

**For Additional Information
Contact: David Poulos**

**For Immediate Release
April 2005**

**PACKAGE PRINTING STUDY RELEASED BY PRIMIR SHOWS PRINT[®] 05 &
CONVERTINGSM 05 MEETS MARKET NEEDS BEST**

Study Sheds Light On Industry Convergence, Growth Areas of Package Printing

Reston, VA – A study recently released by PRIMIR, the Print Industries Market Information and Research Organization, shows a strong shift in the commercial printing industry, and illustrates growth in the package printing and converting sectors that offer increased opportunity for commercial printers.

The in-depth study, covering a broad scope and including five packaging types and six printing methods within them, provides insights into terminology, technology, growth trends and shifts in volume from sector to sector that commercial printers will find invaluable if they are considering offering package printing as part of their service mix.

Growth in the package printing sector is projected to be robust, with tag and label work leading the expansion of the field, with an increase of 5.7% projected by 2009. That is followed by flexible packaging, folding carton and corrugated boxes, for an overall average expected growth projection of 4%, creating an \$83 billion industry.

One key finding of the study is that the line between commercial work and package printing is becoming less defined, and that commercial printers are starting to offer package printing in greater numbers than ever before. Of package printers surveyed, when asked to describe themselves, 43% of those who do tag and label work consider themselves to be commercial printers. Additionally, 24% of those who print rigid packaging and 8% of those doing folding carton work consider themselves commercial printers.

“The results of this study offer validation for those commercial printers with the foresight to investigate and invest in package printing. It provides insights into where the work is going, how it is being produced and with what equipment. That level of information has not been available in a formalized fashion until now, and we’re very excited to offer the study and are equally excited about what the results show in relation to PRINT 05 & CONVERTING 05,” noted Regis J. Delmontagne, president of NPES. “As the lines between commercial and package printing blur further, shows like PRINT 05 & CONVERTING 05 become even more beneficial and valuable, as they are the only place to compare like equipment for both types of work from different manufacturers side by side, operating right in front of you in a production environment. That’s critical information you can’t get anywhere else,” he added.

Another key finding of the study is the type of equipment used to perform the work. Sheetfed offset equipment, the workhorse of the commercial printing industry, is used in 81% of the folding carton work, 53% of the rigid packaging work, 32% of the tag and label work, 12% of the corrugated work and 10% of the flexible packaging work, according to the study.

The rise of hybrid machinery, suitable for both types of jobs in various run lengths and speeds, will most likely increase those percentages. This represents a key opportunity for commercial printers, as their expertise in sheetfed offset will put them ahead of others in the learning curve associated with offering some package printing to customers.

The best opportunity to see both the newest sheetfed offset equipment and the new hybrid machinery, running live and performing actual jobs, side by side, is at the upcoming international mega-event, PRINT 05 & CONVERTING 05, September 9 – 15, at McCormick Place, Chicago, IL. Top exhibitors there will be showing the latest equipment, supplies and services needed to enter and compete in the lucrative and growing package printing sector, and commercial printers are expected to flock to the event in large numbers to investigate this opportunity further, and make the purchases they need to get started.

Complete information about exhibits, seminars, special events and other features of PRINT 05 & CONVERTING 05 is available at www.PRINT05.com. Online hotel reservations and online registration are also available now, and visitors are urged to make these arrangements early. Hotel space is expected to be very limited as the show approaches.

About Graphic Arts Show Company

GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies[®] (NPES[®]), and the Printing Industries of America (PIA). GASC is located at 1899 Preston White Drive, Reston, VA 20191-4367 USA, telephone: 703/264-7200, fax: 703/620-9187, E-Mail: info@gasc.org. For additional information, visit www.gasc.org.

###