



news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

Go East Young Man!

A Country with Seoul

The Beijing Olympic Games have come to a close and it's clear that despite the "cloud" of pollution overhanging the games before they began, and the controversy surrounding the age of the Chinese female gymnasts, these Olympics have showcased the city of Beijing and the country of China casting them in a very favorable light. It's hard to believe, but 20 years have passed since the games of the XXIV Olympiad were held in Seoul, South Korea.

Like Beijing in 2008, hosting the 1988 Olympics presented an

opportunity to bring international attention to South Korea. The idea for South Korea to place a bid for 1988 Games emerged during the last days of the Park Chung-hee administration in the late 1970s. After President Park's assassination in 1979, Chun

Doo-hwan, his successor, submitted Korea's bid to the IOC in September 1981. His motivation was purely political as he hoped that the increased international exposure brought by the Olympics would legitimize his authoritarian regime amidst increasing political pressure for democratization. He was also bright enough to see that the Olympics could provide protection from increasing threats from North Korea, and showcase the Korean economic "miracle" to the world community.

South Korea was awarded the bid becoming the 16th nation, the second Asian nation, and the second newly industrialized economy (after Mexico in 1968) to host the Summer Olympics. In an attempt to follow the model of 1964 Tokyo Olympics, the Korean government hoped to use the Olympics as a "coming-out party" for the newly industrialized Korean economy. The Korean government hoped the Olympics would

South Korea: Key Data

	2006	2011	% Change 2006-2011
Population (million)	48.0	48.7	1.6
GDP (US\$ billion)	\$892.1	\$1,286.1	44.1*
Print market (US\$ million)	\$6,999.4	\$8,558.0	22.3
Print market per capita (US\$)	\$145.9	\$175.7	20.4
Literacy rate (2003)			97.9%
Print share of above-the-line advertising (2004)			59.1%
Internet usage (2005)			70.9%
Broadband access (2005)			25.4%

*Note: *nominal GDP growth - includes inflationary effects*

Source: Pira International Ltd

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REGISTER NOW!

NPES 75TH Annual Conference

"Print Reinvented: The Next 75 Years"



NOVEMBER 15-17, 2008
Don CeSar Beach Resort
St. Pete Beach, Florida

Registration is open NOW!

View the program and complete registration information online at: www.npes.org.

Register before October 14, 2008 to receive special NPES Conference room rate.

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president's perspective

What I Did on My Summer Vacation



Ralph Nappi
NPES President

providing scholarships for qualifying students across the country to attend and compete in the National SkillsUSA Championships held every summer in Kansas City. This competition and conference is the "Olympics" of nearly 100 vocational and technical disciplines from auto maintenance to baking to graphic communications. Each year, the best students in each state attend the SkillsUSA competition to compete for gold, silver and bronze medals, identifying them as the three most expert and impressive in the United States in each of these disciplines. In our sector there are three distinct competitions: Ad/Design, Screen Printing and Graphic Communications. GAERF's and NPES' focus was on graphic communications.

This year, 41 representatives at the secondary and post-secondary levels from 32 states were there to compete in the graphic communications category. Here is what I learned on my summer vacation: Despite news to the contrary there is a large and enthusiastic contingency of smart, dedicated and passionate kids ready to make our industry their career!

During the four-day program, 15,000 people converged on Kansas City to watch, support, counsel and cheer on over 5,000 students who came to compete for these prestigious and coveted awards. It was one of the most exciting and enjoyable events I've ever experienced! The opening ceremonies held in the Kemper Arena, which seats almost 20,000, had a rock concert like feel and 'buzz' to the kick-off the 91 individual contests. The students gathered in their own delegations, by state, and enthusiastically cheered for every student at the event. Even more impressive is the fact the SkillsUSA programs are run by and for students. They took charge, control and responsibility for running this large national competition.

Closer to home, NPES and GASC had a lot to be proud of. In the Graphic Communications contest, four of the six medalists hailed from

One of the hats I wear, in addition to President of NPES and GASC, is serving as President of the Graphic Arts Education and Research Foundation, (GAERF), a non-profit organization dedicated to encouraging students to consider a career in our industry.

