A note of optimism is sounded in the following reports from Global Print member organisations. Of course, this is often the case in “drupa years”, but, as the VDMA reports, this year’s drupa saw the global print and media industry in a particularly positive mood. While the total number of visitors fell slightly, this reflects the worldwide consolidation occurring in the industry, and the 16% rise in international visitors — to 76% of the attendance — was especially striking.

Since the last reports, in May, the electorates in the UK and the US have delivered results — “Brexit” and the election of President-Elect Trump — that have surprised and, some might say, shocked the world. So far the economies of both countries have continued to perform well. However, the latest official estimates of UK growth in 2017 have been downgraded, and it is too early to say what effect President-Elect Trump’s decision to withdraw from the Trans-Pacific Partnership will have. For now, the NPES reports “undaunted optimism” about the future.

PEIAC’s status report on the Chinese market reflects the slowdown in the important Chinese economy, with imports of printing equipment down by almost 13% in the first six months of 2016. On a more positive note, the prospects for next year’s China Print are bright, with over 1300 exhibitors expected in Beijing.

These are only some of the insights to be found in these latest reports. We hope you find them enlightening, informative and valuable.
Print4All, which will be at Fiera Milano from **29 May to 1 June 2018**, is a big industry event that, for the first time, brings together three historic trade show names – Grafitalia, Converflex and Inprinting – to create a one-of-a-kind event, richer and more representative of the individual vertical markets that it includes. Print4All goes beyond the traditional segmentation of the commercial, editorial and industrial printing market today to offer a broader showcase and a more vast and varied selection of solutions. Thus visitors will come in contact with the entire gamut of different target markets, creating synergies and generating new business opportunities.

Print4All is a unique opportunity to discover the industry and all of its innovations, a whole new perspective for the world of printing.

**Converflex**

For more than 30 years, Converflex has been a premiere event for the package printing and converting industries. It has been integrated into the Print4All project, focusing its offerings on **rotogravure**, **flexography** and **hybrid technologies** meant for package printing and labelling as well as converting technologies.Converflex refocuses the industry’s attention on the role of printing and converting technology in the development of successful, innovative packaging communication. Converflex serves a market generating over **€ 97 billion** in revenues in Europe and employing more than **477,000 people**, with Italy at the leading edge. It is a consistently innovative format with an integrated outlook on the target business communities of converting, package printing and labelling.

**Grafitalia**

The Print market has experienced years of deep change: it continues to be one of the product sectors that has gone through major evolutions and innovations in technologies and applications. Grafitalia is about
Printing & Communication and bears witness to the technological evolution that has influenced the graphics industry, gradually bringing about the increased presence of installations of digital printers in graphics firms. This has led to the current state of a substantial balance between the annual sales turnover for offset and digital printers. (Source: Argi). Grafitalia is about innovation in printed products, with the awareness of how post-print treatments (finishing and enriching) can become an added-value element in the sector's production process, regardless of the print technology. Grafitalia is about multichannel and data-driven marketing, it is near today's world of communication, where consumers are used to living their customer journey simultaneously using paper, smartphones, computers, and tablets.

**Inprinting**

Personalization, on demand, wow effect, sustainability are just some of the driving motivations behind the phenomenon Inprinting defines as ‘Reinventing Industrial Printing’. Since the end of the ‘90s the simultaneous presence of printing solutions with offset and digital technology has altered the dynamics of the commercial printing and paper publishing sector. Today the integration of traditional analogical technologies (screen printing) and digital technologies (digital and hybrid printing) is creating new ways of producing, new ways of communicating through things, and it is contributing to the birth of a new market: the Print of Things (PoT). PoT and Digital PoT mean new production solutions for multiple markets. The analogical-digital technological mix enables the reconversion of the printed material's production processes, encouraging the personalization of the products and passing beyond the limits dictated by print speeds, by types of printable materials, and by ink persistency and quality. Inprinting provides the place to see and evaluate the most up-to-date solutions for the Print of Things (exhibition area) and to look in depth at the most intriguing and innovative topics (seminar area).

*Print4All is part of "The Innovation Alliance"*

The Innovation Alliance, in Fiera Milano from **29 May to 1 June 2018**, for the very first time will bring together IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL and INTRALOGISTICA ITALIA.

A collaboration among associations - ACIMGA (machines for converting, package printing and graphics), ARGII (machines and equipment for graphics and industrial printing), ASSOCOMAPLAST (machines and moulds for plastic and rubber) and UCIMA (automatic packaging machines) – along with Fiera Milano and Hannover Fairs International, has been designed to bring together five Italian and international trade shows.
of excellence. The idea is to put a strong focus on presenting the entire supply chain for a one-of-a-kind event that is complete and universal in terms of content.

For the first time presented together, IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL and INTRALOGISTICA ITALIA will offer to professionals from all industrial sectors a showcase of technological excellence from different manufacturing worlds in Italy and abroad, brought together as way to put a strong focus on the entire supply chain.

A wide product range in one location that goes from processing to packaging to the working of plastics and rubber to industrial and commercial printing and the personalization of packaging and labels, all the way to the handling and warehousing of consumer-ready goods.

**The Map**

The Innovation Alliance will take up the entire Fiera Milano site. Print4All will have 20,000 m2 of innovative applications and technology. The heart of the supply chain.
News from Graphispack

ASOCIACIÓN GRAPHISPACK is currently involved in several activities which are as follows:

We have just finished the 2015 graphic report, which is the 3rd edition. The results of this report, which complies the comparative data on the evolution of the market since 2012, will be presented shortly. This report has been made possible thanks to the companies in the sector, in areas such as prepress, offset machinery, paper, printing blankets, inks and varnishes, large format and digital commercial machinery. Through the comparison with previous years, we can explain what is happening now in the market and the forecasts for the coming years.

The XIII National Contest of Flexography was celebrated with more than 160 entries presented. There have been 27 awards in the different categories and 3 best in show. Last November 25th the awards ceremony was held during a gala dinner that brought together the entire flexography sector.

On the other hand, and in relation to GRAPHISPAG-2017 that will be held in Barcelona next year from March 21st to 24th, we are leading the work groups that will be present in the Exhibition with its own space as well as demonstration of finished products and an area for conferences and networking. These working groups correspond to the packaging, publishing, textile and retail sectors, and are sponsored by our member companies AGFA GRAPHICS, EPSON IBÉRICA, MACTAC EUROPE and ROLAND DIGITAL GROUP.

GRAPHISPAG-2017 will enhance graphic applications and offer networking, knowledge and design activities. Through a showroom with different thematic tours, visitors will be able to know the latest graphic solutions.
The Exhibition will include networking spaces where the different actors of the value chain can exchange their knowledge and experiences. The VIP visitors will also have at their disposal an own space depending on the demand sector to which they belong.

