



For Immediate Release
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PRIMIR Launches Three New Research Studies

The Print Industries Market Information and Research Organization (PRIMIR) recently launched several new research studies that will be completed and published by the end of the year.

Trends in Inkjet Technologies

This study will review the technology and product lifecycle of inkjet products used for output applications (non-proofing). It will examine the growth/decline in various applications such as signage, direct mail, transactional, packaging, decorating, and deposit printing. The research will also review drivers and barriers for adoption of inkjet technology in the various applications and various print market segments. The final report will provide trends and forecasts through 2011 and will discuss the potential impact on litho and toner markets. I.T. Strategies, Hanover, Massachusetts will complete the research for PRIMIR.

Magazine Printing and Publishing in the US—2006-2011

The focus of this study is to assess key changes taking place in magazine printing and publishing through 2010 in North America. Bill Lamparter and his team at PrintCom Consulting, Waxhaw, NC, will investigate ad formats (digital vs. film) and impact on turnaround, time, cost, quality control, targeting, zoning, and globalization. The research will reveal trends in the number of titles (by category), circulation, readership, demographics/psychographics, and custom publishing. Distribution and consumable trends will also be investigated. The study will also discuss trends and effectiveness of “e-zines,” and publisher strategies regarding print vs. the Internet and profitability measurements.

Quick Printers — 2006-2011

J Zarwan Partners in association with Sherburne Associates has been commissioned to complete a study that will investigate the quick print business specifically at small copy shops, franchises, and superstores such as Staples and Office Depot. The investigation will reveal the size of the quick print market (dollars and sites), and profile the profit leaders including product mix and print processes. It will identify sales trends for the next 5-10 years and segment the 2005 market size by: franchise quick printers, owner/operator entrepreneurs, superstore quick print sites, and FedEx or UPS owned sites. The research will also identify product and ancillary service mix such as: print, digital printing, wide format, embroidery, banners, web page development, etc, and evaluate opportunities for the various industry segments represented by PRIMIR members.

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 Committee 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.

For additional information about these research studies or details about PRIMIR membership contact Jackie Bland, Managing Director at jbland@primir.org, or by phone at (703) 264-7200, ext. 287.

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