



THE STATE OF SUSTAINABILITY IN GRAPHIC COMMUNICATIONS

Bill Esler

Editor in Chief

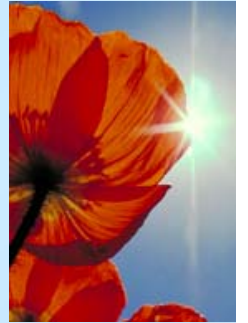
Graphic Arts Monthly

March 16, 2009

GraphicArts
MONTHLY.



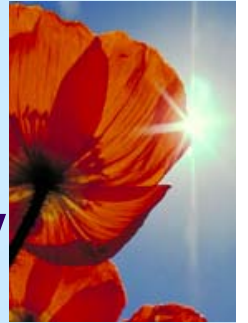
Background, Objectives, Methodology



Background

- Graphic Arts Monthly & Reed Business Research
- 2009 Update to 2008 Benchmark
- Partners: Printing Industries of America (PIA) and Specialty Graphic Imaging Association (SGIA) and the Flexo Technical Association (FTA)

Background, Objectives, Methodology

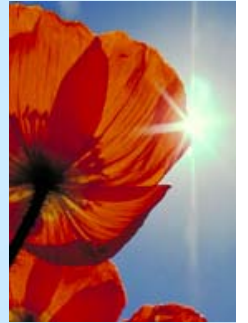


Objectives

Tracking survey: how printing companies—flexo, screen, offset—are addressing green issues versus one year ago

- Awareness / adoption levels
- Impact on decision making
- Activities taken
- Measurement and metrics

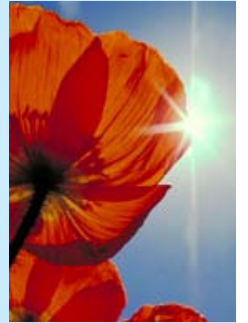
Research Objectives, Methodology



● Methodology

- Web-based study where respondents were surveyed via email and regarding awareness and adoption levels of sustainability in the printing industry
- Results are based on 642 qualified and representative respondents sourced from *Graphic Arts Monthly* print and enews subscribers, and SGIA and FTA members
 - SGIA - 59
 - GAM - 544
 - FTA - 39

Research Objectives and Methodology



- Definition of sustainability used

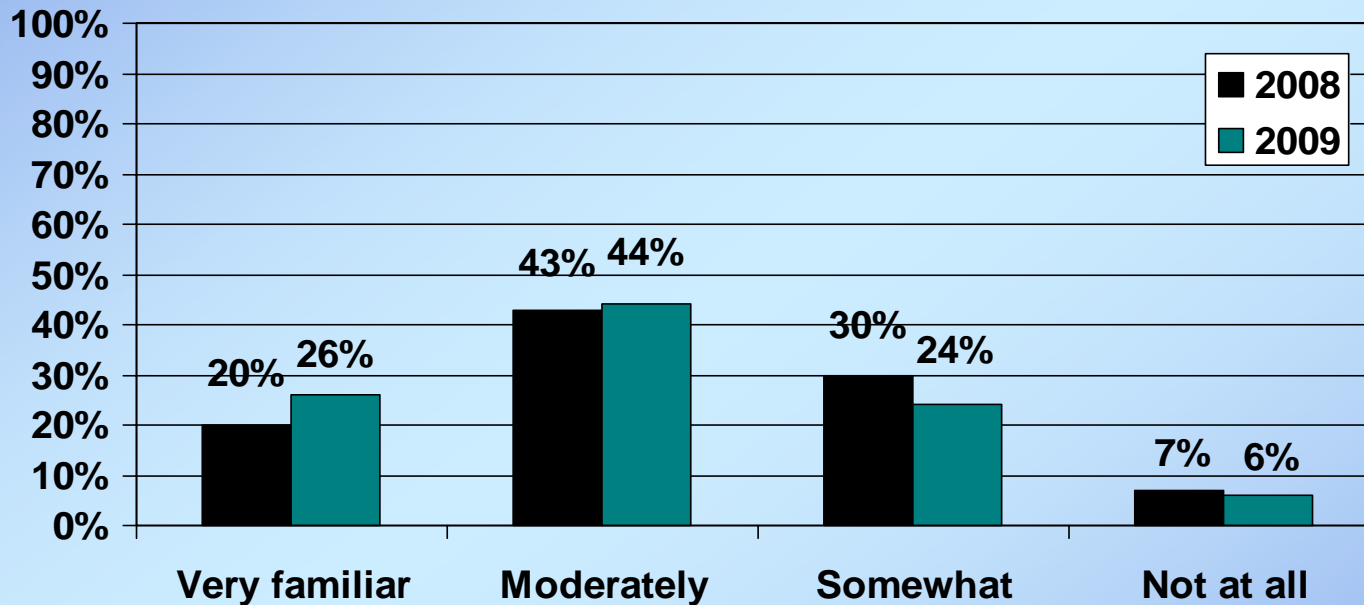
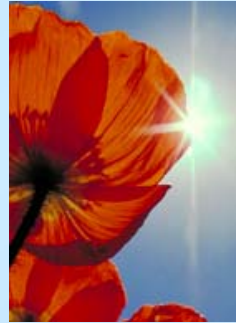
Sustainable printing companies adopt strategies and activities that allow a company and its stakeholders to realize profit goals yet protect, sustain, restore the Earth

Companies focus sustainability efforts in three areas:

- the product (substrate, inks, coatings, etc.)
- the manufacturing process
- the envelope (building, grounds, energy use, employees)

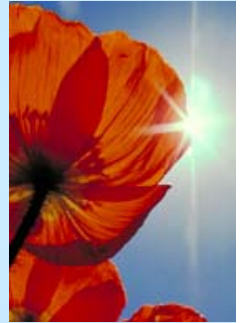
Are You Familiar With Sustainability

- Awareness has grown on the issue of green.