GRAPHISPAG also does not forget the designers, for whom different activities have been created and in fact, the Exhibition will allocate a space to design workshops. Conferences, debates, success stories and round tables will also be present in the Exhibition. These activities will be based on innovation themes related to the graphic industry, dealing with topics of applications and business models, such as customer service and marketing, among others.

In terms of education, and together with Escola Antoni Algueró we continue to carry out training in packaging within the higher degree of graphic arts with a duration of 150 hours.
Rio to Tokyo! The Rio 2016 Olympic Games and the Paralympic games are now over with the Olympic and the Paralympic flags being officially handed over to the next host city, Tokyo. However, preparation works for Tokyo 2020 Olympic and Paralympic Games are rather in slow mode here caused by lots of argument over the total cost and budget.

Meanwhile, we will host the IGAS2018 International Graphic Arts Show which will take place in Tokyo from July 26 to 31, 2018. IGAS2018 will be the exciting live exhibition for the global print industry especially for exhibitors who want to expand their business in the growing Asian print market including Japan. Exhibitor registration is open until Dec. 22, 2017. The early application discount will be applied for the application on/before Nov. 2, 2017. JPMA will host the Global Print President Meeting during IGAS2018 in Tokyo. Please book your schedule for IGAS trip to Tokyo. We look forward to receiving many exhibitor application from your member companies. IGAS2018 official website: www.igas-tokyo.jp

Overview of IGAS2018

IGAS2018, International Graphic Arts Show will take place in Tokyo at Tokyo Big Sight for 6 days from July 26 to 31, 2018. Carrying "Venture into the Next!" as the general theme of the show, IGAS2018 will showcase the latest progress of the technologies, services and solutions to the print and crossmedia industry providing various ideas and suggestions for new business creation and opportunities for a great deal of active business exchanges.

IGAS is the one and only international print exhibition in Japan. IGAS2018 will be the fruitful B2B exhibition for both exhibitors and visitors by providing various solutions and appropriate directions for the printing industry. The number of visitors to the previous show, IGAS 2015, totaled over 56,000, with many visitors from overseas including a large number of visitors from Asian countries.

Exhibitor application is and will be accepted from October 17, 2016 to December 22, 2017. Early Application Discount will be applied on your exhibition fee providing you have applied by November 2, 2017.
Global Print

• Title of the event
  IGAS2018 (International Graphic Arts Show 2018)

• Organizer
  Japan Printing Machinery Association: JPMA
  Japan Association of Pre-Press & Digital Printing Systems Suppliers

• Dates
  Exhibition: July 26 (Thur.) to 31 (Tue.), 2018 【6days】
  Move-in: July 21 (Sat.) to 25 (Wed.), 2018 【5days】
  Move-out: July 31 (Tue.) to August 2 (Thur.), 2018 【3days】

• Opening Hours
  10:00 a.m. to 5:00 p.m. (11:00 a.m. to 5:00 p.m. for the first day on July 26 (Thur.))

• Venue
  Tokyo Big Sight, East Halls, 3-10-1 Ariake, Koto-ku, Tokyo 135-0063 Japan

• Application Period
  October 17, 2016 (Mon.) to December 22, 2017 (Fri.)

• Early Application Discount Period
  October 17, 2016 (Mon.) ~ November 2, 2017 (Thur.)
  3%~6% of participation fee will be discounted according to the number of booth units.

• Participation Fee
  Participation fee per booth unit (VAT included)
  - JPY 300,000-
  Early Application Discount Participation fee per booth unit (VAT included)
  - 20 units or less (3% discount) JPY 291,000-
  - 21 units or more (6% discount) JPY 282,000-

• Application Procedures
  Overseas applicants are required to duly complete the application forms and send the forms directly to the following office by postal mail, E-mail, or fax. Application forms can be downloaded from IGAS2018 official website or be found in the “Exhibitor Guide”.
Concurrently with submission of the application form, JPY 26,000 (twenty six thousand – VAT included) per unit of requested space shall be remitted to the specified bank account as non-refundable deposit. All bank transfer fees, if any, are to be borne by the applicant.

Refer the IGAS2018 official website (www.igas-tokyo.jp/en/) for further information such as the case of joint exhibiting where two or more applicants wish to exhibit in the same booth, and for any other matters.

Please refer to IGAS official website (URL: www.igas-tokyo.jp/en/) for details.
News from NPES

Overview

These continue to be exciting times for the printing and imaging industry, and our optimism about the future remains undaunted despite global political and economic uncertainty in some key markets around the world. Our outlook is supported by the notion that the printing and imaging industry has the ability and the technology to adapt and evolve to whatever the market demands. However, recognizing change is one thing. Knowing how to change and overcoming inertia of business is much more difficult. Therefore, success depends on rapid acceptance and adoption of new business models, and users know how to utilize technology effectively and know how to change their business. It is our belief that therefore we must place much more emphasis on ensuring the value chain is aligned and moving together.

In our industry today, we already see OEMs, distributors, buyers, end users are all moving closer and closer through partnerships and greater collaboration. This arrangement means then the business challenges and opportunities of the industry are coming into alignment. What is important to one is important to all. This was made very clear at the recent NPES planning meeting and through data gathered by a survey of nearly 13,000 business leaders and companies within the supply chain.

In the future, NPES will be developing a new, and leading, market position.

One where the industry learns from each other, develops long term solutions to the aligned market challenges, and creates ongoing opportunities to grow the industry throughout the world.

One where the industry will achieve business growth in an era of technology innovation, increasing regulatory challenges, market access concerns, record M&A deals, and transitioning workforce dynamics.

One where the industry will access actionable data and information so what businesses learn in the morning can be implemented the same afternoon.

We look forward to sharing the new NPES with the global community in the months and years ahead.

As a reminder, the PRINT 2017 show is going to be held September 10-14 in Chicago, and we look forward to seeing you all there!
Market Outlook for the United States- 2016 & 2017

The past year has been challenging. According to the ITR—an NPES partner that provides members with expert economic analysis and industry forecast reports — the US economy is throwing some mixed signals, but is in store for improvement in the latter half of this year and well into 2017. US Industrial Production (a combination of mining, manufacturing, and utilities), a benchmark to the overall industrial economy, is on track for a cyclical reversal this quarter and recovery through the remainder of 2016. The US Purchasing Managers Index, which typically leads Industrial Production by 9 to 14 months, has been generally rising on a monthly basis since December 2015. The PMI is reading over 50, which is indicative of expansion in the manufacturing sector of the US economy. This puts the U.S on track for ongoing improvement in Industrial Production.

