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## **New PRIMIR Study Benchmarks Non-Print Revenues**

A new Print Industries Market Information and Research Organization (PRIMIR) study, *Benchmarking Non-Print Revenues of Printing Companies* provides an overview of the non-print ancillary services that printers currently offer, their implementation successes and failures as well as the growth opportunities. In addition, the study identifies the revenue volume, types of non-print related services offered and growth trends through 2010.

According to Richards Research and Goldberg Associates, who conducted the research for PRIMIR, “specific services in various industry segments, both today and in the future, will demonstrate that non-print services are not only already very real elements of the printing industry, but that they are becoming increasingly pervasive and will be of significant importance to virtually all mainstream printers within the next five years.”

The research confirmed that in 2005, approximately 8% of total dollars generated in the printing industry came from non-print services (digital studio photography, professional creative design, digital database management, digital asset management, digital database archiving, mailing management, kit fulfillment, logistics management, CD/DVD services, and web/Internet services). That translates to about \$12.6 billion. By 2010, non-print revenue services will account for 13% of total print revenues.

The percentages, however, do not tell the entire story. Non-print services reportedly leverage twice their revenue impact when it comes to influence on printing. As one East Coast sheetfed

printer noted about his company's mailing and fulfillment operation, "it's not these revenues I covet; it's the retention and acquisition of print business."

According to the study, there are several traditional non-print services that show the greatest growth potential. Mail management, kit fulfillment and logistics are all forecasted to remain strong, due to the fact that these services correspond well with printers' operations. Digital has become an extremely important aspect in the printing industry in recent years. It's no different when talking about non-print services. Within the 2005-2010 timeframe, Web/Internet activities will become one of the more attractive service offerings providing the greatest potential for revenue growth. Digital database management, asset management, and archiving will also become important service offerings.

The study, *Benchmarking Non-Print Revenues of Printing Companies*, has been distributed to all PRIMIR and NPES members. For more information, contact Jackie Bland, PRIMIR Managing Director at [jbland@primir.org](mailto:jbland@primir.org), or by phone at (703) 264-7200, x287. Information is also available at [www.primir.org](http://www.primir.org).

## **About PRIMIR**

The Print Industries Market Information and Research Organization (PRIMIR), provides in-depth research and analysis for the graphic communications industry. Formed in 2005 when the NPES Market Research Subcommittee merged with GAMIS, PRIMIR annually provides its members with current, relevant market data and detailed information on graphic arts and related fields. Members also benefit from meetings, market research skills building, and robust networking opportunities.

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