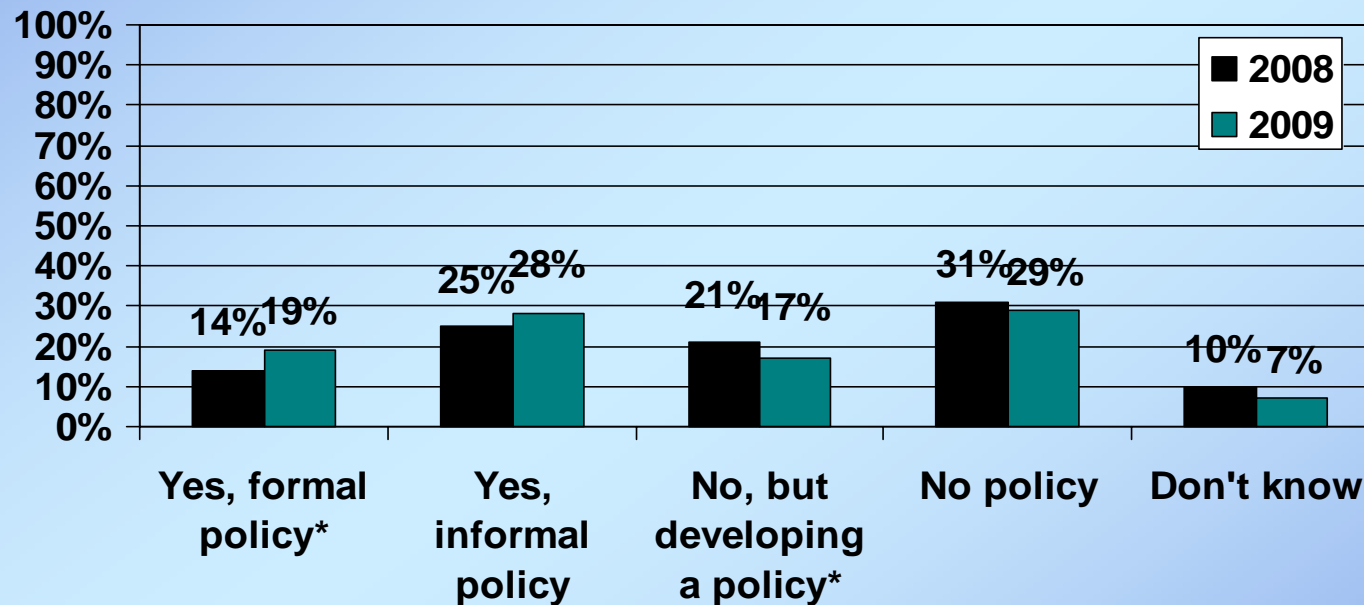


How familiar are you with the issue of sustainability in printing?

Sustainability Policy Adoption Rates



- More printers have sustainability policies

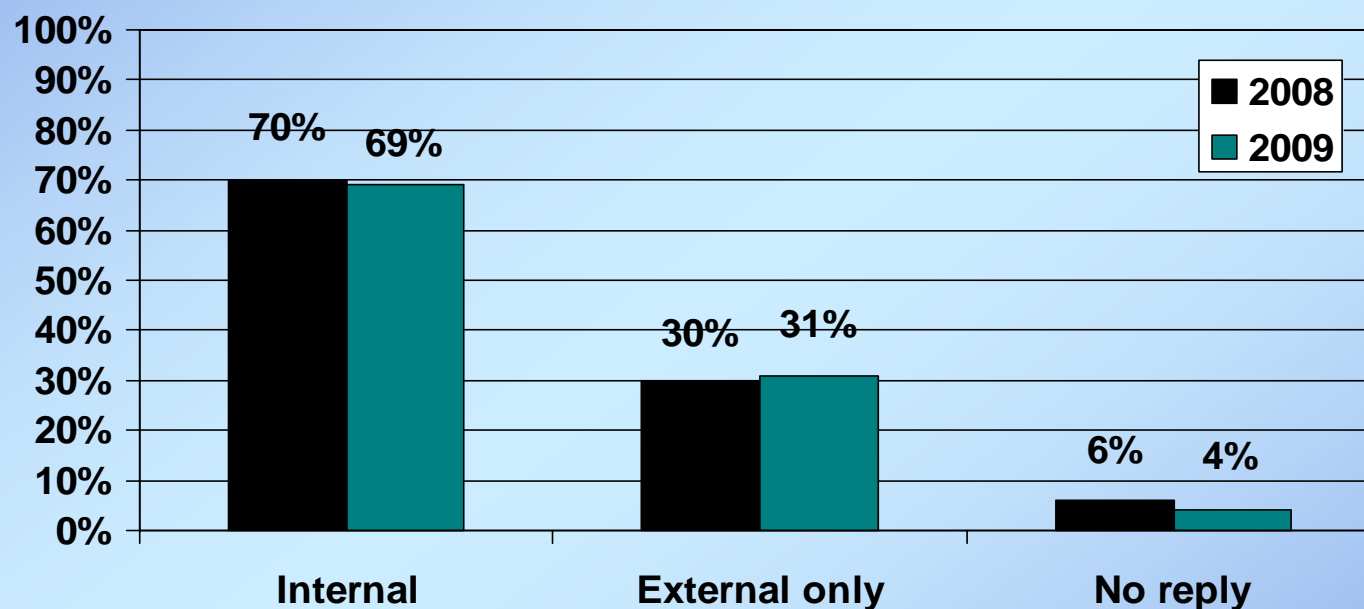


Does your company have a sustainable printing policy: product, process or both?



