations for the annual Harold W. Gegenheimer corporate and individual awards for industry service are due by October 7. The awards are presented annually to a member company and an individual employed by a member company, recognizing their leadership and commitment to building a strong future for our industry and its suppliers.

The awards are named in honor of the Chairman Emeritus of Baldwin Technology Company and a former President and active leader of NFPS in recognition of his lifelong commitment to technical innovation, sound management, and support for education and research.

NFPS has established two scholarships with the Printing and Publishing Education Foundation, to which $2,000 is given in the names of the award winners. The awards are presented annually to a member company and an individual employed by a member company, recognizing their leadership and commitment to building a strong future for our industry and its suppliers.

The Gegenheimer awards will be presented on Sunday, November 4 during the Annual Conference in San Diego, California. For more information about the awards and to receive a nomination form contact Debbie Yeder at 703-264-7200 or e-mail dyeder@npes.org.

NEW IRS E-NEWSLETTER FOR BUSINESSES

The IRS has launched a new service, the e-News for Small Businesses. This weekly newsletter will contain useful tax information including important, upcoming tax dates, new features on the IRS website, reminders and tips to help businesses with tax compliance, and other special IRS announcements.

The newsletter is a free service from the IRS and will be e-mailed every Wednesday. To subscribe, visit the IRS website at http://www.irs.gov/businesses/small/content/0,,id=148426,00.html and enter your e-mail address. IRS believes this newsletter will be a valuable business resource and encourages members to subscribe.

GRAPH EXPO® 2007

THEY CAME…THEY LEARNED…THEY BOUGHT

GRAPH EXPO ‘07 corralled more than the anticipated 44,500 visitors. With five operating floors, the show floor that went beyond a pure product pitch was ever up past years. The McCormick Place graphic communications super-market was alive with a buzz from the opening bell on Sunday until noon on the last of the four days of the show. On opening day, also the traditional high attendance of the booths, the arrivals were jammed. The specialty areas – the Wide Format Pavilion and Mailing & Fulfillment Center – drew hoards of print professionals to diversify and expand their offerings. The small booths along the side periphery and rear of the show had more than the usual number of printers stopping to examine their sometimes unique offerings. The printers’ wallets were open and checkbooks were in hand as many exhibitors closed more than the anticipated volume of orders.

GRAPH EXPO ‘07 was different than previous Chicago shows. With five operating machines, Heidelberg topped the most sheetfed presses list, but the number of running offset presses on display has continued to shrink, replaced with a growing number of color digital variable imaging press.

The volume of digitally produced press performance samples exceeded the number of offset litho sheets produced at the show. While litho press manufacturers introduced more automated better-than-ever equipment, digital press suppliers offered faster machines.
**president’s perspective**

**Strike While the Iron is Hot!**

As this date stands free from our industry’s most successful shows, many are focused on how to maximize their investment in GRAPH EXPO. The venues are in, the budget is flatlined, confirming the “feeling” that must hold steady, or else, the show, indeed, exhibit space and attendance surpass the last year’s well-received show with an increase of 18,710 sq ft, making GRAPH EXPO 2007 the second largest show ever and only 7,374 square feet, or just more than 1% shy of a record. On the isles’ side, for which GASC now reports actual verified attendance, the show was 3% ahead of last year. Because GASC began reporting actual verified attendance last year, there is no comparable history before 2000. Turning now to making the most of your investment in the show, a whopping 72% of the space on the show floor was from NPES members and a cumulative total of 9,444 leads generated at the show – as there is enough business to go around. What makes this year’s event noteworthy was not just the number of exhibitors and attendees, but the oft stated comment that printers were in Chicago to invest and buy! It is a rare event that one lauds both the quantity and quality of those traveling the show floor. During GRAPH EXPO I had the opportunity to meet and learn firsthand from attendees in discussions on off the show floor. I asked specific questions about their experience at the show. These discussions included decision makers from not only printers, but also a major newspaper chain and a VP of a small Canadian mailing and fulfillment house that caters to an incredibly niche market. These two buyers were there for two days with two minds in mind, to make a decision on a specific product they were considering, and to scope out new technologies to keep them competitive. You may not be surprised by their objectives, but when asked if they were impressed with what they were seeing on the show floor (products and technology) they responded positively. Yet, when asked how effective both personnel were in counseling and responding to their technical and product questions, they were less enthusiastic. While generalizations are always dangerous, comments like these from show attendees are not new or unique to the graphic communications industry. Last year, GASC hired a company to conduct random videotaping at GRAPH EXPO for the purpose of ascertaining the effectiveness of our show floor layout; in the process, we also discovered a lot about exhibitors’ effectiveness in attracting and engaging show attendees. (Note: A webinar in June sponsored by GASC revealed this, which has been achieved for your reference; for further details just call or email me.)