Last year, the GAERF Board of Directors committed to

PrintEd accredited schools—a great testimony to the value of these GAERF-sponsored programs. And, even more impressive, two GAERF Board members and educators, Mike Stinnett (Royal Oak School) and Pat Klarecki (Ferris State University), were the instructors for three of the winning students!

While total participation in the Graphic Communications competition was up from last year, only 33 high schools and eight post secondary schools from the United States participated. Unfortunately many schools and students can't afford to send their best and brightest to the SkillsUSA program. But on the brighter side, there is the ability to grow and further support the program. Kudos to member companies Heidelberg and Baumfolder who committed substantially to moving in equipment and providing prizes to the winning students. But there is always room for more companies to support more students and this program.

Unfortunately, the United States has not participated in past Graphics Communications World Skills Programs, which are held every four years; next year Vancouver will be the host city for this program. Currently, we are working with SkillsUSA and the National Technical Committee co-chairs for the Graphic Communications contest to see if we



SkillsUSA opening ceremonies. (L to R) Cameron Ferguson, President of SkillsUSA Board of Directors; Ralph Nappi, GAERF President; SkillsUSA Advisor Irene Saavedra; Esperanza Rivera, pin design winner, and SkillsUSA Executive Director Tim Lawrence.

can generate enough industry resources and enthusiasm to help support those students who want to compete in 2009.

With so much negative news about the decline and waning interest in Graphic Communications as a career and, more broadly, the vocational and technical skills in the United States, it was encouraging and inspiring to witness such a successful program. With this recent experience it is clear to see that our industry, and organizations like NPES, GASC and GAERF, should be much encouraged. Now, we must step-up to assist and provide support for the promising future to which these students are willing to commit. ●

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legitimize Korea in world affairs.

However, this attempt to provide legitimacy to the Korean government back-fired mainly due to the intensified world scrutiny of Korea during a time of political crisis. As political demonstrations emerged in June 1987, the possibility of jeopardizing hosting the Olympic Games contributed to a declaration removing President Chun from power and led to direct elections in December 1987. The desire not to taint the Olympic Games with military dictatorship and riots provided the impetus for Korea's transition to democracy. Roh Tae-woo served as the transitional president, directly elected by South Koreans in December 1987. As a result, 1988 Olympic Games provided a catalyst for controlled political change to maintain stability in South Korea.

Today, some 20 years later, the Republic of Korea is now a democracy with a Presidential system of government. The President and the National Assembly are directly elected; National Assembly members are elected under a system of proportional representation. The president (elected for a single term of five years) appoints the State Council (cabinet), comprising the president, the prime minister and between 15 and 30 ministers. Cabinet ministers are not normally members of the National Assembly.

The South Korean government is now fully civilian, after the Korean military was completely de-politicized in the early 1990s. The history of former generals seizing the presidency has been

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completely denounced, but the Korean military is regaining the public trust as its image has become more progressive.

So it is clear that South Korea has progressed steadily and impressively since they hosted the Olympics in 1988 and it is also clear that this is a large, stable and growing market for printed products and the equipment and supplies that serve those markets. **The market for print is forecast to grow 22% by 2011 making the South Korean market over \$8.5 billion.** Let's explore some of the recent trends in the South Korean market.

Demographic Trends

With 47.82 million people, South Korea has one of the world's highest population densities. Population growth is minimal at present, expected to decline to 44.63 million by 2050. The average age of the population, 35 in 2005, is expected to reach 54 by 2050. This also means that the proportion of population aged over 65 will also increase—from 7.4% in 2005 to 34.5%.

Korea's population is one of the most ethnically and linguistically homogenous in the world. Except for a small Chinese community (about 20,000), virtually all Koreans share a common cultural and linguistic heritage. Christianity (49%) and Buddhism (47%) are Korea's two dominant religions.

Economic Trends

The Republic of Korea's economic growth over the past 30 years has been spectacular. Per capita GNP, only US\$100 in 1963, jumped to about US\$16,547 in 2005. GDP was projected at US\$892 billion for 2006, with GDP growth in the order of 5.5%, up from 4.0% in 2005 and forecast at 4.5% in 2007. Inflation is negligible, and although rising was forecast to remain under 2% in 2007.