Publicizing Sustainability Policy

- Sustainability policies are mostly internal

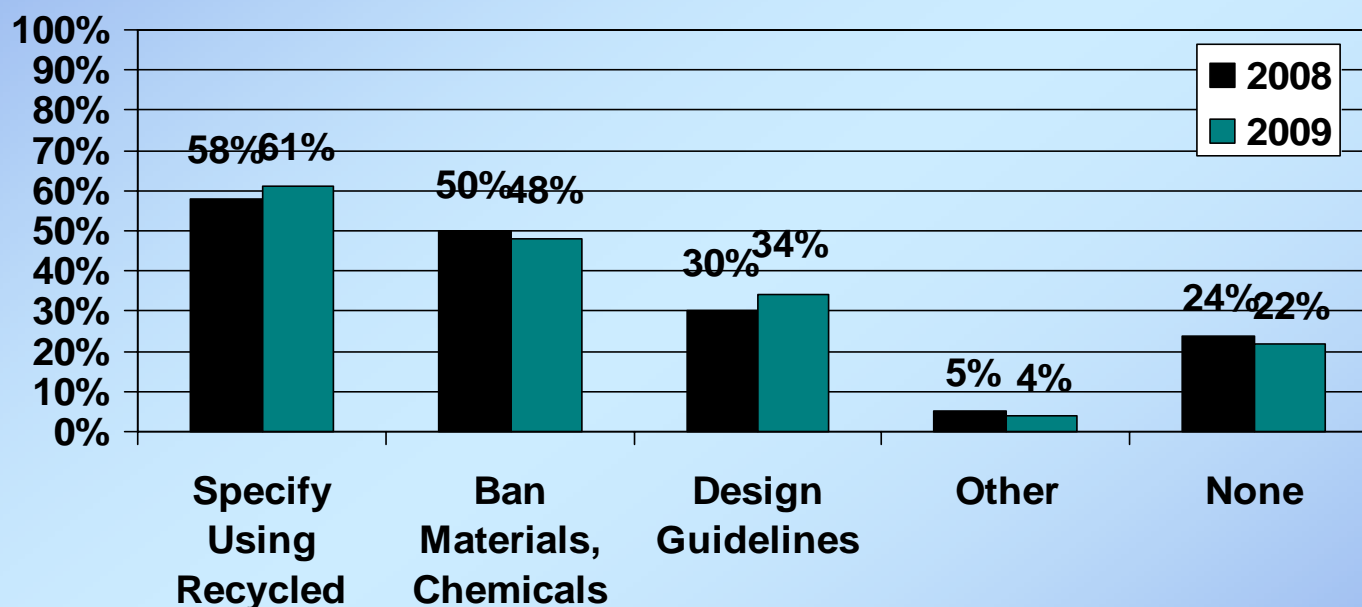


Is it an internal sustainability policy or public? Only 60% replied to this one.



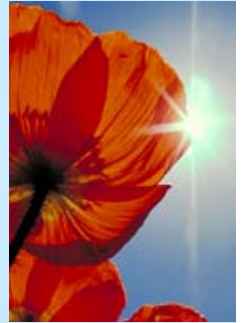
Basis of The Sustainable Policy

- Use recycled content, bans on consumables



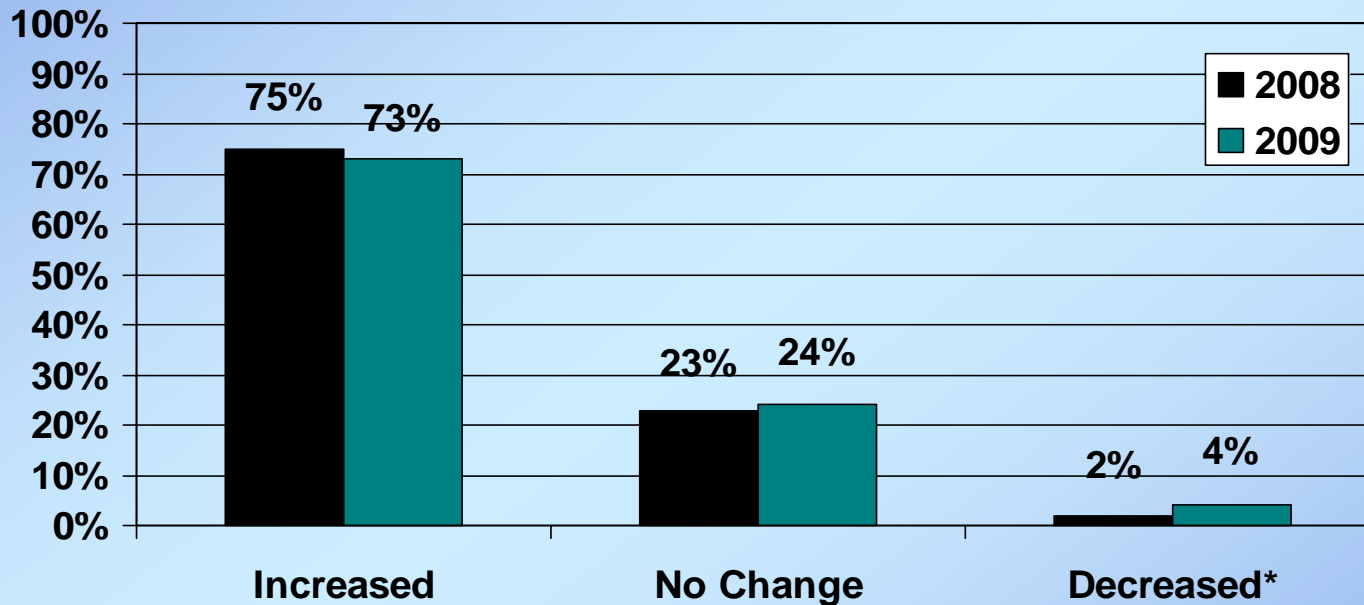
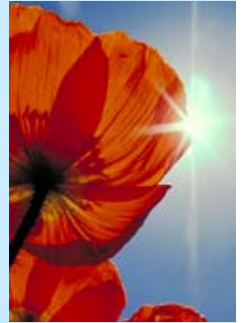
What guidelines are used in sustainable printing policy?