My point is that suppliers need to invest in the people side of the event and manage show floor so much as to make the people and exhibits side of the business. The good news is it’s not too late! The current business climate is extremely conducive to ‘selling while the iron is hot’ based on current industry micro and macro indicators:

1. Exceptional quality and quantity of show attendees at GRAPH EXPO and over 11,444 leads generated at the show.
2. The most positive mindset our customer base has had

**GRAPH EXPO 2007 vs. 2006**

<table>
<thead>
<tr>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyers/Students</td>
<td>19,189</td>
</tr>
<tr>
<td>Press</td>
<td>261</td>
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<tr>
<td>Other</td>
<td>78</td>
</tr>
<tr>
<td>Total Attendees</td>
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<tr>
<td>Exhibitors</td>
<td>4,314</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>51,799</strong></td>
</tr>
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</table>

* Actual Verified Attendees at the show

**Grand Total**

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**SAVE THE DATE!**

**NPES REGIONAL MEETINGS – ON THE ROAD AGAIN!**

Based on the positive feedback from the 104 NPES members from 68 companies who attended a session in last year’s series – and the 100% of the attendees who said they will return, we recommend this program to others – the NPES Regional Meetings are back, and with a bolded of new information coming your way!

**Ralph Nappi**

NPES President

since 2000, and maybe earlier,

1. Buyer interest in, and acceptance of expanding their reach beyond traditional print offerings at an unprecedented level in our industry;
2. Increased and affordable capital offerings available for investors in your equipment; and,
3. U.S. manufacturers are now able to offer a huge capacity advantage in both domestic and international markets due to the weakness of the U.S. dollar against major currencies.

While there will always be challenges, these are indeed good times to be in the graphic communications industry. Enjoy the ride, because, as we all know, the road ahead is in a constant state of flux. Even more reason why now is the time to maximize your investment in GRAPH EXPO – by taking advantage of today’s favorable market place to effectively sell your facilities from the show.

Good luck and thank you for your support of GRAPH EXPO and NPES.

**January 23**

Marriott Teaneck at Glenpointe

**January 25**

Crowne Plaza Dayton

**January 26**

Hilton Irvine/Orange County Airport

**January 30**

Chicago Marriott O’Hare

**February 1**

Marriott Boston Quincy

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**Saggiomo Honored with Gamma Gold Award**

Tom Saggiomo, president and chief executive officer, Agfa Graphics, North America was presented with the Gamma Gold Award from the Graphic arts Society International (GAS), the Gamma Epsilon Tau Chapter of Gamma Epsilon Tau of The WIC College of Technology of the City University of New York at their 52nd Annual Installation of Officers.

The Gamma Epsilon Tau is the international graphic arts honor society recognizing the Gamma gold award winner and Harvey Levin, executive producer of AdAge.com. An advocate of the WIC College of Technology, Mr. Saggiomo was honored for his 30 years of business leadership, as well as his ongoing commitment to the graphic arts industry, including his role as chairman of NPES, the Association of Suppliers of Printing, Publishing and Converting Technologies. He also serves on the board of the Graphic Arts Education and Research Foundation (GAERF), is past chairman of the Web Offset Association (WOA) and a member of NPES’s Graphic Communications Advisory Board.

“Education is one of the most valuable things we possess. It helps us make us who we are, and it helps shape our personality,” Mr. Saggiomo said. “I am grateful for this honor,” said Mr. Saggiomo.
The Bindery—No Longer the Bottleneck of the Printers’ Workflow

It seems that nobody wants to talk about the bindery…except perhaps the many NPIs member companies that manufacture and market these solutions to the printing industry. After all, the bindery just isn’t very like the pressroom or prepress departments. Talk is one thing, but action is more important. Are printers investing in new bindery and finishing technology? If not, why not? After all, many people claim that the bottleneck in the print workflow is the bindery. Nothing goes out the door and gets billed until it’s cut, folded, punched, die cut, stapled, embossed, stitched or bound, studded or mailed or shipped to the customer. It seems to me that the bindery is very important to printers’ overall workflow; yet it seems many printers don’t invest heavily in the bindery even though dollars can be gained or lost there.