The Media Environment

There are 106 general newspapers in South Korea, including 28 national papers and 78 regional papers, as well as about 2,395 weekly magazines and 2,478 monthly journals. Since 2001, print's share of the advertising market has fallen back with absolute declines in magazine and newspaper advertising sales occurring between 2002 and 2004.

Print Market Trends

The South Korean print market was valued at Won6.35 trillion (US\$6.2 billion) in 2005, projected to grow by 5% in absolute terms in 2006 and by 4% in real terms, excluding the impact of inflation. During the period 2001-2006, the market grew at an average annual rate of 5.3% in absolute terms and by 3.3% in real terms. Sheetfed offset litho represents the single largest segment of the South Korean market across

print processes, with printing output valued at Won1.42 trillion in 2005, projected to grow by 4% in absolute terms in 2006. Coldset web offset is the next largest component of offset litho printing with output at Won964 billion just ahead of heatset web offset at Won926 billion, with all segments growing at similar rates during 2006. The fastest growing areas of the market are electrophotography and inkjet at Won432 billion and Won152 billion respectively in 2005, with screen and particularly letterpress losing market share.

Across end-use areas, packaging represents the single largest product sector with sales of Won1.67 trillion in 2005, projected to grow by 7% in 2006. Other key fast-growth areas during 2006 include financial/legal printing, and advertising sectors such as direct mail and inserts.

South Korea presents a tremendous potential market to NPES members with a stable political climate as a strong base. The 1988 Olympics paved the way to the political and economic stability that South Korea benefits from today. Although China is already a larger market in absolute terms, only time will tell if the political climate will witness similar change and improvement 20 years after the Beijing Olympics are over. To obtain a detailed 15 page report on this market, visit: http://www.npes.org/pdf/south_korea_report.pdf. ●

The NPES/ PRIMIR EXCHANGE Means Business!



LOCATION:
MCCORMICK PLACE SOUTH
Meeting Room S102C

HOURS OF OPERATION:
Sunday, Oct. 26-Tuesday, Oct. 28:

9 am-5 pm

Wednesday, Oct. 29:
9 am-4 pm

LUNCH SERVED:
Daily 11 am-3 pm

The NPES/PRIMIR EXCHANGE is more than just your exclusive, on-site retreat off the bustling GRAPH EXPO show floor. Just steps away, it's the single best place where NPES and PRIMIR members come to:

- Conduct business with key customers and prospects in semi-private meeting rooms
- Communicate with the office back home from our convenient PC Café
- Regroup with staff members to strategize the day's agenda
- Grab a quick a.m. cup of coffee or take a short afternoon break—just an escalator ride below the show floor
- Enjoy a hearty lunch with a varied menu of a la carte items that changes every day

Print Reinvented: The Next 75 Years

A Plant with an Edge on Tomorrow

NPES 75th ANNUAL CONFERENCE

“Print Reinvented: The Next 75 Years”

November 15-17, 2008

**Don CeSar Beach Resort
St. Pete Beach, Florida**

Industry consolidation, surging international markets, converging cross-media technologies, soaring costs for raw materials and energy, and many other forces are changing our industry at the speed of thought.

How conversant are you with these forces of change and their impact on your bottom line? Discover how to meet the challenges and benefit from new opportunities at the NPES 75th Annual Conference. This year's content-rich agenda will engage you in strategic conversation with industry leaders and peers who are forging innovative pathways toward the new model of print.

This year's program takes on added depth with provocative perspectives from industry leaders, a fascinating tour of an unequalled state-of-the-art printing facility, and world-class level networking and leisure activities that members have come to expect from NPES.

You will return home with insights and tactics that will enhance your relations with customers and vendor partners, who are themselves embracing the new communication environment, and be better poised to move your business forward.

For complete program information and a registration form visit: www.npes.org

Aligning with NPES' 75th Annual Conference theme, “Print Reinvented: The Next 75 Years,” members and guests at this year's event will gain unprecedented access to one of the most advanced and automated manufacturing centers in the world—the Valpak Manufacturing Center in St. Petersburg, Florida. Our insiders' tour of the Valpak Manufacturing Center will begin with a personal welcome and plant overview by David Fox, Vice President of Manufacturing, Cox Target Media. After a walking tour of the facility, our informative excursion will conclude with an interactive Q & A session led by Mr. Fox and Valpak vendor partners including Burgess, Goss and Kodak.