Sustainability: Yesterday's News?



Sustainability: Changed Emphasis

- Changing emphasis on sustainable printing

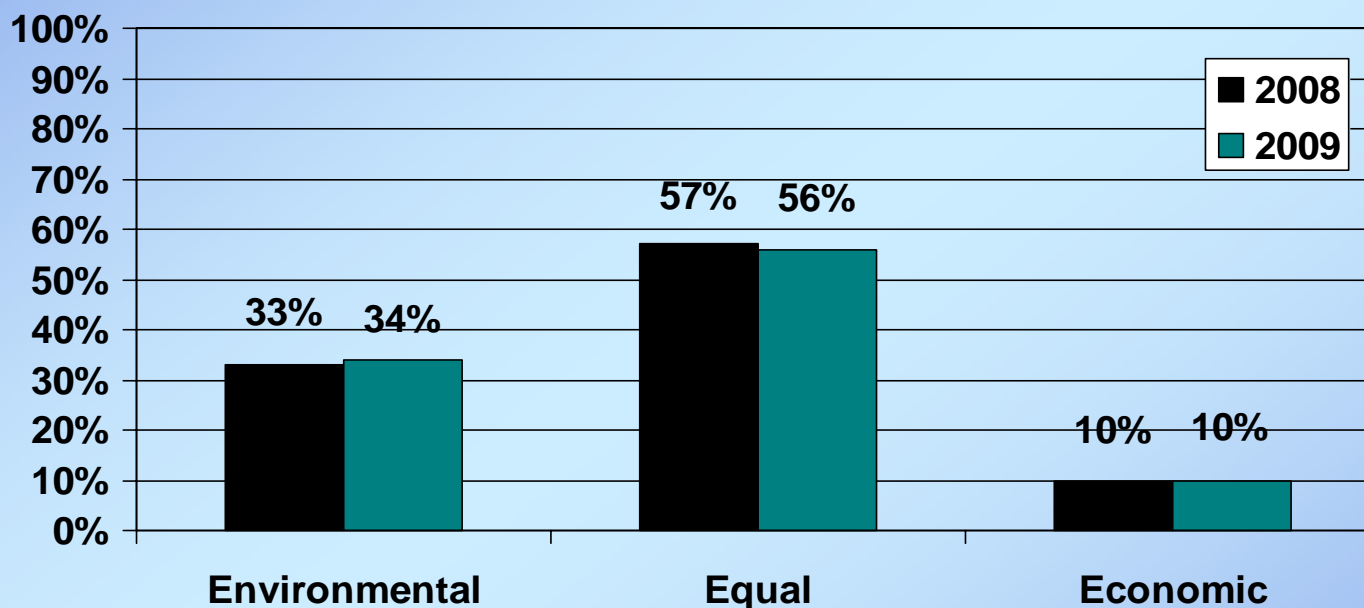


In the past year, do you feel the emphasis on sustainable printing has increased, stayed about the same, or decreased in importance?



Sustainability: Economic~Environmental?