The last major study of bindery trends and purchases was conducted by NPIs in 1996 through Dr. Joe Webb’s consulting firm, Strategic Street Consultants. According to the study, “Overall, commercial printers aren’t buying much when it comes to binding and finishing equipment. Only $30 million in bindery equipment was purchased among these shops—a stand-alone folder—gained only 11% of responses. One of the reasons, of course, is that these plants already have much of this equipment.”

This is true…most printers do have bindery equipment, and some have quite a lot of different platforms. Paul Ramsey, CEO of Ramsey Day Plants, says that “in our plants, it’s often the oldest technology seen in the plant. The owner prides himself on his press, but it is old or digital, it’s the centerpiece of the discussion. The next thing they want to show you is their press department and their recent purchase of CIP equipment. When you tour their bindery, many times their newest acquisition is over 10 years old and that device was purchased on the used equipment market.

In fact, you may even have to specifically ask the owner to see the bindery otherwise he may show you his computer room or the loading dock first! Clearly, the new technology available today is far more efficient from a make-up, production speed and economy usage basis. Plus the automation available makes these machines far more productive than the older technology, but most printers seem satisfied to get by with what they already have in their shop.

In order to get a clearer picture of the attitudes of printers about the bindery, the Print Industries Market Information and Research organization (PRIMIR) commissioned State Street Consultants and Larry Tanowitz to do an update of the 1996 NPIs study. The new study entitled The Market Potential and Installed Base for Traditional Bindery/Finishing Technologies analyzes the same fonts that transformed pre-press and printing rooms over the last decade and are now reshaping the traditional bindery. This study profiles the North American installed base of in-line and off-line production bindery/finishing equipment by type, format size, production speed, set-up, duty cycle, letter size, and shop size, to characterize the status of the current bindery, broken out by print plant, production digital printer, commercial printer and trade bindery. The study also addresses barriers and drivers for bindery investment decisions and includes key automation, JDF, workflows, and CIP4, among others. The study also identifies bindery areas where printers still depend upon manual bindery and pressroom, and areas in greatest need for automation. So what are some of the major findings?

**Finishing: The New Prepress**

Today, anyone with a computer and a digital camera can create layouts and bring them in for the printer to run. So the prepress expertise that drove so much revenue is now quickly drying up. People are looking for new ways to attract business. The answer lies in the bindery, where the ability to cut, fold, trim, bind and die cut sets its expertise apart. That means the ability to finish, assemble and fulfill work opens new opportunities.

**Changes in Customer Demand Drive Finishing**

Short runs and fast turnarounds have become the hallmark of today’s printing environment. This means that time and labor-intensive processes like makeready are no longer profitable. To make jobs profitable, binderies must be able to set up the machines in less time and more labor-intensive the work set up the machines, the lower the profit on short runs.

**Availability and Cost of Skilled and Unskilled Labor**

The skill set of the mechanical skills that had been commonplace during the previous generation. Binderies must compete with the local Starbucks in the same labor market, making it more difficult to get inexpensive labor. This labor problem creates opportunities for new bindery equipment. There are several ways manufacturers can help and create revenue opportunities. The first is to follow Apple’s lead in creating easy-to-use equipment that features such simplicity as a “press here” and uses graphical user interfaces to help guide users through operations, thereby enabling even the least skilled individuals to operate the equipment.

However, some binding and finishing steps do require knowledge of paper characteristics, so the process cannot be made entirely “tool-

capable of turning out consistent high quality color at reduced price points. The offset sheetfed presses were stand-alone units while a large sampling of digital presses were integrated with binding and finishing equipment. Some of the digital manufacturers emphasized postpress equipment almost as much as they did the digital presses.

The GRAPH EXPO offset litho and digital press balance tended to confirm the statistical trend showing ending litho end product volume and growing digital volume. Some suppliers of both processes demonstrated that, with the right technology and business model, print is very much alive and competitive. Offset manufacturers joined digital press suppliers in offering increased assistance beyond production technology with the business and marketing of print. GRAPH EXPO demonstrated that providing the binders with the right technology to finish and bind their products is becoming an important component in the suppliers’ competitive tool kit.

