Digital Technology Trends #23
by Howie Fenton, NAPL

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Welcome to the 23th issue of Digital Technology Trends. I recently returned from the NAPL and PIA/GATF Management Leadership Institute which went well –because of all the new faces! As you probably already know this is the time of year when the shows start. As I write this Vue/Point is in Florida. On May 17 - 19 the On Demand show is in Philadelphia. On 4/19 the MFSA & NAPL Fulfillment Conference will be in Cleveland. For me I have been fortunate enough to be part of the Xerox Innovation road tour for the 3rd year in a row. Its free and I would love to see you there! (http://www.innovate05.com).

As usual the content is both within this email and attached as a PDF file. In addition, to the typical links in the PDF file, some figures have been added to the PDF file. To add or remove someone from the lists email HowieAtPre@aol.com and write "add" or "remove" "from the list" in the subject. Old issues are available at www.HowieFenton.com

▸▸ NAPL and Print Image International Merger Rumors squashed!

As you may have seen in two articles posted on *WhatTheyThink.com* my old friend and book co-author Frank Romano has said that NAPL and PrintImage International (formerly the National Association for Quick Printers) will announce a merger soon. While the story is true in many ways, such as the consolidations occurring in the trade organizations and the fact that discussions about possible ways both organizations can work together to serve members, no merger or any other kind of formal partnership has been agreed upon at this point.

The truth is that NAPL and PrintImage International have been in discussions for several months on how the two associations may work together to the mutual benefit of both groups. These discussions are ongoing and have encompassed a range of options, from collaborating on programs to a more formal partnership.These efforts reflect the commitment of the Boards of Directors of both NAPL and PrintImage to the same overriding objective: To continue to act in the best interest of their members.

http://members.whattheythink.com/expertrow/romano2.cfm
http://members.whattheythink.com/home/romano3.cfm
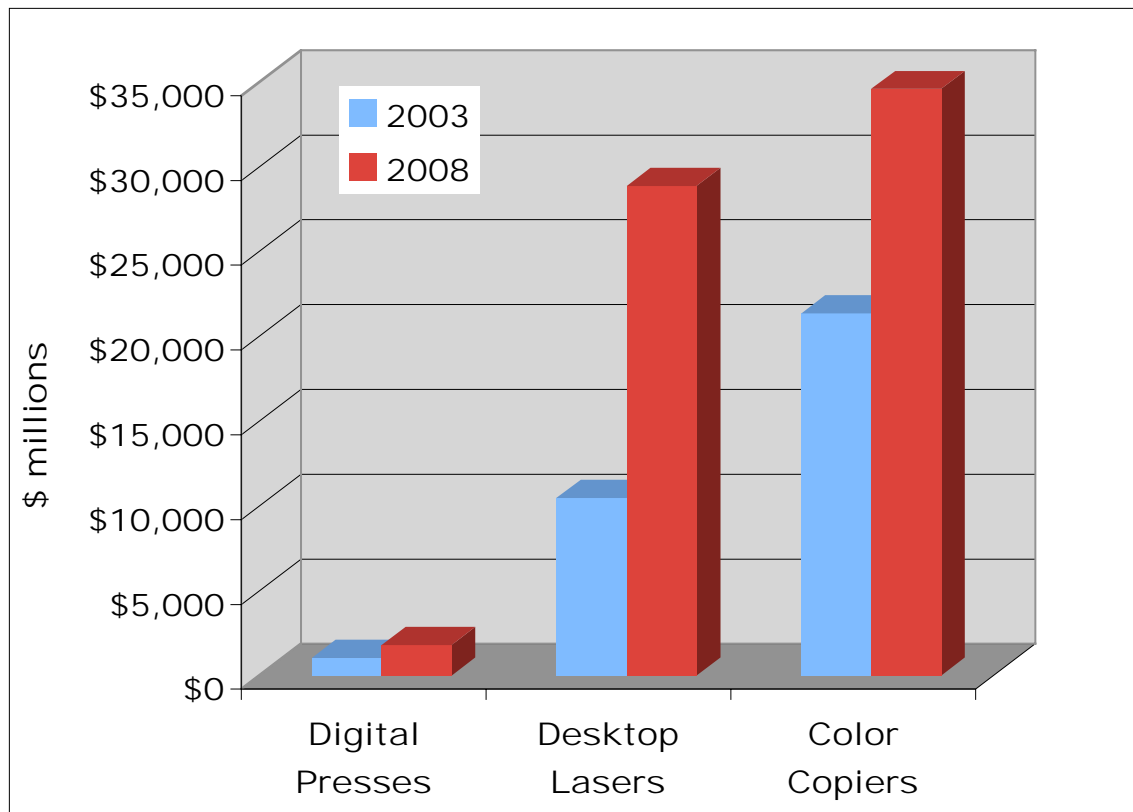
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⇰ Growth in Color Laser Market and HP's new product

