



PROVEN ADVANTAGE FOR EDUCATION WITH PRINTED MATERIALS

Over the last 4 years, a group of almost 200 scholars and scientists of reading, publishing and literacy have been researching the impact of digitisation on reading practices. Key findings have been published and they offer hope for printers.

The Evolution of Reading in the Age of Digitisation (E-READ) is a European research initiative which has focused on how readers - particularly children and young adults - comprehend written text when using print vs. digital materials. The results of this research was presented at the Graphical Sector's Social Dialogue Plenary on 1 April by Anne Mangen, PhD., Professor, Norwegian Reading Centre, University of Stavanger.

Both mediums - paper and digital - have different advantages and disadvantages, but the research shows clearly that "paper remains the preferred reading medium for longer single texts, especially when reading for deeper comprehension and retention." According to one publication (Delgado et al., 2018), "[I]gnoring the evidence of a robust screen inferiority effect may lead to inefficient political and educational

decisions." These findings are very important for our industry and should be communicated widely.

You can read more about E-READ's main findings in [the Stavanger Declaration](#).



Since the results of this research are so interesting for printers, Intergraf has invited another representative of the E-READ initiative, Professor Adriaan van der Weel (University of Leiden), Vice-Chair of E-READ, to present at Intergraf's Print Matters for the Future conference in London on 24 May. To register for this event, download the Registration Form from [our website](#) and send it back to us to secure your place. ■

Intergraf spoke with Bernd Zipper, writer, consultant, lecturer, founder of zipcon consulting GmbH and speaker at Print Matters for the Future, to pick his brain about online print, the wider industry, future trends and more.

Bernd Zipper is an expert in mass customization, eBusiness print, web-to-print, online print stores and interdisciplinary media projects. As he will be speaking about online print markets and their development at Intergraf's upcoming Print Matters for the Future conference in London on 24 May, we took the opportunity to interview Mr. Zipper.

[REGISTER NOW](#) for our conference to hear more from Bernd Zipper and our other expert speakers. You can read the extended interview with Bernd Zipper on [our website](#).

About online print and the graphic industry

How do you define the online print industry?

For many people the "online print industry" is just a Printer with a Shop or a Vendor like Vistaprint. To me it's more. It's the market of "online driven turnover for print" – and this means, if nothing else, that everyone can become an "online printer" – in B2B or even B2C. Companies that still think in an analogue manner and only try their luck with an online shop will have no success.

PRINTING INDUSTRY INSIGHTS WITH BERND ZIPPER



What is the share of online sales of print in Europe? Worldwide?

In Asia, online print as a proportion of the total print market is set to increase to around 35 % in the next three years. Online print's share of the overall D/A/CH print market is growing every year and in 2017 amounted to between 25-28 %.

What is your expectation on the forecasted share in the coming years?

The online print market is one of the fastest growing markets in the print and media industry and is gaining increasing importance. The billion-Euro online print market is a lucrative business. In 2017 average growth in the D/A/CH region was 12 %.

What advice would you give to

printers willing to enter the online printing market?

Print entrepreneurs often lack patience. While a print provider's "normal" innovation process, i.e. the selection, purchase and commissioning of a printing press, includes a clear timetable, that's only feasible to a limited extent where "uncharted-territory" eBusiness or eCommerce projects are involved. Some traditional print entrepreneurs or publishers often can't grasp the fact that eCommerce and the necessary software solutions a) cost money and b) are very complex entities. They first of all prefer to tinker with a supposedly inexpensive store, until they realize that this business model is unfortunately not specific enough to ensure long-chain success and has also swallowed a huge six-figure sum of money.

What challenges do you see for the printing industry in 2019 and beyond? And for online printing specifically?

Firstly, digitalization and product diversity require modern standards of service and smart logistics! Online print providers sometimes underestimate – the number of linked-in shipping service providers or logistics partners. Without naming any consigners here – every reader has heard of cases of delay, damage and other negative sorts of things that happen to shipments on the way to customers. It is then all the more annoying if the print provider has done a

great production job only for the consigner that it trusts to virtually destroy that customer relationship. Giving customers a choice of shipping companies can help in such situations.

Secondly, “print product marketers” usually don’t do any printing themselves, but instead utilize a network of different, what you could term contract print providers and then sell the products of these unnamed companies under their own brands. However, the stigma of dictating prices to their suppliers is often attached to these platforms as well. Squeezing would be the less diplomatic albeit often the more accurate term. That’s because oddly enough many of the platforms are cheaper than online print providers with their own machinery assets. Supply bottlenecks, late deliveries, a reduction in available offerings etc. could be the consequences – and cause a collapse.