- Equal weight for environment and economics

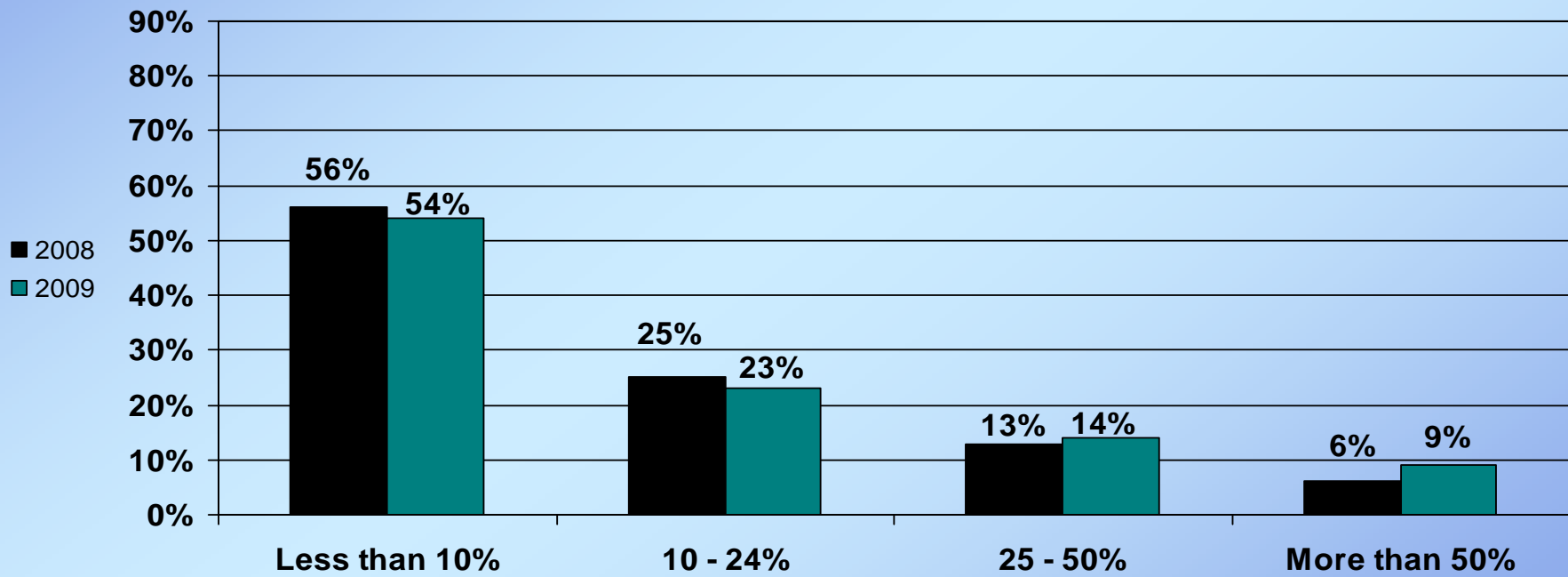


Does *your* firm see sustainable printing as an economic or environmental concern?

Adoption Levels



- % customers inquiring on sustainable printing

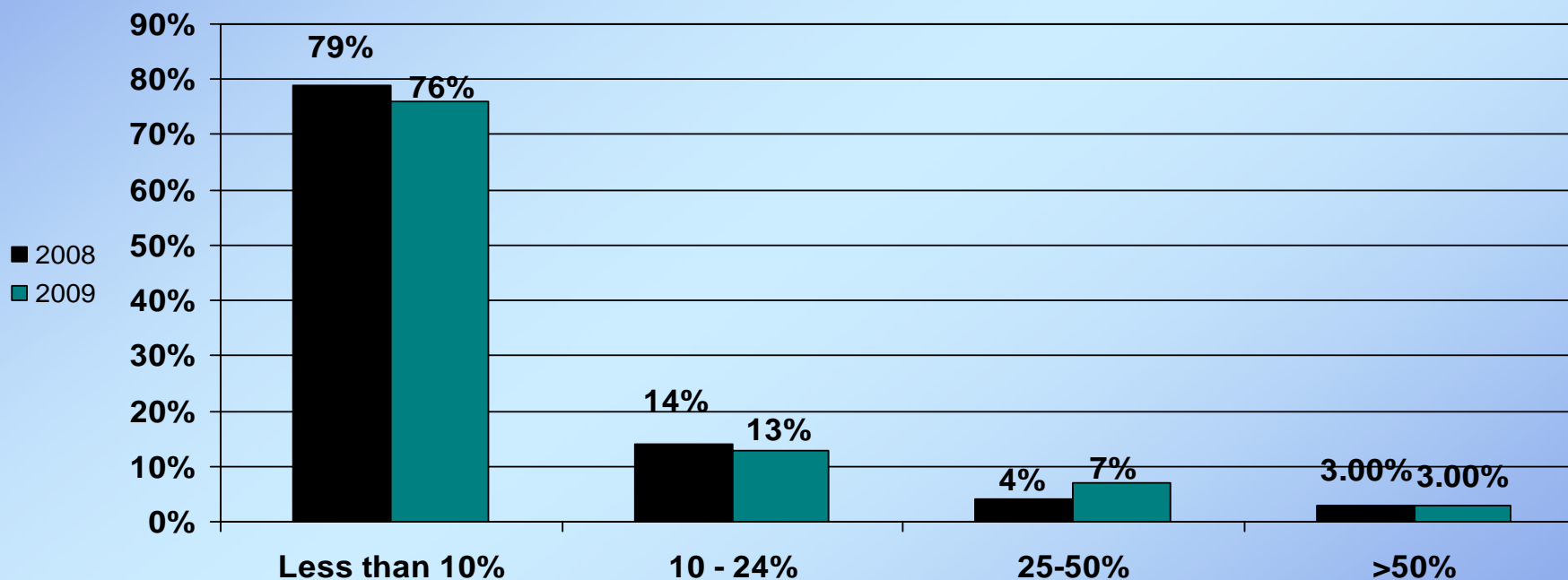


What % of your customers are seeking / asking about sustainable printing?