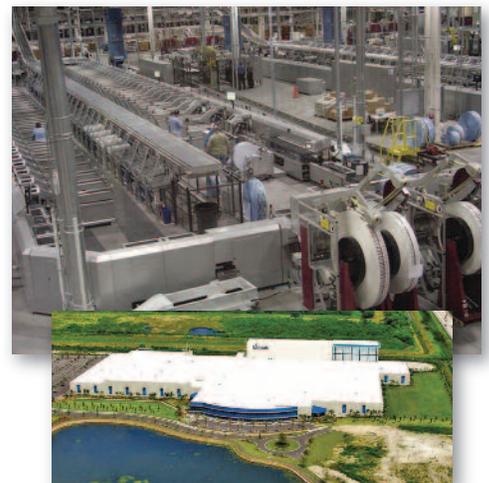
Valpak, North America's leading direct marketer, built the facility—a landmark visible from Interstate 275—as a hub of technology with automation and robotics at the core of the operation. The facility was built with the help of job-creation incentives from state and local government and is the largest privately owned industrial building in the county. Occupying nearly 500,000 sq. ft. of space—large enough to house 13 Boeing 747 airliners—this \$200+ million building features a global list of suppliers and partners from countries including Italy, Switzerland, Japan and the United States. With \$260 million in annual revenue and about 1,200 employees in Pinellas County, Valpak is currently part of Largo-based Cox Target Media.

Valpak by the Numbers

- 20 billion coupon offers will be mailed this year
- 521 million envelopes will be sent out
- 20 million coupons are viewed at Valpak.com each month
- Valpak reaches more than 45 million unique addresses each month in the United States and Canada.

A Model of System-to-System Integration

Although there's an undeniable geowhiz factor in almost everything to be seen at the new Valpak Manufacturing Center, the futuristic impression it gives



NPES Annual Conference attendees will gain “insiders’ access” as they tour the Valpak Manufacturing Center in St. Petersburg, FL, a state-of-the-art technological showcase for computer integrated manufacturing in print.

isn't just for show. The plant uses automation, robotics and software integration to an extent without precedent in any segment of the printing industry. According to our host, Mr. Fox, “Integration was a project keynote from the very beginning. We put a huge amount of planning and coordinated effort into it with the support of all our partners. We took a top-down approach to integration, drilling down to every level of functionality and evolving specifications as we proceeded.”

An Exemplar of Lean Manufacturing

Today, many print producers are looking to Lean manufacturing for help in driving down costs. According to Fox, “As a ‘greenfield’ project we had an opportunity to design the plant from the ground

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“The plant uses automation, robotics and software integration to an extent without precedent in any segment of the printing industry.”

up without inefficiencies or redundancies of any kind.” “To achieve this we’ve implemented buffering strategies based on having no more than three to four hours’ worth of work in process at any given time. Moving work through the plant at this rate is much more efficient than the three-day press-to-processing cycle that used to be the norm,” he advised. In the new plant, workflow is so thoroughly automated that it never has to stop.

To learn more about this fascinating facility, and the lessons learned in developing its automation processes and systems integration, join us for the NPES 75th Annual Conference, November 15-17, 2008, at the Don CeSar Beach Resort in St. Pete Beach, Florida. For complete program information and to obtain a registration form visit: www.npes.org. ●

Gegenheimer Award Nominations Due

Nominations for the annual Harold W. Gegenheimer corporate and individual awards for industry service are due by Friday, October 17. The awards are presented annually to a member company and an individual employed by a member, 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 NPES in recognition of his lifelong commitment to technical innovation, sound management, and support for education and research.

NPES has established two scholarships with the Printing and Graphics Scholarship Foundation, to which \$2,000 is given in the name of each recipient each year. The Gegenheimer awards will be presented at the NPES 75th Annual Conference in St. Pete Beach, Florida.

