

## NEWS

For Immediate Release  
August 11, 2005

For More Information  
Contact: Jackie Bland  
703/264-7200  
E-mail [jbland@primir.org](mailto:jbland@primir.org)

### PRIMIR FALL MEETING TO HOST INDUSTRY GURUS

The Print Industries Market Information and Research Organization (PRIMIR) will host a number of industry experts and consultants to talk about segmenting the graphic arts industry at its Fall Meeting. The meeting will be held October 5-7, 2005 at the Providence Marriott, Providence, Rhode Island.

During the meeting, William K. Kip Smythe, President of PRIMIR, will moderate a panel discussion to establish standard definitions for the size of the industry and its markets and segments. According to Smythe, "When comparing various reports about the graphic arts industry, the size of the graphic arts industry is never the same. Each writer interprets the make-up of the industry differently. The goal of this session is to establish consensus about what should be counted to establish the whole of the graphic arts industry."

Smythe continues, "Often when discussing market segments, we see commercial printing, direct mail, catalogs and digital printing included as breakouts. In fact direct mail and catalogs are products produced by commercial printers, and digital printing is a technology. We are looking to provide some clarity in this area as well, and if nothing else establish standards that will be utilized in all future PRIMIR reports."

Panelists for this lively session include Arthur S. Goldberg, Arthur S. Goldberg & Associates; William C. Lamparter, PrintCom Consulting; Frank Romano, professor emeritus from Rochester Institute of Technology; Dr. John Zarwan, J Zarwan Partners; Dr. Ronnie Davis, PIA/GATF; Neil Richards, Richards Research; and Dr. Joseph Webb, Strategies for Management.

In addition to the 'industry guru' panel discussion, Dr. Zarwan will present findings on a recently completed PRIMIR study of "Electronic Displacement of Printing."

More information about the next PRIMIR meeting is available at [www.primir.org](http://www.primir.org), or contact Jackie Bland at 703/264-7200, ext. 287 or [jbland@primir.org](mailto:jbland@primir.org). PRIMIR was created from the merger of the Market Research Committee of NPES The Association for Suppliers of Printing, Publishing and Converting Technologies and the Graphic Arts Marketing Information Service (GAMIS). It is headquartered at 1899 Preston White Drive, Reston, VA 20191.

###