Demand Levels: Another View

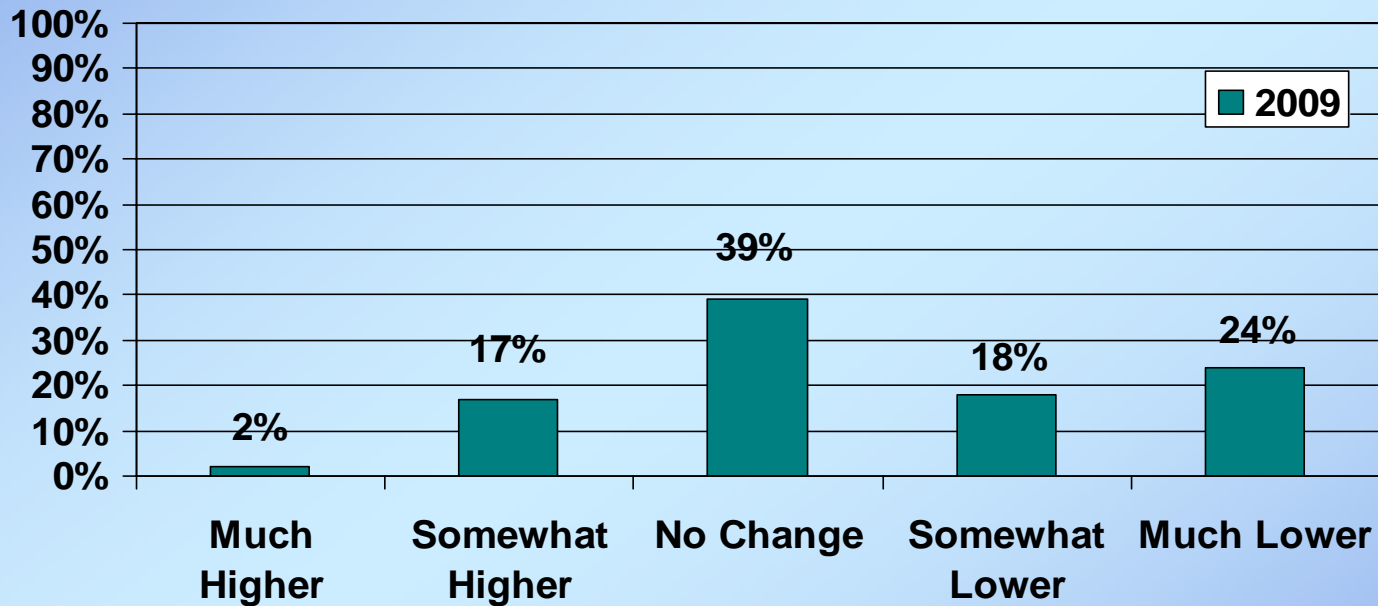
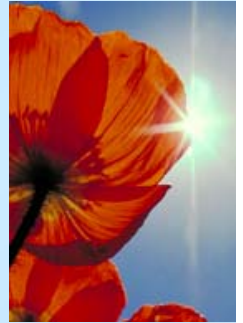
- % of clients actually requiring sustainable



What % of your customers are requiring sustainable printing?

Demand for Recycled Substrates

- Fewer buyers ask for recycled ~January 2008.

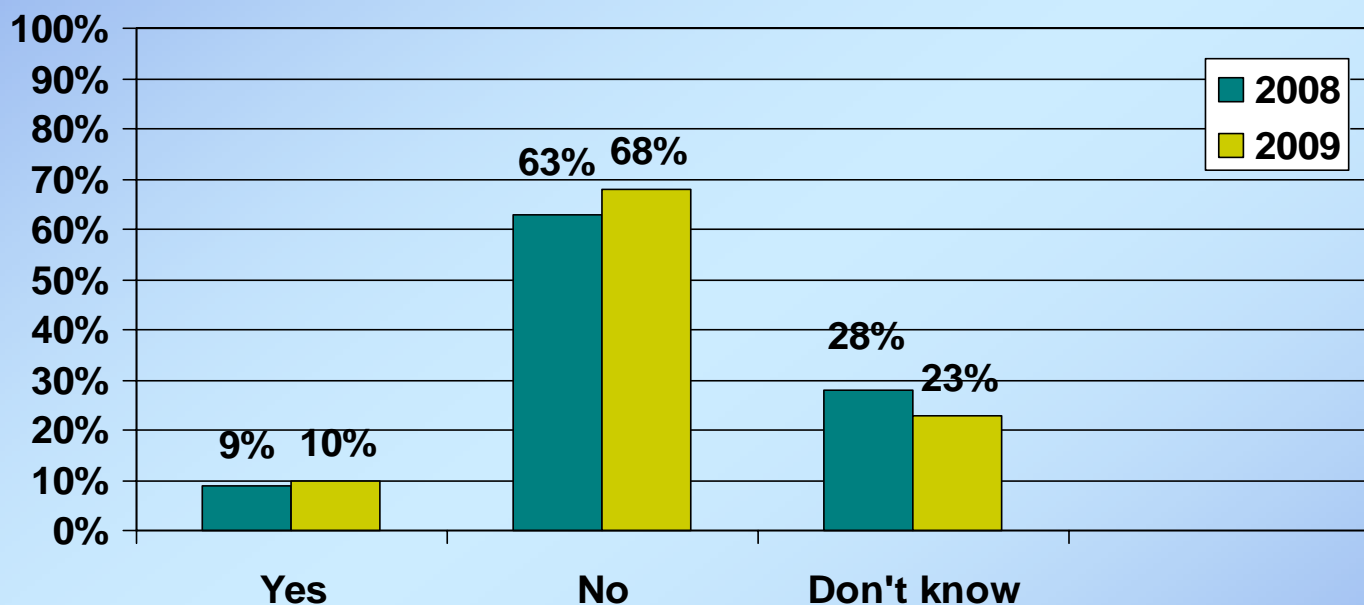


Printers of all types : How does demand for recycled compare to Jan 2008?