A walk around the show floor brought home the evolution of print production from a heavy iron-machine-using industry to a software-centric business; almost everything includes a computer, thus a chip embedded in it. Software is in control of the industry’s machineries! The need for and opportunity to supply personnel with a mix of printing knowledge and IT skills became evident.

**GRAPH EXPO**

The importance of software, and the dilemmas that can ensue with new approaches that may conflict with the traditional workflows established at GRAPH EXPO under the banner “XSpand” – an applications-oriented booth sponsored by nine major show suppliers – is a new Microsoft document desktop publishing tool. XSpand provides web assembling pages and documents into a single file. Reportedly, a properly saved XSp file will output exactly the same to any screen or output device. The source of this new software development has the backing of Microsoft and a bevy of graphic communications industry suppliers. XSpf received a first showing at GRAPH EXPO ’07 and is an harbinger of potential change that both suppliers and printers need to monitor and understand. (For basic information and operational overview, go to www.XSpand.com, from which you can branch out to gain additional detailed information.)

GRAPH EXPO ’07 presented an avalanche of technology proving the point that print is technolgy rich. The leading edge technology and the products that received MUST SEE EM recognition can be found at www.makesyourmark.com.

GRAPH EXPO ’07 can be summed up in two words: “extraordinarily successful.”

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**GRAPH EXPO continued from page 1**

About 1,000 high school students from throughout the Chicago area and neighboring states of IL, IN and WI visited the McCormick Place Complex on Wednesday, September 12th, to participate in an event that has been a tradition of the Graphic Arts Show Company (GASC)’s national and international events for more than 20 years, Career Awareness Day.

Career Awareness Day presented by GASC in conjunction with the Graphic Arts Education and Research Foundation (GAFB) kicked off in the morning with the students’ assembly, featuring keynote Chad Foster, one of America’s most sought-out motivational speakers. A best-selling author and award-winning entrepreneur, Foster spoke to the students about success — what it takes to succeed in the real world and, more important, what the real definition of success might be. Following the morning assembly, students explored the GRAPH EXPO trade show floor to tour the exhibits. A number of exhibitors planned special presentations or other programs to welcome the students.

GAFB Chairman Randolph W. Camp, CEO of Walton Media Services in Monroe, GA points out that “Career Awareness is a direct, tangible connection between the industry’s leading shows and the education system. Students are given the opportunity to take a first-hand look at the work we do and the tools that we use.”

“GASC events have always had a significant educational mission,” he adds, noting that a portion of show revenues funds the foundation, which administers such vital national education initiatives as PrintED and MAKE YOUR MARK. “Industry professionals have always relied on the seminars and workshops at the shows, and since 1983, students and teachers at the high school level have also had this extraordinary opportunity to explore our industry up close.”

The PRINTED program offers national accreditation and certification to graphic communications programs at the high school and post-secondary levels. It has been widely accepted as a powerful tool for ensuring that graduates of these programs have reliable, nationally uniform levels of skill and knowledge as they enter the workplace or pursue further education.

GAFB also manages MAKE YOUR MARK, a campaign that has distributed large amounts of industry and career promotional materials to high school students, teachers, guidance counselors and other recipients nationwide. Its web site: www.makesyourmark.org is designed to illustrate the scope of the industry, with its many products and career possibilities, in a format attractive to young people.
The EXECUTIVE OUTLOOK Conference held the day before the show welcomed its best GRAPH EXPO attendance ever.

GRAPH EXPO '07 corralled the most upbeat collection of printers to be assembled in one place in many years.

Offset manufacturers joined digital press suppliers in offering increased assistance, beyond production technology, with the business and marketing of print.

The NPES/PRIMIR EXCHANGE was an “oasis” away from the bustling show floor where members enjoyed lunch, checked their e-mail in the PC Café, and utilized semi-private meeting areas for discussions with their staff and customers.

Lori Dvir-Djerassi, owner of Color Plus Fabrics, shows an original design on display in the Wide Format Pavilion’s Innovation Gallery.

The McCormick Place graphic communications supermarket was alive with a buzz from the opening bell on Sunday until noon on the last of the four days of the show.

Large crowds of visitors assembled in McCormick Place’s Grand Concourse each morning awaiting the show’s opening at 10 a.m.

The specialty areas – the Wide Format Pavilion and Mailing & Fulfillment Center – drew hordes of printers looking to diversify and expand their offerings.

New approaches in software were illustrated at GRAPH EXPO under the XPSLand banner—an applications-oriented booth sponsored by nine major show exhibitors.