There are also signs of improvement in commodity prices, particularly when looking at US Crude Oil Futures. Prices averaged $46.34 per barrel for the three months through July. Prices will generally rise into at least mid-2017. China, Brazil, and Canada have decreased their Crude Oil Production which will, in turn, lessen some of the oversupply plaguing the industry. We will see further upward momentum in prices as the pendulum begins to swing. The rise will likely be volatile, but there will be upward movement overall going into 2017. Improvement for commodities is positive news for US Nondefense Capital Goods New Orders. A price floor is in sight for oil patch investments. US Mining Equipment New Orders, a component of Nondefense Capital Goods New Orders, is down 57.6% over the most recent 12 months compared to one year ago. The approaching low for the oil patch will aid the current recovery trend for Nondefense Capital Goods going into 2017.

The consumer side of the U.S. economy remains strong. One of the worrisome points that caused concern was the May and June employment data. When the long-term trend in Private Employment is viewed, however, the positive fact is that US Private Sector Employment averaged 121.3 million workers for the 12 months through July, up 2.1% from the year-ago level. The overall expansion and increase in wages put the consumer in a good place, which is evident when looking at Total Retail Sales, which rose 1.7% compared to the previous year. The increase in disposable personal income is benefiting Nonstore Retail Sales, also evident in online orders. Construction is another area where the strength of the consumer is evident. Single Unit Housing Starts totaled 73.0 thousand units in July, up 1.3% from the July 2015 level.

The US economy is well-positioned for growth and several leading indicators support the positive outlook for the coming quarters. The US consumer will provide upside momentum while the industrial sector ramps up. Business-to-business activity will recover despite volatile commodity prices along the way.
Summary of 2016 PRIMIR Research Studies and Upcoming 2017 Studies

The Print Industries Market Information and Research Organization (PRIMIR) has recently released three major studies. In 2016, “PRIMIR 2.0” was launched—new research formats and deliverables that will include offerings of mini-studies, white papers, and webinars in addition to the existing full-study format—leveraging PRIMIR’s proven methodology for conducting comprehensive, in-depth research studies. The following three studies have already been released:

**North American Brand Owners Influence on the Printing/Purchasing Process**

As the ‘first of its kind’ white paper, this study will provide a broad overview of the roles and responsibilities of the North American brand owner in today’s print business environment. Brand owners are becoming increasingly demanding of converters and printers in an effort to differentiate their products in an ever more crowded marketplace. This study evaluates the amount of influence brand owners have relative to printing processes, substrates, and more and examine what major corporation brand owners’ role has been in the past and is expected to be in the future

**North American Food Packaging Compliance: Impact on the Printing Industry**

Perceived to be a focal point, migration of chemicals that affect food or its consumer have long been a concern in the food packaging industry. This study provides an understanding of the impact the companies in the food packaging value chains’ role plays in the final packaged product. The goal of this mini-study is to focus on ‘critical risks’ and needs in order to provide real value in risk reduction to suppliers, converters and brand owners. This study was done in partnership with the National Association of Printing Ink Manufacturers (NAPIM).
Digital Printing Technology's Influence on the U.S. In-Plant Printing Market

Growth in digital printing technology has not only had a big impact on how traditional print service providers produce products, but it also provides an opportunity for corporations, brand owners and manufacturers to quickly and inexpensively produce some printed materials in-house. This study investigates this market and provide insights into opportunities for traditional manufacturers of equipment and supplies and their equipment decision process including how they purchase their digital printing and finishing equipment, types of products produced, installed base and more. This study will also provide data on the current state of in-plants in the U.S. and utilization of digital printing.

By year-end 2016, the following studies will be published:

- Coatings Market in North America by Applications and by Chemistry
- World-Wide Market for Print 2.0 – Packaging (partnership with VDMA)
- Inline Finishing Solutions in the Digital and Offset World
- Megatrends in Digital Printing Applications: An Update of the 2010 Study Data and Future Outlook
- North American MIS/ERP Adoption in Commercial Printing

PRIMIR has also identified new market research topics for 2017:

- Global Trends in Packaging Affecting N.A. Converter & Supplier Markets (2009 study update)
- Printing Industry Consumables Usage & Trends (2011 study update)
- Service to Printers Trends and Outlook
- The North American Market for Plastics in the Printing Industry
- The Retail Print Marketing Product Evolution in a More Digital World, and
- Adoption of LED UV Curing in Package and Label Printing
- World-Wide Market for Print 2.0 – Commercial & Marketing

U.S. Legislative & Regulatory Update

Ninety-five percent of the world’s consumers live outside the United States, and for decades NPES has supported free, fair trade policies that facilitate U.S. manufacturers’ access to the $11.8 trillion global market for manufactured goods, which includes international markets for printing, publishing and converting technologies.

**Trade Promotion Authority**

International trade scored a huge victory when U.S. President Barack Obama signed Trade Promotion Authority (TPA) legislation into law in 2015. The enactment of TPA was the culmination of a long debate and an intense effort by pro-TPA business groups, including NPES, in the face of stiff opposition from unions and
other anti-trade factions. TPA provides a framework for U.S. Presidents to forge a successful partnership with Congress in developing and approving trade agreements.

**U.S. Export-Import Bank**

NPES strongly supports the U.S. Export-Import Bank (Ex-Im), which was reauthorized at the end of 2015. Ex-Im is a vital tool that brings long-term stability and confidence to U.S. manufacturers and exporters that export markets will remain accessible for their products and services, and that they will be able to compete for customers around the globe.

**Trans-Pacific Partnership (TPP)**

NPES strongly supports the Trans-Pacific Partnership (TPP) free trade agreement (FTA) among eleven Pacific-rim nations and the United States, and is urging the U.S. Congress to approve it this year before the 114th Congress adjourns. With a combined population of more than 490 million and an overall economy of more than $10 trillion (almost 14% of the global economy) the 11 TPP countries represent a combined market for U.S. goods and services close to the size of the European Union (EU), which (pre-Brexit) is home to nearly 510 million people and has a $16.2 trillion economy. When the U.S. is added to the 11 TPP nations the total FTA would constitute about 36% of the world economy.

U.S. Government data show that FTAs increase international trade, and TPP will be no exception. Specifically, TPP will help create a fairer international trading system, by setting strong, enforceable trade rules for TPP countries, including prohibitions on digital protectionism, new rules on fair competition with state-owned enterprises, tools to promote small business exports, stronger intellectual property rights, and good governance rules to fight corruption. TPP will also have a salutary impact on U.S. manufacturers’ costs in obtaining raw materials from TPP countries.

**Transatlantic Trade and Investment Partnership (TTIP)**

Although still in the negotiation stage, the Transatlantic Trade and Investment Partnership has huge potential for the U.S. and the EU., though arguably this has been complicated by the recent “Brexit” vote. The EU countries include 20 of the top 50 printing equipment markets in the world, worth $4.2 billion or 27% of the total global market. In light of this potential, in December 2014 NPES and its counterpart VDMA Printing and Paper Technology, part of the German Engineering Federation, the largest association representing the capital goods industry in Europe, signed a joint declaration endorsing the proposed TTIP, and delivered it to EU Commissioner Cecilia Malmström and U.S. Trade Representative Michael Froman through their respective representatives.