For more information about the awards and to receive a nomination form, contact Debbie Vieder at phone: 703/264-7200, e-mail: dvieder@npes.org, or visit: <http://www.npes.org/about/gegenhenawd.html>. ●

PrintED to Develop Ninth Area of Accreditation

The Graphic Arts Education and Research Foundation® (GAERF) has announced that PrintED® will develop a new area of accreditation: Advertising and Design. This decision was based on the fact that today’s printing and publishing industry is symbiotically tied to graphic designers, and the design process is an essential element in the print workflow. Graphic designers are now performing technical processes—such as scanning, color separation, color correction, retouching and image resolution adjustments—that were once considered ‘in-house’ procedures by printers. The industry can only benefit from working with designers who are knowledgeable about technologies that cut across all areas of the printing production process.



Graphic communications programs will soon have the opportunity to be PrintED-accredited in Advertising and Design, the ninth area of accreditation currently under development.

“Advertising and design has always been an integral part of graphic communications, but this fact has never been more evident than in the past several years, as the industry has shifted beyond ink on paper to becoming solutions providers,” explained Thomas Saggiomo, chairman of the GAERF Board of Directors and president and CEO of Agfa Corporation in Ridgefield Park, NJ. “Accreditation in Advertising & Design is a natural addition to the PrintED core competencies, and ensures that our industry is reaching out to—and properly training—all the talented young people who may be interested in graphic communications.”

Added GAERF President Ralph Nappi, “As the line between the advertising/design and technical sides of our industry increasingly blurs, it’s essential for us as an industry to ensure that those graduating from advertising and design disciplines are knowledgeable about the production process.”

A task force comprised of industry and education members is developing the advertising and design competencies. The Advertising & Design area of accreditation is expected to be launched this fall. The other eight accreditation areas of PrintED include:

- Introduction to Graphic Communications
- Digital File Preparation
- Offset Press Operations
- Binding & Finishing
- Digital File Output
- Digital Production Printing
- Advanced Offset Press Operations
- Advanced Digital File Preparation ●

New Print Business Opportunities in \$500 Billion Industry Sector

Economic pressures in the graphic communications industry have led many companies to search for new opportunities that will generate incremental revenue. With industry sales in 2008 projected to possibly decline for the first time in five years, the industry is more competitive than ever before and many manufacturers are embracing new market opportunities to stay ahead of the curve and maintain profitability in their business sector.

Just in time, in today's competitive business landscape there's a \$500 billion industry sector that may provide NPES members with significant, new incremental revenue opportunities—the U.S. General Services Administration (GSA) segment of the federal government, which continues to accelerate its needs for support from the commercial business sector.

As a result of federal staff downsizing, thousands of government agencies across the country—ranging from the Bureau of Engraving to the General Printing Office to the Library of Congress—have a need for printing and publishing-related products and services. They are in need of products and support including design services, pre-press and post-press services, offset, screen, flexography, letter-press, gravure, engraving and digital printing.

Some leading industry manufacturers have already seen the advantages of working with the federal government and have assigned sales and support personnel to build business in this market sector.

About the Government Services Administration

The Government Services Administration (GSA) is your link to thousands of federal government agencies that order over \$500 billion worth of business annually. Responding to a concern that doing work with the government is solely a price-based business, and that manufacturers must significantly discount their pricing providing small profit margins—this concept is a myth! The GSA operates on a “best value” concept, which reflects business decisions based on several factors, other than just price, that include: past performance, technical qualifications, training, warranty and customer service, to name just a few.

Once approved as a GSA provider, your company would be awarded a 5-year contract providing it the opportunity to respond to project proposals that are regularly uploaded onto the GSA website: www.gsa.gov. In addition, your organization's profile would be ‘front and center’ before the thousands of government agencies that rely on the GSA and their providers for support. You can either be proactive by going after new business listed on various project proposal sites, or you will receive project proposal requests directly from government agencies that are in need of your products and services. There are also additional inherent advantages for organizations that fall into the “small business” category, which include women-owned and veteran-owned businesses.

Wide Range of Opportunities

Today's government agency is seeking a wide range of graphic communications and printing related services ranging from purchasing equipment, to training support, to equipment servicing, to parts availability; specific categories of service include:

- Leasing of products
- Purchase of equipment
- Equipment maintenance
- Systems parts
- Term software license
- Perpetual software license
- Software maintenance
- Classroom training
- Information technology services
- Electronic commerce services
- Wireless services

Payment Made Easy

Many agencies that contract with businesses provide a direct deposit program whereby payment can be procured within 30 days or less of invoice receipt.