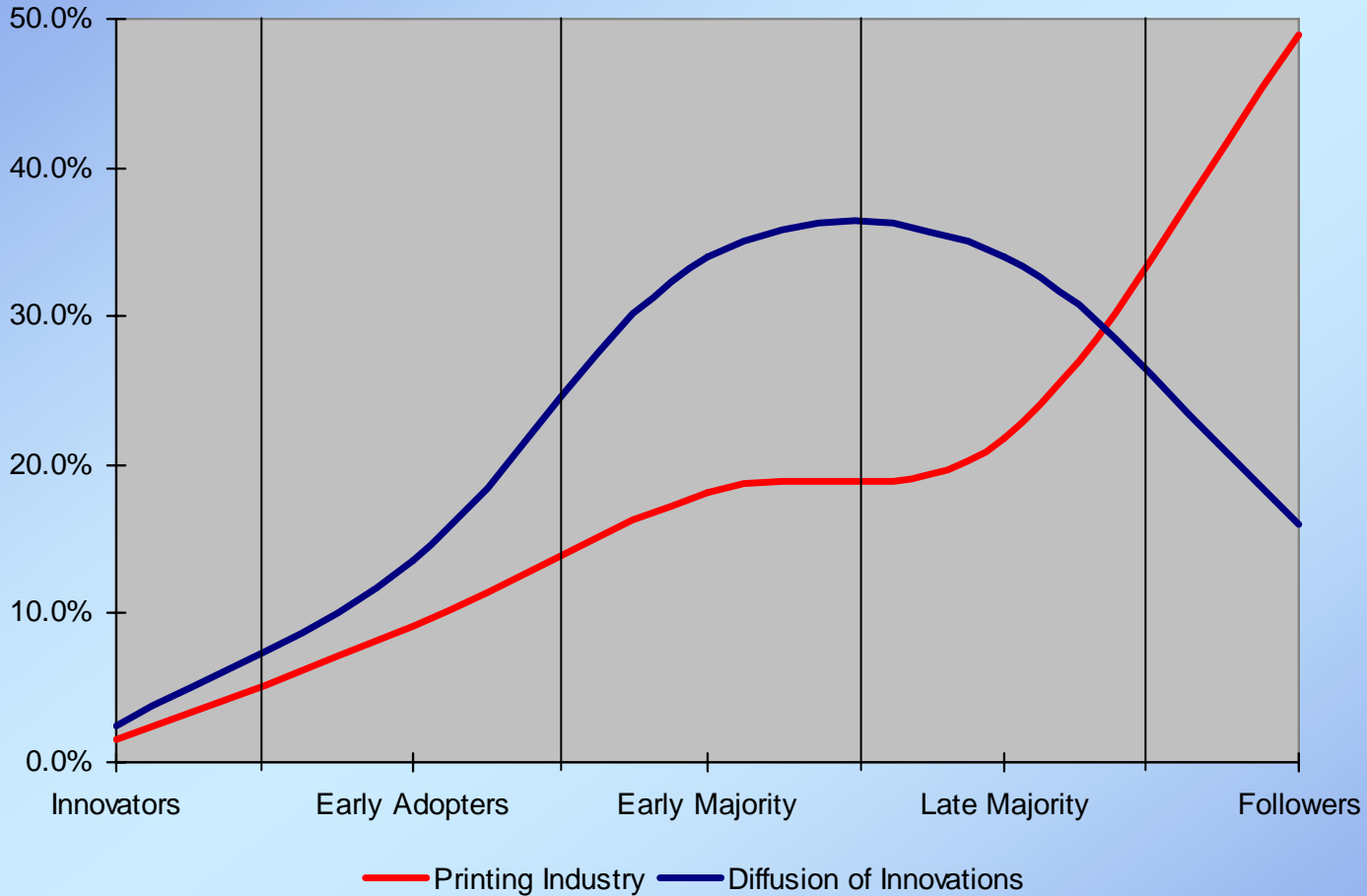
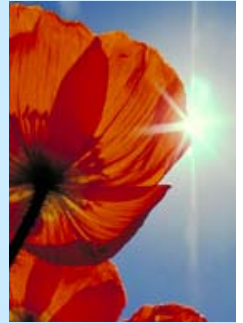
Lifecycle Analysis: Not a factor

- Few printers incorporate it.



Printers of all types : Is life cycle analysis involved in printing or product design?

Adoption of Sustainable Printing





Who they are, how they operate re: sustainability

GraphicArts
MONTHLY.

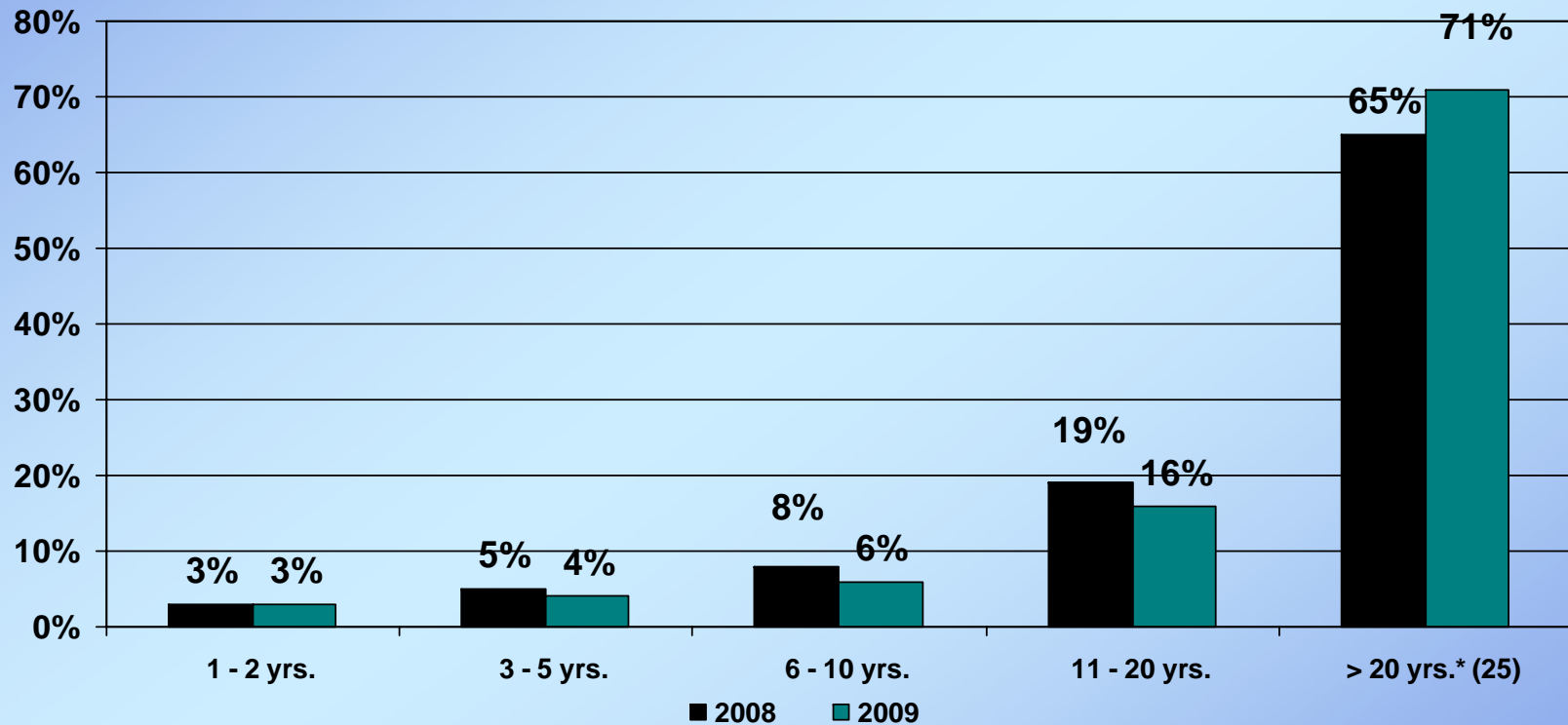
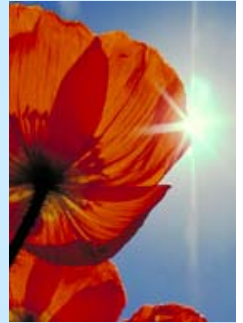
fta