Following the signing of the declaration NPES President Ralph Nappi and VDMA Printing and Paper Technology Managing Director Dr. Markus Heering met with key U.S. government and private sector leaders in Washington, DC to underscore the value of TTIP to their respective national industries and urge its swift
and successful completion and ratification by the U.S. Congress. Since then NPES has continued to maintain a high profile of support for TTIP both in the United States and Europe in an effort to build support for the agreement in the manufacturing sectors on both sides of the Atlantic. However, it should be noted that TTIP also faces opposition similar to that confronting TPP.

Industry Standards Program

NPES is accredited by ANSI to develop national technical and safety standards through two committees: The Committee for Graphics Technology Standards (CGATS) and the B65 committee. NPES is also accredited by ANSI to administer the U.S. Technical Advisory Group (USTAG). The USTAG consists of experts from the industry who provide guidance to ANSI on the U.S. position on International Standards relating to the graphic arts.

Additionally, NPES serves as the Secretariat to the International Color Consortium (ICC).

NPES Standards Meetings – 2016

CGATS
CGATS meets jointly twice a year with the USTAG and the Idealliance Print Properties Committee to develop the US position on standards being developed in ISO/TC130 and to collaborate on work in common to all groups.

ISO/TC130
TC130 meets twice yearly where international experts active in all areas of the graphic arts, including, but not limited to, technologies such as: ink, process control, plates, blankets, digital data exchange, safety, color management, security, environmental impact, postpress, printing certification, and print quality measurement.

At its last meeting in September, the following TC130 working groups discussed their current projects as well as possible new work.

- WG1 – Terminology
- WG2 – Prepress data exchange
- WG2/TF2 – PDF/X
- WG2/TF3 – Variable Data Exchange
- WG2/TF5 – PDF Common Metadata
- WG3 – Process Control and Related Metrology
- JWG7 – Colour Management (joint with ICC)
- WG11 -- Environmental Impact of Graphics Technology
- WG12 – Postpress
Global Print

- WG13 -- Printing certification requirements
- JWG14 -- Print quality measurement methods
- JWG15 -- Development of ISO 20294

Upcoming Meetings

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<td>June 4-11, Toronto, Canada</td>
<td>Fall (Dates TBD) Tokyo, Japan</td>
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<td>October (dates TBD) Indonesia</td>
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International Color Consortium (ICC)

ICC color management meets the goal of creating, promoting and encouraging the standardization of an open, vendor-neutral, cross-platform color management system architecture and components. While the current architecture works well in many areas, new potential applications are emerging and it is believed that tomorrow's color communication will require a more flexible and extensible system. Within ICC Labs, ICC has developed a new specification, iccMAX, that addresses many of these new requirements.

iccMAX is not intended as a replacement for ICC.1, the existing architecture, but as an extension or alternative where requirements cannot be fully met by ICC.1. Currently the areas covered by ICC Labs include:

- Multi-spectral
- Medical Imaging
- Image Capture/Digital Photography
- Package Printing
- Color Management on Internet
- Fine Art
- Color Information Archiving
Global Activity

NPES has representatives in three countries and consultants in several others to help facilitate the sharing of information, knowledge, and industry trends around the world to US manufacturers. This includes “in-country” conferences in conjunction with existing trade fairs or as stand alone events. The following is a list of planned activities in 2017.

NPES Print Business Outlook Conference at PRINTPACK INDIA February 2017, New Delhi, India

Printing South China 2017 and NPES Booth March 2017 Guangzhou, China

Label & Packaging Conference May 2017, Jakarta, Indonesia

CHINA PRINT 2017 - NPES Booth May 2017, Beijing, China

EXPOGRÁFICA 2017 - NPES Booth May 2017, Guadalajara, Mexico

Forum Grafika Digital - NPES Booth/ Educactional Conference August 2017, Jakarta, Indonesia

IPEX - NPES Booth October 31-November 3, 2017, Birmingham, UK

PAMEX and NPES Booth December 18-21, 2017, Mumbai, India
News from PEIAC

One. Data of Chinese printing industry

A) On September 1, 2016, the Chinese State Administration of Press and Publication released data showing that there were 104,000 all kinds of printing enterprises in China in 2015, reducing 1514 enterprises than the previous year. Among them, there were 7176 publishing printing enterprises, 51,000 packaging and decoration printing enterprise, 42,000 other product printing enterprise; employees were 3.2 million, down by 6.4% over the previous year; the total output value of Chinese printing industries was about 1.1 trillion yuan, a year-on-year increase of 3.6%;

B) Import and export of printing equipment and material totaled USD 2.5 billion in China from January to July in 2016, down by 4.86% than the same period of last year, of which imports amounted to USD 1.16 billion, down by 10.61%; exports amounted to USD 1.38 billion, an increase of 0.55%.

Imports printing equipment from January to July 2016 was USD 936 million, down by 12.91%. Compared with the same period last year, only the auxiliary parts was in the growth, an increase of 12.86%; prepress equipment fell 35.56%, post press dropped 7.18%. Printing machine overall declined 22.08%. For subdivision of the printing machine, the offset press fell 35.11%, digital printing machine fell 16.68%, other conventional printing machine increased by 16.73%.

Imports of printing material was USD 221 million January - July 2016, an increase of 0.67%. Compared with the same period last year, ink jet ink increased 20.16% , flexible resin plate grew 11.09%; printing ink fell 4.13%, the offset plate fell 27.71%.

Exports of printing equipment was USD 995 million January - July 2016, an increase of 2.77%. Exports of printing material in January - July 2016 was USD 389 million, down 4.73%. Flexible resin plate was up by 52.07%, ink jet ink had an increase of 30.98% , printing ink fell 14.30%, offset printing plate fell 5.89%.
Two, China Print 2017 exhibition information

Sponsored by Printing and printing equipment industries association of China and the China International Exhibition Center Group- CIEC, the ninth Beijing International Printing Technology Exhibition (CHINA PRINT 2017) will be held in the New International Exhibition Center on 9-13 May 2017 in China. Currently, booth sales of CHINA PRINT2017 are very popular. It is expected that more than 1300 exhibitors will take the exhibition area of 160,000 square meters, more than 200,000 professional visitors from China and the world will visit the show. The various indicators of China Print 2017 will be fully beyond the last edition.

Exhibitors book space actively

From the beginning of April 2015, CHINA PRINT 2017 has been prepared for a year and a half, all progress are smooth. This exhibition received strong support from industry enterprises, as of September 31st, more than 1 thousand exhibitors submitted the application, booking a total area of more than 140,000 square meters, accounting for 87.5% of the total area, the well-known industry enterprises have entered for this exhibition, it is expected to end of space booking work by the end of December of 2016.