What are the opportunities?

Premium print is slowly increasing in price, because many customers are rediscovering its value. More and more print-specific and print-related products are making inroads into the premium segment. Quality is expressed not just in the look and feel of the product. Rising aspirations can be met by incorporating electronic aids like sensors etc. There are plenty of print options available for this purpose – and there is plenty of development work being undertaken in this field. The opportunity of delivering customization at familiarly high quality is much more important here – irrespective

of whether packaging, mailshots, job printing or gift items are involved. There are plenty of ideas and production options about in the wider printing industry, and that’s what the future of print will be based on as well.

Next, if you consider the sales potential in the lucrative photo eCommerce software market and every kind of Internet-based photo product finishing solution, then you soon realize why software and hardware providers from this segment are

“The online print market is one of the fastest growing markets in the print and media industry and is gaining increasing importance.”

all evolving in the direction of these two aspects. According to the Photoindustrie-Verband, sales of value-added photo products (e.g. calendars, gift items and posters – not prints) in 2017 amounted to around 220 million Euros just in Germany alone, which represents an increase of 7 million Euros compared to the previous year. Sales of photobooks in Germany increased even more sharply to 303 million Euros – which represents a rise of more than 12 percent compared to 2016. This is a lucrative field of business activity, particularly

because further growth can be assumed.

How would you assess the current pace of change in the industry? How can companies keep up with this?

Online ERP. I regard this as the top topic in the next few years. Why? Because I am fed up of having to explain to my clients why this or that MIS can’t or can only partially be docked on to their stores. Why don’t the many providers of MIS (oddly enough, this is what ERP systems are called in the print industry) understand that they are shooting themselves in the foot if they are not receptive to or even switch to a cloud environment and browser-based applications? Companies that work with “online ERP” systems have an advantage over all the others – they are maybe not 100% perfect, but this is likely to be just a matter of time. Switching from classic client server-based systems to browser-based ones is certainly no walk in the park, but it is a key feature of digital transformation and a “must have” for all companies that wish to transform their businesses.

What are the most crucial future trends and technologies?

So, at the end of the day you already know it because it’s all about mass customization which means, really, this is turning in to a big trend. However, the current rapid growth is finite. Studies assume that the market potential for mass customization will settle at around 30% of the overall market, even in countries where custom products are in demand. If you consider

this in its own right, this is just gigantic and commercially speaking very appealing as well, since the products provide customers with an additional benefit, which results in a willingness to pay a higher price. Products from this segment are on average 20% to 50% more expensive than mass-produced goods.

Another business trend taking place is in the direction of localization. An example of this can be seen in Cimpress, who

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two years ago had a centralized company organization but switched back to its roots so that their local organizations could then decide everything. This is necessary because e-commerce always has a flavor of localization, a voice, a mentality of a people so that e-commerce is not soulless.

Big data is also used for something we call predicted production. This is a trend

that although is not yet finished. This means for example, if it's Christmas and there is a special kind of book that is better sold at this time or before Christmas than it would be during the summer. Or for example if summer is coming up and you know there will be a lot of thrillers that you can read on the beach then at this time you won't be reading a Christmas book. And so you can see that over the course of the year Christmas book sales are going down in the summer but coming up once again in the winter. This creates a sort of wave of the demand of books and a machine behind all of it that calculates these trends by things such as region or season. And if you want to produce or set up a predictive production you need to know what kind of paper, what kind of production you need, what kind of production speed is needed, how many machines are needed, how to postpone items or to give customers a special price if they wait a little bit longer. With all of that you need technologies such as big data and AI.

About Intergraf's Print Matters for the Future conference

What will you be speaking about at our Print Matters conference?

