



NEWS

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PRIMIR ELECTS OFFICERS, FUNDS STUDIES

The Print Industries Market Information and Research Organization, PRIMIR, the new research body formed by the merger of the NPES Market Research Committee with the Graphic Arts Market Information Service (GAMIS), elected its first set of officers at its recent meeting in Jacksonville, Florida.

The newly elected leaders are:

Chair: Steve Skal, Market Manager/Paper Chemicals for RohmNova.

Vice Chair: Christina Echevarria, Manager of Marketing Information at Goss International Americas.

These industry executives join the permanent officers of PRIMIR, William K. (Kip) Smythe, Vice President of NPES, president, and Jackie Bland, managing director of PRIMIR, who also serves as secretary.

At the Jacksonville meeting, the Executive Committee also adopted a logo for the new organization and reviewed plans for upcoming research, including ten possible major studies pending in 2005.

The organization approved consultants and budgets for two new studies:

Electronic Displacement of Print – topics to be explored in this project may include desktop publishing with laser/inkjet vs. traditional printing, how electronic options are driving as well as displacing print, demographic and cultural changes impacting print vs. new media and indirect marketing, and how print compares to other technologies such as e-mail. This study would look at how print is affected by existing and emerging technologies, and project print demand by major end-use segments and compared with other technologies. The consultant is J.

Zarwan Partners.

Trends in Paper Grade Substitution. Temanex Consulting has been chosen to conduct this study evaluating historical trends in printing and writing paper grades, blurring of traditional classifications, lower basis weights and other issues. The study will evaluate demand for each of the grades, identify which end use markets are driving changes to grades, the influence of imports on purchase decision, grade substitution and the influence of standards.

The merger of the industry's two leading research activities was completed earlier this year, with the goal of eliminating duplication and adding flexibility and productivity to coordinated industry market research.

NPES The Association for Suppliers of Printing, Publishing and Converting Technologies serves as secretariat to PRIMIR, which is housed at NPES headquarters, 1899 Preston White Drive, Reston, VA 20191, telephone 703/264-7200, fax 703/620-0994.

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