CHINA PRINT 2017 continues the features of "Special halls", there will be 8 themed halls -- integrated printing hall, printing machinery hall, digital printing hall, label printing hall, post press hall, packaging hall, material and supplies hall, cutting-edge technology hall. At the same time, VOCs area, innovation and development area will be opened, showcasing leading technology and technical equipment of the fields.

For further releasing the latest progress of CHINA PRINT 2017 to the printing industry, and informing the industry with hot technologies showing in exhibition in advance, the organizers will hold CHINA PRINT international media week December 5-7, 2016 at China People’s Palace in Beijing.
A British Prime Minister once remarked that “a week is a long time in politics.” Perhaps this explains why it seems such a long time since I sat down to write the UK market report I delivered at drupa. In the last five months the country has voted to leave the EU and changed our Prime Minister and Chancellor. Who knows what else may have happened by the time members are reading this report?!

I prefaced the last report with the warning that the result of the EU vote was certain to affect the economic outlook one way or the other. It is wise to give the same advice again, and to add that the result of the US election will also have an impact.

**UK Economic Performance and Outlook**

The major immediate consequence of the ‘Brexit’ vote is widely known — the steep fall in sterling against both the US dollar and the euro — and there are predictions of parity between sterling and the euro early next year. This will inevitably cause a rise in inflation, and the first signs of this came in September, when the year-on-year rate rose to 1%. Looking ahead, the Bank of England is predicting inflation at 2.7% in 2017.

The interest rate was cut to 0.25% after the EU vote, and there are no plans to raise it. Unemployment is currently steady at 5%. In its latest statement the Bank upgraded its predictions for growth in 2017.

At present there seems to be a general mood of economic optimism in the country, and in the business community. The latest results from the respected Purchasing Managers Index were very positive, with currency-driven price rises in raw materials offset by the export benefits of lower sterling. In a survey of small-to-medium businesses 57% had yet to feel any impact from Brexit, although 30% reported they had. By the time of the next UK market report we will, perhaps, have a better idea of the details behind the government’s “Brexit means Brexit” slogan and the picture will be clearer.

**UK Printing Industry**

The most recent Printing Outlook survey from the British Printing Industries Federation was released in July, and reflected industry sentiment in the immediate aftermath of the EU vote. Understandably, uncertainty was the dominant feeling, with caution prevailing in respondents’ expectations of output levels in Q3. The output balance of -14 was the lowest since the financial crisis of 2009. Uncertainty naturally impacts on
investment intentions, which the survey found were noticeably weaker — yet 49% reported that their businesses were expanding.

One unwelcome result of the EU vote is already clear: the fall in sterling means the cost of paper is rising and printers are prepared for double-digit increases by the end of the year. On the other hand, a weaker currency gives export-minded UK printers and suppliers a pricing advantage over eurozone competitors.

Data drives diversification: In recent months a trend has emerged of print service providers (PSPs) broadening the range of services they offer via acquisition or merger. Such consolidation is nothing new, of course — for some time now offset printers have joined forces with digital printers, for example — but what is notable about the latest wave is that PSPs are acquiring non-print businesses such as creative and marketing agencies. As well as providing a means of spreading investment risk across more customers and different specialisms, the trend recognises that in today’s digital world print is most effective when working alongside other media in targeted campaigns.

These campaigns use personal data about consumers, which will bring any business handling such data within legislative reach of the EU General Data Protection Regulation (GDPR). Under the Regulation, businesses processing personal data for clients will share liability if the client breaches its provisions. Despite the Brexit vote, this will affect many PSPs, because the UK will have to put in place similar legislation if its businesses are to conduct pan-European business. The GDPR does not come into effect until May 2018, but PSPs are beginning to realise this. In January, when the GDPR will be just a year away, we expect this to figure prominently on the agendas of any PSP with a digital capability.

Packaging gets personal: As we have mentioned in many previous reports, the packaging sector continues to be one of the most innovative in the UK industry, and the UK packaging sector was well represented at drupa. Of particular interest were the many digital presses for flexible packaging on show in Düsseldorf. With InfoTrends predicting a CAGR of over 25% for digitally-printed packaging between 2015 and 2020 we expect to see more investment in this sector in 2017.

Large-format optimism: Similarly, the outlook for the UK large-format sector continues to be positive, as PSPs seek to switch from commodity ‘ink-on-paper’ print into more creative, customised, high-value applications. In this they are following the example of their European counterparts, as evidenced by the latest FESPA Print Census, in which 80% of those surveyed declared themselves ‘optimistic’ about the sector’s prospects. An important contributor to the expansion of large-format is the affordability of large-format equipment, which is enabling printers of all sizes to enter the market.
**Global Print**

**Full circle:** Despite the predictions contained in this market report, attempting to look into the future is notoriously difficult. As a light-hearted reminder of this, consider the growth in the sales of vinyl records — and the print associated with it. Many people thought CDs and downloads had long ago consigned vinyl to history, yet in 2015 over two million records were sold, a rise of 64% on 2014 and the highest for 21 years.

**IPEX 2017 takes shape**

With less than 12 months to go until IPEX 2017 opens (31st October—3rd November) plans for the exhibition are moving forward swiftly. The widespread welcome for IPEX’s return to the National Exhibition Centre in Birmingham has translated into a steady stream of companies booking space.

Coming a year after drupa, IPEX is traditionally regarded as the place where new technologies and solutions unveiled in Düsseldorf are first shown in their final, ‘market-ready’ form. Organisers Informa Exhibitions are further enhancing the exhibition’s appeal with a number of exciting visitor attractions to provide insight into the latest market trends, new technology, products and innovations, and inspiration about the print industry and the business of print. These include a ‘Print In Action Showcase’, a Skills Development & Apprenticeship Zone, and the intriguingly-named ‘Substrate Catwalk’. For more information, go to [www.ipex.org](http://www.ipex.org).
The Swiss economy has been able to regain momentum in recent quarters. Although the Brexit referendum did lead to increased international uncertainty, it has not resulted in any major volatility on financial markets to date. The Federal Government's Expert Group currently anticipates a continuation of the moderate recovery in the Euro area and the rest of the world. This set of circumstances can be expected to lead to positive effects for Switzerland in the form of higher foreign trade volume and a gradual stabilisation of the economic recovery in the country. The Federal Government's Expert Group is therefore largely keeping to its previous assessment (from June 2016) and anticipates a GDP growth of 1.5% for full-year 2016. For 2017, the Expert Group expects an acceleration of GDP growth to 1.8%. This will likely lead to a gradual dissipation of the slight increase in unemployment that has been recorded since 2015. The unemployment rate is expected to settle at 3.3% (annual average) in 2016 and remain at this level in 2017 as well.