Getting Started

How do you begin the process, what does it take, and how long does it take to be awarded a GSA contract? Typically it takes 6-8 weeks to gather and prepare the information and submit it to a GSA contracting officer. Following a submission, it will generally be another 3-4 weeks to receive an approval at which time a 5-year contract will be awarded.

Len Bacharach is a 25-year veteran of the graphic communication and printing and publishing sectors, having worked in a marketing role for leading industry manufacturers. For the past six years, he has worked with industry businesses to assist them in securing GSA contracts. For more information about the GSA and how to become approved as a preferred vendor contact Mr. Bacharach at Len Bacharach Associates at phone: 631/666-1252 (o), 516/443-3194 (c), or e-mail: lenbach@optonline.net. ●

“As a result of federal staff downsizing, thousands of government agencies across the country—ranging from the Bureau of Engraving to the General Printing Office to the Library of Congress—have a need for printing and publishing-related products and services.”

More Tax Incentives for 2008 Capital Investment Now Available

New Legislation Allows Use of AMT and R&D Credits in place of Bonus Depreciation

More good news for capital goods manufacturers and their customers is found in the recently enacted Housing and Economic Recovery Act of 2008, which permits companies to claim unused AMT (Alternative Minimum Tax) or Research & Development (R&D) tax credits in lieu of the 50 percent bonus depreciation provided in the Economic Stimulus Act of 2008 (ESA).

Specifically, the law now allows companies to claim their pre-2006 unused AMT or R&D credits in lieu of bonus depreciation for qualified capital investments made after March 31, 2008 and before January 1, 2009. The R&D or AMT credit limitation is increased by an amount equal to 20 percent of the bonus depreciation amount that would have been claimed absent an election under this new provision, with the increases in the allowable credits refundable for purposes of this provision. The bonus depreciation amount is limited to the lesser of six percent of outstanding and unused pre-2006 AMT and R&D credits or \$30 million. ESA "placed-in-service" requirements continue to apply.

The ESA, passed by Congress and signed into law by President Bush in February, provides huge incentives for investment in printing, publishing and converting equipment. In general, qualifying property is defined as depreciable tangible personal property that is purchased for use in the active conduct of a trade or business. Off-the-shelf computer software also qualifies.

ESA provides 50 percent bonus first-year depreciation on investment in new equipment purchased after December 31, 2007 and "placed-in-service" before January 1, 2009. In addition, it also nearly doubles the limit on capital investment in 2008 that can be expensed, raising it to \$250,000 from \$128,000 for compa-

nies that purchase less than \$800,000 of capital assets in the year. Enhanced Section 179 expensing applies to equipment that is new or used ("new to the purchaser."). Businesses may be able to use both provisions to their advantage.

The \$250,000 expensing amount is reduced (but not below zero) by the amount by which the cost of qualifying property placed-in-service during the taxable year exceeds \$800,000. The entire \$250,000 of enhanced expensing is phased out after the taxpayer invests \$1,050,000. Unlike bonus depreciation, which is limited to purchases made and placed-in-service in calendar year 2008, \$250,000 enhanced expensing may apply to qualifying purchases made both this year and in 2009, provided that they are made in "tax years" beginning in 2008.

Examples of the powerful investment incentives

available under the new law can be found online at: www.npes.org, along with a 2008 ESA Calculator. These could be real deals for NPES members and their customers.

The power of 50 percent bonus first-year depreciation is dramatic. If you need new equipment and are ready to invest, waiting until 2009 will cost you time and a lot of money. And now, even companies who might not have been able to enjoy the tax savings of bonus depreciation in 2008 can benefit from 2008 capital investment if they have eligible unused AMT or R&D tax credits.

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

NPES 75 Years Later MEMBERS IN THE GLOBAL MARKETPLACE

This year, NPES The Association for Suppliers of Printing, Publishing and Converting Technologies celebrates 75 years of service to member manufacturers, importers and distributors who provide the equipment, supplies, systems and software used in every printing, publishing and converting process from design to distribution.

Throughout 2008, in every issue of NPES News look for some of the featured highlights from our association's distinguished 75-year history.