Of course I will go into online print and the current market development. But also, how online print is changing our industry - to the positive as well as to the negative. For me it is important to show: Print, whether sold online or offline, is an important part of the media canon of our society and thus a central building block for present and future communication. ■



[REGISTER NOW](#) for Intergraf's Print Matters for the Future conference in London on 24 May to hear more insights from Bernd Zipper and our other expert speakers:

- **Charles Jarrold**, BPIF (UK): The UK Printing Industry
- **Katherine Punch**, Communications Expert (UK): The Power of Print in Multi-Platform Content Strategies
- **Professor Adriaan van der Weel**, University of Leiden (NL): Evolution of Reading in the Age of Digitisation
- **Alejandro Mata Lopez**, RISI (EU): The Influences on and Development of Paper and Pulp Prices
- **Professor R. Martins**, University of Lisbon (PT): Paper Electronics
- **Intergraf Student Award Winner** (to be announced): Award-Winning Research in Print Media
- **Luke Lloyd**, International Post Corporation (UK): Advertising, E-Commerce and how Direct Mail affects Consumers
- **Bernd Zipper**, zipcon consulting GmbH (DE): Online Print Markets and their Development



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HERE**

To register as a stakeholder of the SPPRING project and help to support skills and recruitment in the European graphical industry.

SPPRING

HOW DO YOU SUPPORT SKILLS AND RECRUITMENT IN THE GRAPHIC INDUSTRY?

Sign up now as a SPPRING project stakeholder to receive firsthand information about future trends and skills in the industry, and contribute to a sectoral skills strategy.

The European Commission and EASME-funded project SPPRING: Skills for the Paper and Printing Industries' Next Generations, will develop a skills and recruitment strategy for the EU paper-based value chain. The project brings together the newest research and will hold workshops to connect experts – both educators and practitioners. The first project workshop will be held in Graz, Austria on 6 June 2019.

Attendees will also have the opportunity to visit Sappi's Paper Mill on 7 June.

Stakeholders of SPPRING will receive information on and unique analyses of future trends and skills needs, have their training needs incorporated into the tailor-made training offer the project will develop, and directly contribute to the definition of the European strategy on skills for the sector. Become a stakeholder by clicking [here](#). ■

KEEP ME POSTED EU MEETS WITH EUROPEAN POSTAL REGULATORS

Representatives of the Keep Me Posted EU campaign created an opportunity to present the benefits of the campaign to the ERGP, an advisory group to the European Commission on the postal sector.

The European Regulators Group for Postal Services is the body for reflection, discussion and the provision of advice to the European Commission on postal services in Europe. The ERGP is composed of 28 National Regulatory Authorities (NRAs) for the postal sector and is currently chaired by João Cadete de Matos (ANACOM), with the support of two vice-chairs: Jack Hamande (BIPT) and Spyros Pantelis (EETT).

Intergraf joined other Keep Me Posted EU campaign coordinators to present the campaign to the ERGP. The aim of the meeting was to bring the campaign to the attention of the ERGP. The presentation was well-received and Mr. Cadete de Matos voiced his support of Keep Me Posted EU as Chairman of ANACOM, the NRA in Portugal for communications for the purposes of EU law and national legislation. ■



**THE CITIZEN'S
RIGHT TO CHOOSE**





ECOLABEL FOR PRINTED PAPER UNDER REVIEW

The EU Ecolabel for printed paper has been applicable since 2012, but is currently being reviewed. New criteria are expected to be applicable from the end of 2020.

The current review process was initiated in January 2018 by the Joint Research centre of the European Commission. The first decision of the Commission was to merge the EU Ecolabel for printed paper and the one for converted paper products which covers envelopes and stationary products. Criteria may however differ.

There is currently a strong pressure from competent authorities to extend the substrate criterion, currently

limited to EU Ecolabel paper, to equivalent licences like graphic paper labelled with the Nordic Swan or the Blue Angel. Intergraf will support this position as it would provide a wider range of paper grades to choose from to printers and print buyers. Intergraf will also advocate for a threshold to allow for a percentage of non-Ecolabelled paper and non-paper components.

Contact [Laetitia Reynaud](#) for more information. ■

DOOR DROPS UNDER PRESSURE

Unaddressed mail - a method of communication frequently used by retailers to advertise their products - is being challenged across Europe, with legal conclusions expected soon in Belgium and the Netherlands.

On 28 March, KVGO, the Dutch printing federation, and partners outlined their position to the Amsterdam Court of Appeals regarding the recently introduced 'Ja Ja' sticker, which has made receiving unaddressed advertising mail in the Amsterdam area opt-in. KVGO has pointed out that newspapers are not included in the new opt-in system, only printed ads, so the environmental issue of waste creation will still not be avoided

by the new system. KVGO also highlighted that "paper is a raw material, not waste". A final judgement on this appeal is expected on 11 June 2019.