Companies yet to feel anticipated turnaround

The situation of the Swiss mechanical and electrical engineering industries (MEM industries) presents a mixed picture.

On the one hand, the development of new orders is pleasing, showing a 12.4 percent year-on-year rise in the first nine months of 2016. Companies' expectations for the twelve months ahead have also improved over the course of the year. On the other hand, sales declined by 3.4 percent in the period between January and September 2016. Goods exports rose by a negligible amount (+0.4%). Given the current momentum of new orders, sales should bounce back over the course of the next year. However, the question of whether this will deliver any improvement in the bottom line still remains. The franc has once again appreciated against the euro over the last few weeks. As before, many businesses – particularly SMEs – are having to contend with heavy pressure on their prices and margins. A number of these companies are fighting for survival.
Exports of the Graphic Machinery industry

Worldwide exports of the graphic machinery industry from Switzerland report an increase of 8.1% to 839M CHF in the first three quarters 2016 compared to the same period of last year. This is mainly due to the gradual recovery of the global economy and the economic developments in the key sales markets. The graphic machinery industry has been driven particularly by a stronger demand coming from the US. Nearly 28% more export value has been reported from the customs system with the destination US.

Exports to 16 countries (out of nearly 100 served markets) cover 80% of the export value in the graphic machinery industry. Switzerland’s most important sales channels are Germany (192M CHF), US (140M CHF), Italy (53M CHF), UK (40 M CHF) and France (39M CHF). The US, Italy and Mexico contributed most to the good result of the last three quarters in absolute values. Exports to Germany were stable over this period. Poland’s demand of graphic machines from Switzerland continued to decline (-22%).

Overall, the situation of the Swiss MEM industries presents a mixed picture. While new orders and the assessments of companies themselves points to a recovery, the latest sales and export figures show that the positive trend has yet to feed through to factory floor level. Furthermore, the latest restructuring announcements have given rise to a degree of uncertainty. In view of the recent improvement in order intake, sales are likely to return to growth over the course of next year. However, the question of whether this will deliver any improvement in the bottom line still remains. The franc remains clearly overvalued against the euro. Indeed, it has even appreciated further in recent weeks.

Domestically, the acceptance of Corporate Tax Reform III is an essential step towards improving the economic policy parameters for Swiss industry. Both large companies and SMEs will benefit from this development. Improved parameters are essential if the private sector is to continue to contribute to national prosperity in future.

Swissmem unites the Swiss electrical and mechanical engineering industries and associated technology-oriented sectors
News from VDMA

drupa 2016 is a resounding success: excellent business deals concluded in an outstanding investment climate

Decisive impulses for the global print industry & top marks for drupa 2016

The atmosphere at drupa 2016, the world’s biggest and most important trade fair for print and crossmedia solutions, can hardly be topped: the investment climate is extremely good and has far exceeded all expectations. As the 11-day trade fair draws to a close the 1,837 exhibitors from 54 countries unanimously reported excellent business deals, extremely promising contacts and a positive spirit for the global print industry. The re-positioning of drupa and its focus on future themes with strong growth potential – such as 3D printing, functional printing or packaging printing – proves to be a real asset. Be it publication, commercial, packaging or industrial printing – printing technology offers matching solutions for all of these applications while opening up new lines of business and business models at the same time. “The print industry is constantly re-inventing itself and offers a wealth of high-potential facets. And this is precisely what drupa 2016 has very impressively proven. We were able to experience a highly innovative industry here in the 19 exhibition halls, one that has succeeded in moving out of the “valley of tears” and grasping the future by the neck,” explains Claus Bolza-Schünemann, Chairman of the drupa Committee and Chairman of the Board at Koenig & Bauer AG.

drupa 2016: trade fair of decision makers and capital spenders

Some 260,000 visitors from 188 countries and some 1,900 journalists from 74 countries travelled to Düsseldorf to learn about technology innovations, further developments and new business lines. Visitors’ decision-making competence is extremely high: approximately 75% of all visitors are executives and in a decisive and or co-decisive capacity when it comes to capital expenditure in their companies. Various other indicators produced by the visitors’ survey also underscore very clearly that drupa is a flawless B2B trade fair and platform for business decisions:

- 54% of visitors came to drupa 2016 with concrete investment intentions
- 29% placed orders during drupa
- 30% are planning to place their orders after drupa
- 60% found new suppliers at drupa
The development in visitor attendance (2012: 314,248) reflects the worldwide consolidation occurring in the industry. This is why visitors’ high decision-making competence produced a particularly positive effect, all the more as one in two visitors expected their companies’ business to develop very well over the next twelve months. “Customers – with very few exceptions – no longer come with large delegations or as part of a company outing to drupa. It is rather the top managers that travel to Düsseldorf today – and from 188 countries to this drupa,” explains Werner Matthias Dornscheidt, President & CEO of Messe Düsseldorf GmbH.

**drupa 2016: global No. 1 trade fair**

Totalling 76%, the percentage of international visitors is up 16% from four years ago. This figure can be attributed to Asian visitors: 17% of international visitors came from this continent alone (2012: 13.6%). And here India accounted for the largest share with 5%, followed by China with 3%. The leading European countries were Italy, France, the Netherlands and the UK. “This means that drupa has enhanced its global market significance and its international rating even further. It is the unrivalled global No. 1 trade fair for the print and media industries,” says Werner Matthias Dornscheidt commenting on the results of drupa 2016.

**Positive verdict for technical side events**

Meeting with high demand was the programme of accompanying expert events with its three pillars drupa cube, drupa innovation park, 3D fab + print, touchpoint packaging as well as Printed Electronics and Solutions. One in two drupa visitors were interested in the various special shows and lecture theatres. drupa cube, the event and congress location, was received particularly enthusiastically. Almost 3,500 drupa visitors flooded into the cube over the eleven trade fair days in order to find out about a plethora of topics. In particular high demand were the keynotes by Frans Johansson (founder and CEO of The Medici Group), Silas Amos (founder of Silas Amos Ltd. Design Thought) and Shane Wall (Chief Technology Officer HP And Global Head of HP Labs). The Creative Day organised by Messe Düsseldorf in cooperation with W&V which addresses marketers and creative workers in particular, was even sold out. And the C-Level Sessions specifically targeting executives were also fully booked.

Meeting with a very positive response was the drupa innovation park that focused on innovative business models in addition to technology innovations from renowned exhibitors. On display were ready-to-market applications for Augmented Reality in field service and in advertising but also successful examples for multi-channel campaigns. The crucial insights from the content-driven dip 2016: print creates content and added value!