According to I.T. Strategies a market research company the color laser (electrophotographic) market is going to grow the greatest with color copiers, followed by desktop color printers and digital presses. They predict that by 2008, a total of almost 10 million color EP devices will produce 483 billion A4 pages.

Color copiers represent the largest revenue share of the market with total revenues growing from $21 billion in 2003 to more than $34 billion in 2008, a CAGR of 10%; however, the fastest revenue growth among printer types is desktop color lasers with total revenues growing from $10 billion in 2003 to more than $28 billion in 2008, a CAGR of 22%.

According to Marco Boer, Partner at I.T. Strategies, the color EP market is headed for a change with the introduction by HP of its new laserprinter-based MFPs, which constitute a new category of devices. "These devices will cost less than traditional copiers, be more easily networkable than traditional copiers, have CRUs (Consumer Replaceable Units) that mean no more copier service person, and will be distributed through HP's traditional LaserJet dealer channel." (Graphic in PDF file only)
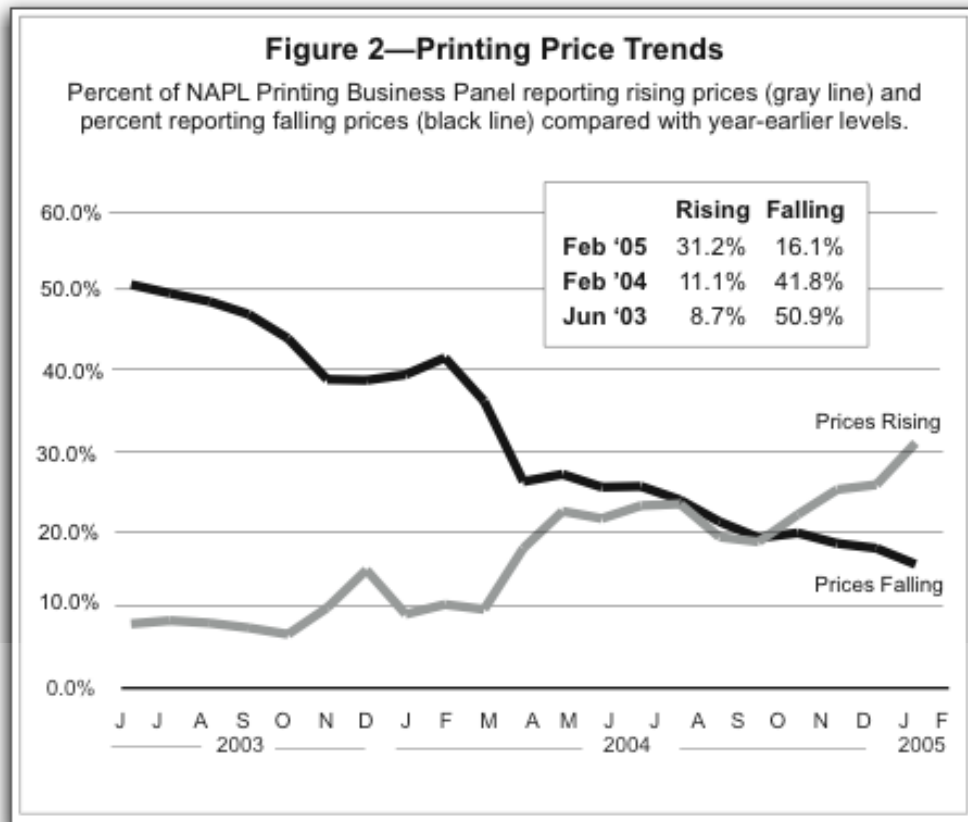

http://www.it-strategies.com/news/44.htm

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⤷ **Andy P. says improvements continue for printers**

According to our chief economist at NAPL, Andy Paparozzi, things continue to improve for printers. In the March 2005 Printing Business Conditions update Andy says, "The upturn that began so modestly for our industry is now significant, broad, and sustainable. But costs are rising right along with sales in markets that are still very resistant to price increases. The question every printing company must answer: Are we prepared to offset rising costs with greater productivity and efficiency?"