GRAPH EXPO’s education program of nearly 70 sessions drew a record number of participants, notably the largest registration since 2000, including five sold out sessions.
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The Market Potential and Installed Base for Traditional Bindery/Finishing Technologies

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However, some binding and finishing steps do require knowledge of paper characteristics, so the process cannot be made entirely “tool-
**Graphic Expo 2007 vs. 2006**

Educators/Students: 757 vs. 807

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**Graph Expo 2007**

**Grand Total**: 31,799 vs. 30,981

**7%** ahead of last year. Because GASCo began reporting actual verified attendees at the show — so there is enough business intelligence to determine the true size of the industry. The 2007 show was the second largest show ever and only 7,264 square feet, or just 28% of the booth floor space, was occupied during, and after, the show. Indeed, exhibit space and foot traffic at the show were less enthusiastic. What many were less impressed by what they were seeing on the show floor (products and technology) they responded positively. Yet, when asked how effective booth personnel were in consulting and responding to their technical and product questions, they were less enthusiastic. With generalizations are always dangerous, comments like these from show attendees are not new or unique to the graphic communications industry. Last year, GASCo hired a company to conduct random videotaping at GRAPH EXPO for the purpose of ascertaining the effectiveness of our show floor layout; in the process, we also discovered a lot about exhibitors' effectiveness in attracting and engaging show attendees. (Note: A webinar in June sponsored by GASCo revealed that, which has been achieved for you; reference, for further details just call or e-mail me.)

**My point is that suppliers need to invest in the people side of the exhibit and manage follow-through as much on product and exhibitors side of the business. The good news is it's not too late! The current business climate is extremely conducive to 'striking while the iron is hot' based these current conditions.”

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**Mailing and Co-binding**

Every few years the cost of mailing goes up thanks to the postal rate increase. The average mailing list can be targeted for more information on this topic).

Customers noted that each time in the cost of mailing sees a small dip in the mailing rate, something that quickly rebounds. The fact is the effectiveness of direct mail campaigns remains constant no matter the cost. When in-depth interview respondents hope to see a bump in revenue is in the new products they can offer to feed the need for mailing personalized pieces. Most are looking to add mailing to their bindery lines in order to easily address mailing pieces. What's more, many are interested in advanced sorting and collating machines. These machines can collate pieces to create personalized mailers, not only for creating packaged pieces that are a combination of different pieces sorted into a single envelope, but also for personalized perfect bound books that have one or two additional pages that can be easily inserted into the final product. The goal is to maximize the current investment in the address.

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**Replacing the Old**

As stated earlier, many printers seem content to buy used equipment for the bindery when they have to have state-of-the-art new technology in the presses and press departments. Intuitively this doesn’t make sense, and illustrates that NPES members need to do a better job of promoting the benefits of new bindery equipment.

Overall, in-depth interview respondents said they will wait until a piece of equipment is completely used before bringing it in something new. This means that for manufacturers, up-selling is key. While replacing some pieces of equipment, like guillotine cutters or folders, in rare, there are ample opportunities to sell material handling equipment and in-line add-ons such as scoring, perforating and inking equipment.

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**The Bottleneck is a Myth – For Those with Resources**

Conventional wisdom holds that the bindery bottleneck production, that the speed of production in the presses and press departments is the deciding factor in determining the efficiency of bindery operations. Printers have always been able to sell material handling equipment and in-line add-ons such as scoring, perforating and inking equipment.

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**Purchasing Influences: Peer Groups**

A growing trend is the formation and rising importance of formalized peer groups which have emerged to act as an alliance of sorts to both share information and provide detailed advice. Comprised of anyone from five to seven business owners or managers, the group acts as a de-facto board of advisors to help run the printing business. They often gather as a group once or twice a year, but spend hours each week sending e-mail and faxes to each other. The key thing that the peer group does is share recommendations on equipment purchases. So, one sale into a group can in turn lead to many other sales of equipment.

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**Purchasing Plans**

Based on the results of the survey, we found that folders and cutters are the most likely categories for purchase intentions. These two categories are also most likely to be installed, cutters (97% of the respondents said they will) and folders (83%). All sites surveyed own at least one piece of floor model equipment in one of the categories covered by the survey. There is opportunity to improve efficiency and increase job profitability through upgrades to a printer’s binding and finishing operations. Printers have seen the light when it comes to press decisions. Often times they are able to replace two presses with one new press—the efficiency of the new machines far exceed machines only 10 years old. The same production efficiency enhancements can be made in the bindery and the savvy printer will find profits to be made in the bindery: It’s up to us as NPES members to drive that message home!