**drupacity: an experience for all**

And drupa does not stop at the gates of the exhibition centre. Instead, Düsseldorf presented itself with a versatile programme as an attractive trade fair destination for all things drupa: be it an exhibition or 3D event,
discussion forums or a “rolling lab”: drupacity allowed thousands of interested visitors to experience the trade fair themes – live and hands-on right in the city centre – providing both drupa visitors and exhibitors with tangible added value and a concept that is truly “one of a kind” worldwide. “Our concept of bringing the drupa themes to the city thereby making it possible for people to understand and experience technology has paid off 100%. Thanks to numerous city-centre activities Düsseldorf citizens and visitors were able relate to the trade fair themes. drupacity proved an experience for all,” reworked Boris Neisser, General Manager at the trade association Destination Düsseldorf, which organised the drupacity programme, who went on to say: “The many multipliers from all over the world felt welcome in Düsseldorf and will return to their home countries with these positive impressions. This is “city marketing live” representing a locational advantage not to be underestimated for our city.”

As announced at the midpoint of drupa, the event will stick to its four-year cycle meaning the next drupa will be held from 23 June to 3 July 2020.

Print specialist teachers from four continents for advanced training in Chemnitz

- Practical advanced training at the AZP training centre for print and media in Chemnitz transfers printing know-how to the four corners of the world
- Four-week specialist teacher training for teaching staff from Asia, Africa, East Europe and South America

They are between 26 and 46 years old. They speak 13 different languages and come to Chemnitz from all over the world. That is to say: From Egypt, Uganda, Brazil, Colombia, from Sri Lanka, Vietnam, Thailand and India as well as from Serbia, Russia, Latvia, Ukraine and Uzbekistan. Yet despite all these differences, there is something that unites all participants of the currently ongoing Specialist Teacher Course at the AZP training centre for print and media in Chemnitz. It’s their enthusiasm for modern printing processes and technologies which they pass on to students and trainees for print and media in their home countries.

This Specialist Teacher Course is one of the initiatives of PrintPromotion GmbH. A non-profit organization of the German printing and paper technology manufacturing industry, it pursues what its name implies: The promotion of printing and modern printing technology. To this end, PrintPromotion has established a global network of experts. The advanced training of specialist teachers is one component of this strategy. In the currently ongoing course, 13 teachers – among them six women – learn on modern machines and using the latest software how digitally networked printing house processes change the workflows of their industry. This also includes further training in prepress software like InDesign, Illustrator or Photoshop, training relating to quality and colour management in the printshop or working with binding standards as a prerequisite to uninterrupted process chains comprising all steps of print production. In addition, they can gain profound insights into the production of modern printing equipment during excursions to printing and paper technology manufacturers.
Specialist teachers as multipliers of a new process world

According to Chamal Tharanga Hettiarachchi, who is a teacher at the Sri Lanka Institute of Printing in Colombo, these excursions so far are an absolute highlight. “In Sri Lanka, it’s difficult to organise visits to companies,” the 27-year old explains. In cooperation with the University of Colombo, his institute, inter alia, offers an MBA course for Visual Communication and Printing Technology. His own focus is on the prepress sector offering basic and further training for students and experienced printing technicians. He states that despite this professional background he has learnt a lot during the course – especially as far as colour management and the computer-to-plate (CTP) technology are concerned. “It’s very helpful that theory and practice are so closely interlinked,” he says, adding that putting into practice what you have learned in theory makes everything more tangible.

Luz Alsivia Romero Gutiérrez, 45, who teaches at Servicio Nacional de Aprendizaje (SENA) in Bogota in Colombia also praises the compact professional quality of this training. Although this means a lot of work for her. “I’ve got a lot of material which I will review for my colleagues and my students and also translate into Spanish,” the specialist for quality management in graphic processes reports. She is a trained chemical engineer; her field of activity at the institute comprises both offset, flexographic and screen printing as well as the prepress sector – and she teaches students in all these areas. All over Colombia, SENA operates 115 qualification centres which closely cooperate and share know-how. Therefore, this engineer will pass on the knowledge newly acquired in Chemnitz to colleagues teaching in three other regional centres with a focus on basic and advanced courses of study for the graphic arts industry.

The aim: Higher quality awareness in the printing process

It’s this role as multipliers that makes the specialist teacher course so interesting for both sides. During the training, the specialist teachers can acquire fresh practical know-how and take a look at technologies that have not yet arrived or only arrived in very few large printing companies of their home countries. Hence they get in touch with future technologies which they can then address as subjects in their lessons. And especially as far as prepress software is concerned they can pass on their know-how to their trainees and students direct. Sooner or later, high quality machines and equipment that satisfy top level quality demands are needed in order to be able to actually use the high-quality products of a modern prepress section. “We see our specialist teacher course as a contribution to a growing quality awareness in the global printing industry – and thus, in the end, also as promotion of exports of German printing and paper technology,” explains Dr. Markus Heering, Managing Director of PrintPromotion GmbH.

In talks, several participants of the current Specialist Teacher Course admit that they can only use outdated technology at their institutes. They report that, nevertheless, there are requests for high-quality print products as well as staff able to apply modern media and printing technology above all from the packaging industry. Furthermore, the specialist teachers are sometimes high in demand as consultants. For instance, Isaac Neuwelt who has been teaching future printers at the Vision for Africa Christian College in Kampala, Uganda,
for four years now. One year ago, he additionally established his own small consulting firm. He gives advice to companies and government printing offices when they wish to invest in new printing technology. Neuwelt also offers training courses and workshops for staff. For that, he naturally highly appreciates fresh knowledge that he can pass on. He thinks that the insights into networked printing processes that he currently gets are important as well. “It’s true, here in Uganda we have not yet reached this technical level and the volume of automated printing is still small due to the low wage costs,” says the 26-year old, “but I think it’s important to get to know new processes and their potentials with a view to the future.”

Curiosity about Print 4.0

Jaqueline Paz Bonoto, who trains future printers in Porto Allegre in Brazil, also has a burning interest in digital printing processes and above all the digitization of the workflow in the graphic arts industry. She hopes to get more information about that especially during the excursion to the printing press manufacturers and the web printing company “Flyer-Alarm”. She sees that she has already learnt a lot in the training sessions focusing on prepress, quality and colour management, but she wants even more: She wants to think outside the box and use the possibility to share experience with new technologies and their influence on the industry with colleagues from all over the world. “We in Brazil also notice that the new, strongly networked printing houses with online business models are growing much faster than the market,” she says, adding that they are cost-favourable, fast and flexible. Being only 28 years old and a trainer, she thinks that her task is to prepare future printers for the new business models and their technical implementation. Furthermore, she is convinced that digital and analogue printing processes will continue to co-exist in the future. “That’s the reason why it is important to get to know both worlds in order to be able to respond flexibly.”