The graphic below (PDF only) shows an increase in the printer panel members saying that are seeing increasing prices. This is available to NAPL members.

Figure 2—Printing Price Trends

Percent of NAPL Printing Business Panel reporting rising prices (gray line) and percent reporting falling prices (black line) compared with year-earlier levels.

	Rising	Falling
Feb '05	31.2%	16.1%
Feb '04	11.1%	41.8%
Jun '03	8.7%	50.9%

One of the most interesting things I heard recently was the idea of creating barriers to keep customers from leaving. At NAPL's Top Management Conference in Scottsdale, Andy talked about the small percentage of companies that consistently sustain success over the long term some of the strategies they used. As a result I have been researching this subject and I have started to add some of these ideas to new seminars. Stay tuned and expect to hear more soon!

http://www.destinationcrm.com/articles/default.asp?ArticleID=4871

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⇥ Learning To Live With Spam

As spam mailings continue to fill our email inboxes, the majority of those who receive spam today accept the unsolicited emails in stride, almost as if it's an expected price we pay when using the Internet. A study conducted by Deborah Fallows of the Pew Internet & American Life Project looked at the state of email since the passing of the CAN-SPAM act.

The study concluded while spam mailings have indeed increased since that act's passing, more people are accepting these mailings. The respondents resigned themselves to the fact they will receive a percentage of spam mailings with their normal emails. To quantify their findings, Pew conducted a nationwide phone survey of 1, 421 Internet users between January and February and found:

- ➢ 52% of Internet users consider spam a big problem

- ➢ 28% of users with a personal email account say they are getting more spam than a year ago, while 22% say they are getting less.

- ➢ 21% with a work email account say they are getting more spam than a year ago, while 16% say they are getting less.

- ➢ 53% of users say spam has made them less trusting of email, compared to 62% a year ago.

- ➢ 22% of email users say that spam has reduced their overall use of email, compared to 29% a year ago.

- ➢ 67% of email users say spam has made being online unpleasant or annoying, compared to 77% a year ago.

- ➢ 63% of email users say they have received porn spam, compared to 71% who said that a year ago.

- ➢ 35% of email users say they have received unsolicited email requesting personal financial information and credit card data (e.g. phishing). However, while phishing attack mailings increased, the amount of porn-related spam showing up in email inboxes has actually decreased.

- ➢ 25% of users reported they were using email less because of spam, and 52% said spam made them less trusting of email in general.

- ➢ 71% said that spam made being online unpleasant or annoying."

http://www.pewinternet.org/PPF/r/155/report_display.asp

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⇥ What type of training do you need?

In the last issue I mentioned that Sue Reif, my colleague at NAPL was moving to Wisconsin to relocate NAPL's training programs to the campus of Waukesha County Technical College (WCTC) in Pewaukee. I just returned from WCTC where we (NAPL and PIA/GATF) recently completed our second Management Leadership Institute. During that time Sue and I are started discussions about what hands-on, technology based training programs we should offer. We are interested in learning more. Here are a few ideas.

- ➢ file or PDF preparation for you or your customers
- ➢ CTP equipment, FM screening, digital proofing update for your staff
- ➢ CIP 4, JDF, color management and other ways to increase productivity
- ➢ introduction to digital production for sales or customer service staff
- ➢ digital printing and / or variable data printing services

Do you have any other ideas? I would appreciate any feedback about what you see as your greatest training needs – either for staff or customers.

⇥ Exercise, music, stress and pain

In the last issue, I described how my 13 year old son and I had started exercising while listening to Ipods. We have been averaging about 5 days a week in which we do 45 minutes of cardio and 15 minutes of weight training. After researching the recommended frequency of exercising, it is interesting to see the inconsistencies between the governments recent recommendations for exercise and what most exercise experts promote. I think more is better!

http://www.healthierus.gov/dietaryguidelines/
http://www.ironmagazine.com/article96.html

More interesting however is the recent research from psychologists at Glasgow Caledonian University in Scotland stating that not only does listening to your favorite music reduce stress levels but it can also reduce the perception of pain. We had the chance to test this out recently and found it to be true. Geoff and I both had to go for our annual physicals in which they did blood tests. Listening to our favorite music made it easier (less stress) and less painful.

http://news.bbc.co.uk/1/hi/scotland/4393785.stm

⇥ Questions or issues – drop me a line HowieAtPre@aol.com