This year, as NPES celebrates its 75th Anniversary and members are working in earnest toward a successful PRINT 09 show (Sept. 11-16, McCormick Place, Chicago, IL), what better time to remember the past? Reviewing the agreement paving the way for the first PRINT show, PRINT 68, are (l to r) Robert Black, The Show Company International; NPEA President Lee Augustine and William J. Stevens, President of NPEA Exhibits, Inc.



news and notes

NPES CALENDAR

September 2008

TC130 Working Groups and Plenary
September 22-27 • The Netherlands

October 2008

EXECUTIVE OUTLOOK®

October 25 • Chicago, Illinois

GRAPH EXPO®

October 26-29 • Chicago, Illinois

November 2008

ICC Meetings

November 6-8 • Portland, Oregon

ICC DevCon '08

November 10 • Portland, Oregon

NPES 75th Annual Conference

November 15-17

Don CeSar Beach Resort

St. Pete Beach, Florida

December 2008

PRIMIRSM Winter Meeting

December 3-5 • Baltimore, Maryland

March 2009

ICC Meetings

March 3-6 • Paris, France

NPES 2009 Industry Summit

March 22-25 • Washington, D.C.

May 2009

TC130 Working Groups 1-4

May 18-23 • Dallas/Ft. Worth, Texas

June 2009

ICC Meetings

June 15-18 • Tokyo, Japan

September 2009

PRINT®

September 11-16 • Chicago, Illinois

November 2009

ICC Meetings

November 5-7 • Albuquerque, New Mexico

October 2010

GRAPH EXPO®

October 3-6 • Chicago, Illinois

September 2011

GRAPH EXPO®

September 11-14 • Chicago, Illinois

HURLEY'S TRADE-WISE DO TELL INTEL Trade Alert on New Potential Market Barriers—European Union's REACH Chemical Regime

This month's trade alert focuses on the **European Union's (EU) REACH Chemicals Regime** as it moves more than halfway through its **six-month (Jun. 1-Nov. 30, 2008) "Pre-registration period"** during which **all firms in the EU or around the world (including the U.S.) who are manufacturing in or importing products into the European Union should pre-register any chemical "substances" contained in products, whether chemical products traditionally**

defined or other products, no matter how widely used or how long they have been safely on the market which may, under REACH definitions, contain chemical elements.

Each company, large or small, needs to do some careful research, and quickly, of the REACH regulations to determine if they (and/or their upstream or downstream supply chain partners) are affected, and if so to complete the necessary "pre-registration" by November 30. It is a laborious but important task. The EU is also requiring that every distinctive "use" of a chemical must be registered during this pre-registration period which further complicates the process.

Most U.S. companies shipping intermediate or finished goods to customers in the EU should

be consulting actively with partners up and down their own supply chain as well as legal and other experts. Once the "Pre-registration" period closes on December 1, 2008, it will become considerably more difficult and costly to register products, so now is the time to focus on REACH.

With a little less than three months remaining in the pre-registration period, **we encourage all potentially affected NPES member companies to redouble their focus on REACH in the weeks ahead** with a view to **determining how REACH can affect their operations and taking appropriate action.**

For further information on EU REACH and other potential trade barriers in specific markets worldwide, contact Mike Hurley at e-mail: mhurley@npes.org or phone: 703/264-7212. ●

Sources: U.S. Trade Representative, National Association of Manufacturers

World Wide Market for Print Individual Country Reports—Just a Click Away

Data from all three phases of the PRIMIRSM **World Wide Market for Print** study have been compiled into individual country reports for each of the 51 countries covered in the study. These are now available for free download at: www.npes.org in the members-only "Resources" area. Each 15+ page individual country report benchmarks 2007 data and provides forecasts through 2011. They include: demographic and economic trends, advertising and print media trends, specifics on print market trends by process and application, and data on machinery, ink, consumables and substrates.

Countries covered are: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Norway, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Kingdom, United States, Venezuela and Vietnam.

Printed versions can also be ordered through our publications department at e-mail: orders@npes.org. Ordering more than 10? To inquire about quantity discounts contact Darcy Harris at phone: 703/264-7217 or e-mail: dharris@npes.org.

Pricing	Each	Complete Set
PRIMIR or NPES Member	\$10	\$400
Non-Members	\$99	\$599

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*The Association for Suppliers of Printing,
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