All participating specialist teachers – whether they come from Egypt, Ukraine or Uzbekistan – are in complete agreement that their pupils, students and trainees will continue to print on paper, board and other substrates in the future, too, pointing out that, on the one hand, there is a rising demand for packaging in their countries, and, on the other hand, also young men and women increasingly recognize that smartphones, tablets and computers do not satisfy the same functions and needs as the printed media and other printed products. So they are already ambassadors of printing. At the AZP, they now extend their knowledge to be ambassadors of modern printing and paper technology.

Print 4.0 goes transatlantic

- The VDMA and the US American association of the graphic communications industry NPES continue their close collaboration and add networked process chains to their agenda
- New NPES President Thayer Long meets Dr. Markus Heering, Managing Director of the VDMA Sector Association, on the occasion of drupa 2016
- Positive résumé of drupa
On the occasion of the leading global trade fair drupa, Dr. Markus Heering, Managing Director of the VDMA Printing and Paper Technology Association, and Thayer Long, the new President of the US-American NPES (Association for Suppliers of Printing, Publishing and Converting Technologies), agreed to continue the close collaboration between the two associations.

After the meeting with Heering, Thayer Long, who succeeded the previous NPES President Ralph J. Nappi in April 2016, was above all visibly impressed by the progress made by the German printing technology industry towards Print 4.0.

**Exchange of information and joint research topics**

“As NPES President, I wish to assist our member companies in their efforts to operate more successfully in the market and to become more profitable. Digital networking of printing technology is key to that,” said Long during his visit to the VDMA stand in Hall 7a/B13 on the Düsseldorf fair ground, adding that this was the reason why he and Heering agreed to collaborate more closely in this area. “We have a keen interest in the initiatives of the VDMA in the area of Print 4.0,” he said. “The ultimate objective should be a joint industry standard for digital networking in order to ensure an optimal combination of the various technologies of the manufacturers on both sides of the Atlantic and indeed around the world, and to make their respective strengths available for customers.”

Furthermore, the associations wish to support the establishment of better political, legal and economic framework conditions, continue their dialogue about industry standards as well as topics relating training. Last but not least, NPES and VDMA will explore possibilities for additional collaborative research, such as what is being done for the latest version of the “World-Wide Market for Pint Packaging Study”. According to Heering, one advantage in regards to the latter is that many manufacturers are members of both associations. “Furthermore, the involvement of the VDMA and the NPES in national standardization bodies offers many chances for an in-depth dialogue. The printing technology industry can only benefit from that,” Heering explained.

**VDMA sees a positive outcome from drupa**

According to Heering, the drupa exceeded the high expectations. “Not only our own VDMA stand was the center of enormous attention, but the feedback from our member companies also indicates that the quality of the talks as well as the number and volume of contacts and new orders were more than pleasing,” he reports. “Our manufacturers used the last few rather difficult years to develop tailored solutions for the changing demands in the printing industry,” says Heering, underlining that the VDMA Printing and Paper Technology Association supported the reorientation, inter alia, with the “Print 2030” workshop series in order to create positive guiding principles and identify new chances in markets like industrial printing or 3D printing. Both are now focal topics on the VDMA stand in Hall 7a/B13 and highlight themes of the drupa. “We have every reason to look ahead with optimism. Printing is an industry with a future!”
Packaging Forum Explores Trends in Packaging

The Packaging Forum set up within the VDMA informs about digital printing methods and potentials of 3D printing in the packaging industry

At the offices of HDG Verpackungsmaschinen GmbH in Lindlar in Oberbergischer Kreis in North Rhine-Westphalia, more than 30 member companies of the Packaging Forum within the VDMA discussed the latest trends going on in the packaging industry as to design, materials and technologies. The focus was, inter alia, on the growing use of digital printing technologies and the potentials of additive manufacturing processes (also known as 3D printing) in the field of packaging.

“Addressing trends regarding design, materials and shapes proactively is an absolute must for us packaging machinery manufacturers. After all, we must have the right technology already available when a trend becomes prevalent,” says host Frank Balensiefer, General Manager of the HDG holding company FAWEMA, stressing that being involved in the Packaging Forum and in dialogue with machinery manufacturers of the upstream fields of the packaging chain are of great importance to him. A look back: The Forum was initiated by three VDMA associations, i.e. the Printing and Paper Technology, Food Processing Machinery and Packaging Machinery as well as Plastics and Rubber Machinery Associations, in autumn 2014. “Our aim is to expand the networking of machinery manufacturers and engineering companies operating in the growing packaging market,” says Uta Leinburg from the VDMA Printing and Paper Technology Association and project leader of the Packaging Forum.

Individual printouts from digital printing machines and spare parts from 3D printers

For Achim Kurreck, Managing Director of H. C. Moog GmbH, a company developing and manufacturing machines for printing and paper in Rüdesheim on the Rhine, too, the Packaging Forum is as an opportunity to explore future trends. “The perspective that we need no longer store spare parts for the total life cycle of our machines, sometimes spanning decades, but can print them on demand with 3D printers, for instance, is very interesting for us as a manufacturer of special machines,” he explains. At today’s event, Prof. Lutz Engisch from HTWK Leipzig University of Applied Sciences talked about the chances and challenges of additive manufacturing processes in the packaging industry – and drew the attention to the potential advantages in spare parts logistics. “In the future, the machinery manufacturers will perhaps set up 3D printing centres at strategically important sites for the global supply of spare parts and will thus be able to respond much quicker to machine breakdowns of their customers than before,” the expert explained. Engisch also sees potentials for additive manufacturing in the fields of tool and mould making, be it casting moulds or embossing moulds. On the other hand, he expects that 3D printed packaging products will be the exception. While it is possible to produce very striking shapes and thus to direct the attention of customers
to advertising campaigns at the point-of-sale, cost and quality arguments still speak against the use of 3D printing technologies for the majority of packaging products.

The facts are quite different when it comes to digital printing processes, about which Dr. Andreas Paul from Océ Printing Systems GmbH reported. According to market analyses carried out by Smithers Pira, the digital print sector is showing a disproportionally high increase compared to the general growth of the packaging market. It is expected that there will be annual growth rates of 13.6 per cent to 2020. Achim Kurreck, whose company supplies multi-functional printing machines for printing, embossing, coating and finishing to packaging manufacturers, also listened carefully when this subject was dealt with. “Digital printing is gaining in relevance for our customers and, therefore, for us as well,” he explains. For instance, when it comes to printing so-called shocking pictures on the cigarette packs in the future. “For that, we can implement digital inkjet printing heads in our all-in-one machines which can then print the requested, changing photos on the packs enhanced with high gloss and metal effects,” he reports. According to him, the advantage lies in the simple possibility to change the motif of the photo very quickly combined with maximum print quality. Of course, this could also be used for the short-term realization of seasonal advertising campaigns and sales promotions.