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**President’s Perspective**

**Strike While the Iron is Hot!**

As the dust settles from one of our industry’s most successful shows, many are focused on how to maximize their investment in GRAPH EXPO. The vendors are in, delivered and consolidated, confirming the “feeling” that most had during, and after, the show. Indeed, exhibit space and attendance surpassed last year’s well-received show with an increase of 11,710 sq. ft., making GRAPH EXPO 2007 the second largest show ever and only 2,734 square feet, or just 8.5%, ahead of last year. Because GASCo began reporting actual verified attendees at the show — there is enough business intelligence to determine the true size of the industry. The 2007 show was the second largest show ever and only 7,264 square feet, or just 28% of the booth floor space, was occupied during, and after, the show. Indeed, exhibit space and foot traffic at the show were less enthusiastic. What many were less impressed by what they were seeing on the show floor (products and technology) they responded positively. Yet, when asked how effective booth personnel were in consulting and responding to their technical and product questions, they were less enthusiastic. With generalizations are always dangerous, comments like these from show attendees are not new or unique to the graphic communications industry. Last year, GASCo hired a company to conduct random videotaping at GRAPH EXPO for the purpose of ascertaining the effectiveness of our show floor layout; in the process, we also discovered a lot about exhibitors’ effectiveness in attracting and engaging show attendees. (Note: A webinar in June sponsored by GASCo revealed that, which has been achieved for you; reference, for further details just call or e-mail me.)

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---

**Ralph Nappi**

NPES President

Since 2000, and maybe earlier;

1. Buyer interest in, and acceptance of expanding their reach beyond traditional print offerings at an unprecedented level in our industry;

2. An increased awareness and understanding that graphic communication is a key driver for growth in the economy;

3. A 2% increase in local networking opportunities in the number of sites from 2006 to 2007.

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**SAVE THE DATE!**

**NPES REGIONAL MEETINGS – ON THE ROAD AGAIN!**

Based on the positive feedback from the 104 NPES members from 68 companies who attended a session in last year’s series – and the 100% of the companies that said they would, we recommend this program to others – the NPES Regional Meetings are back, and with a build-up of new information coming your way!
**NPES Business Development Booth**

- **NPES CALENDAR**
  - **October 2007**
    - NPES Pavilion and Member Kiosks
      - October 18–20 • Moscow, Russia
    - Joint CGATS SC3 (Merging), SC4 (Process Control)
      - October 15–17 • Gerald Rapids, Michigan
  - **November 2007**
    - NPES Business Development Booth
      - October 30–31 • South Africa 2007
  - **December 2007**
    - NPES News 92707

**NPES NEWSLETTER FOR BUSINESSES**

- The IRS has launched a new service, the e-News for Small Businesses. This weekly news-letter will contain useful tax information including important, upcoming tax dates, new features on the IRS website, reminders and tips to help businesses with tax compliance, and other special IRS announcements.

  - The newsletter is a free service from the IRS and will be e-mailed every Wednesday. To subscribe, visit the IRS website at http://www.irs.gov/businesses/small/content/0,144826,00.html and enter your e-mail address. NPES believes this newsletter will be a valuable business resource and encourages members to subscribe.

**GRAPH EXPO® 2007**

- The McCormick Place graphic communications super-market was alive with a buzz from the opening bell on Sunday until noon on the last day of the four days of the show. On opening day, also the traditional high attendance day, the booths were jammed. The specialty areas – the Wide Format Pavilion and Mailing & Fulfillment Center – drew hordes of printers looking to diversify and expand their offerings. The small booths along the side perimeter and of the show had more than the usual number of printers stopping to examine their sometimes unique offerings. The printers’ wallets were open and checkbooks were in hand as many exhibitors closed more than the anticipated volume of orders.

- **GRAPH EXPO® 2008** was different than previous Chicago shows. With live operating machines, Heidelberg topped the most sheetfed presses list, but the number of running offset presses on display has continued to shrink, replaced by a growing number of color digital variable imaging presses. The volume of digitally produced pro-duced press performance samples exceeded the number of offset litho sheets produced at the show. While litho press manufacturers introduced more automated better-than-ever equipment, digital press suppli-ers offered faster machines...