

NEWS

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LITHOGRAPHIC PRINTING PLATES STUDY PUBLISHED

PRIMIR, the Print Industries Market Information and Research Organization recently published a new study entitled "Life Cycle of Analog and Digital Lithographic Printing Plates." The study, completed for PRIMIR by State Street Consultants (Boston, MA), projects that the total market for lithographic plates in North America will decline about 11% in volume over the period 2005-2010. While the overall market declines, the continued adoption of computer-to-plate drives both a rapid growth of digital plates and a steep decline of the traditional analog plates. The study probes the details of these changing dynamics by plate type, technology and market segment.

According to State Street, the key factors influencing this decline are the adoption of digital printing and the continuing impact of internet publishing.

In addressing plate demand, the study also assessed the CTP (computer-to-plate) market. Findings indicate that the installed base of CTP devices in North America was close to 12,000 at the end of 2004 for metal and non-metal systems. This installed base is forecast to grow to over 17,000 by the end of 2010. Additionally, a significant replacement market will emerge for metal CTP over that same period. By 2010, the replacement market will account for about 80% of annual metal CTP shipments

The continuing adoption of CTP will shift the mix from analog to digital plates in both metal and non-metal categories. By 2010, digital plates will account for close to 80% of total lithographic plate shipments.

For more information about this study or PRIMIR membership, contact Jackie Bland at 703/264-7200, ext. 287 or 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). Its headquarters is at 1899 Preston White Drive, Reston, VA 20191. PRIMIR is on the World Wide Web at www.primir.org.

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