Similar debates are ongoing in Belgium - Flanders, Wallonia and Brussels - with discussions taking place between FEBELGRA, the Belgian printing federation, their partners and policymakers. Agreements on door drops in Belgium are also expected soon, with a positive result hoped for. ■

“Ultimately the original objective of preventing waste from the municipality of Amsterdam will not be achieved, while printers and distributors suffer a lot of damage in the meantime.”
Bram Ter Beek,
KVGO (NL)



FLEXO BEST PRACTICE TOOLBOX EBOOK NOW AVAILABLE

FTA Europe, the association representing the flexo printing industry at EU level, is excited to announce that the 'Flexo Best Practice Toolbox' eBook is available to buy now!

The Flexo Best Practice Toolbox is a technical eBook for those working in flexographic printing which was developed by international cross-industry experts. It helps to refresh training in order for printers to get it right the first time. It also ensures that flexo printing techniques are properly recorded so the information can be passed on.

Using the Toolbox helps printers save costs, improve quality and

improve production processes.

The first edition of the Flexo Best Practice Toolbox eBook is available on Apple devices and on the [iStore here](#). The Toolbox will soon also be translated into Italian and French to make it even more accessible.

Future of editions of the Toolbox are planned in order to make it available on Android devices and to update the advice as technology advances. ■

GRAFKOM AND GRAFISKA FÖRETAGEN PREPARE FOR 'PRINTNEXT' EVENT

Intergraf members from Sweden and Estonia, alongside Grafkom, the network for the printing industry in the Nordic and Baltic region, represented at 'PrintNext'.

PrintNext, a network event for the graphical industry, is being organised by Grafkom and Grafiska Företagen on 7 May in Sweden. The event gathers approx. 250 people from the Nordics and Baltics to focus on knowledge-sharing and networking. This year, the event will take place at the Radisson Blu Royal Park Solna in Stockholm.

Many speakers will be on stage at PrintNext 19, with some

presentations held in English and some in Swedish. One of the speakers is Katre Savi, Director of Intergraf's member: the Association of the Estonian Printing and Packaging Industry. She will present on future trends for printing in the Baltics. There will also be a Discovery Zone for companies to showcase their software, material, products and services.

For more details or to register visit the event [web page](#). ■



www.grafkom.se/printnext

CAMPAIGNS THAT INCLUDE PRINT ARE 67% MORE EFFECTIVE AT DELIVERING NEW CUSTOMERS

SOURCE: NEWSWORKS, IPA DATABANK STUDY, 2017

PRINT+POWER INTERGRAF

GET THE FACTS AT: WWW.PRINTPOWER.EU

90% OF CAMPAIGNS THAT INCLUDED DOOR DROPS REPORTED A RISE IN ACQUISITION, COMPARED TO 59% FOR THOSE WITHOUT

SOURCE: ROYAL MAIL, DOORDOOR ENTRIES, DMA ANALYSIS WITH ANALYSIS, Q1-Q2-2016

PRINT+POWER INTERGRAF

GET THE FACTS AT: WWW.PRINTPOWER.EU

81% OF PEOPLE HAVE BOUGHT AN ITEM OR VISITED A PLACE AFTER READING ABOUT IT IN A MAGAZINE

SOURCE: MAGNETIC, RULES OF ATTRACTION, 2015

PRINT+POWER INTERGRAF

GET THE FACTS AT: WWW.PRINTPOWER.EU

“NEWSPAPERS CAN INCREASE CAMPAIGN EFFECTIVENESS BY 280%”

Print is a powerful method of communication which offers many benefits to advertisers. Print Power has launched a brand new set of factographics to showcase the power of print in advertising through key statistics.

Professionals in the printing industry know that our products are a demonstrably effective method of communication for advertisers. Ad campaigns that include print, for example, are 67% more effective at delivering new customers (Newsworks, IPA Databank Study 2017). In terms of a return on investment, advertising in newspapers and magazines generates £2.43 for every £1 invested over three

years (Thinkbox, Profit Ability 2017).

Spreading the message that print is a such an effective medium in the toolbox of advertisers is crucial for the future prosperity of the graphical sector. Print Power has thus made their new factographics freely available for download and distribution. You can download Print Power’s factographics [here](#) to share in your network. ■

EVENTS

- 3 April, Environment Working Group, Brussels
- 3-4 April, Online Print Symposium, Munich
- 11-12 April, EGIN Annual Conference, Copenhagen
- 16 April, Visual Media Conference, Leeds
- 7 May, PrintNext conference, Stockholm
- 23 May, Intergraf General Assembly, London
- 24 May, Print Matters for the Future conference, London
- 6 June, SPPRING Project Workshop, Graz, Austria

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