PRINTING
INDUSTRIES
OF AMERICA | Advancing Graphic Communications

18

Who they are and what they do

- Years of experience in printing industry

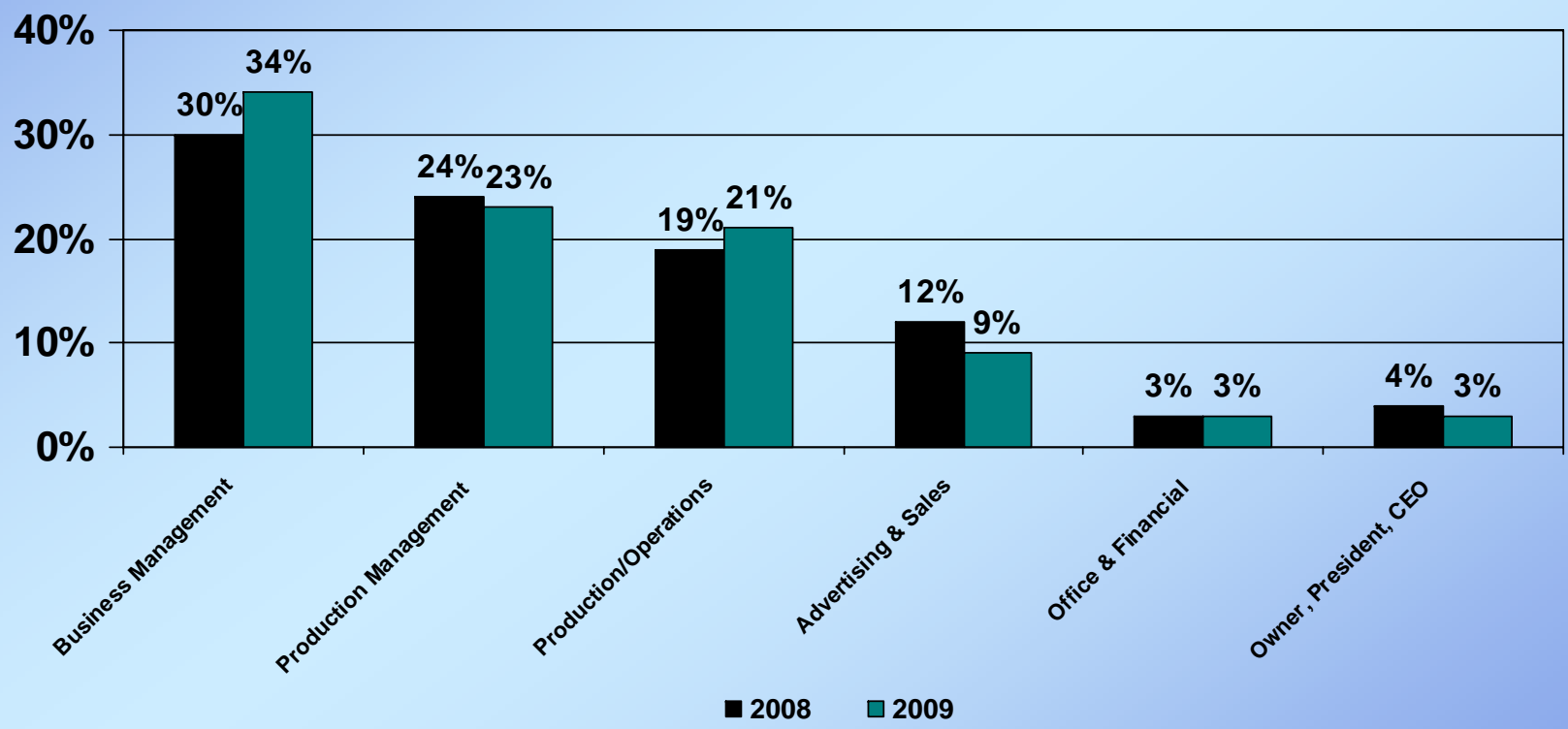


How many years of experience do you have in the printing industry?

Who they are and what they do



- Job function



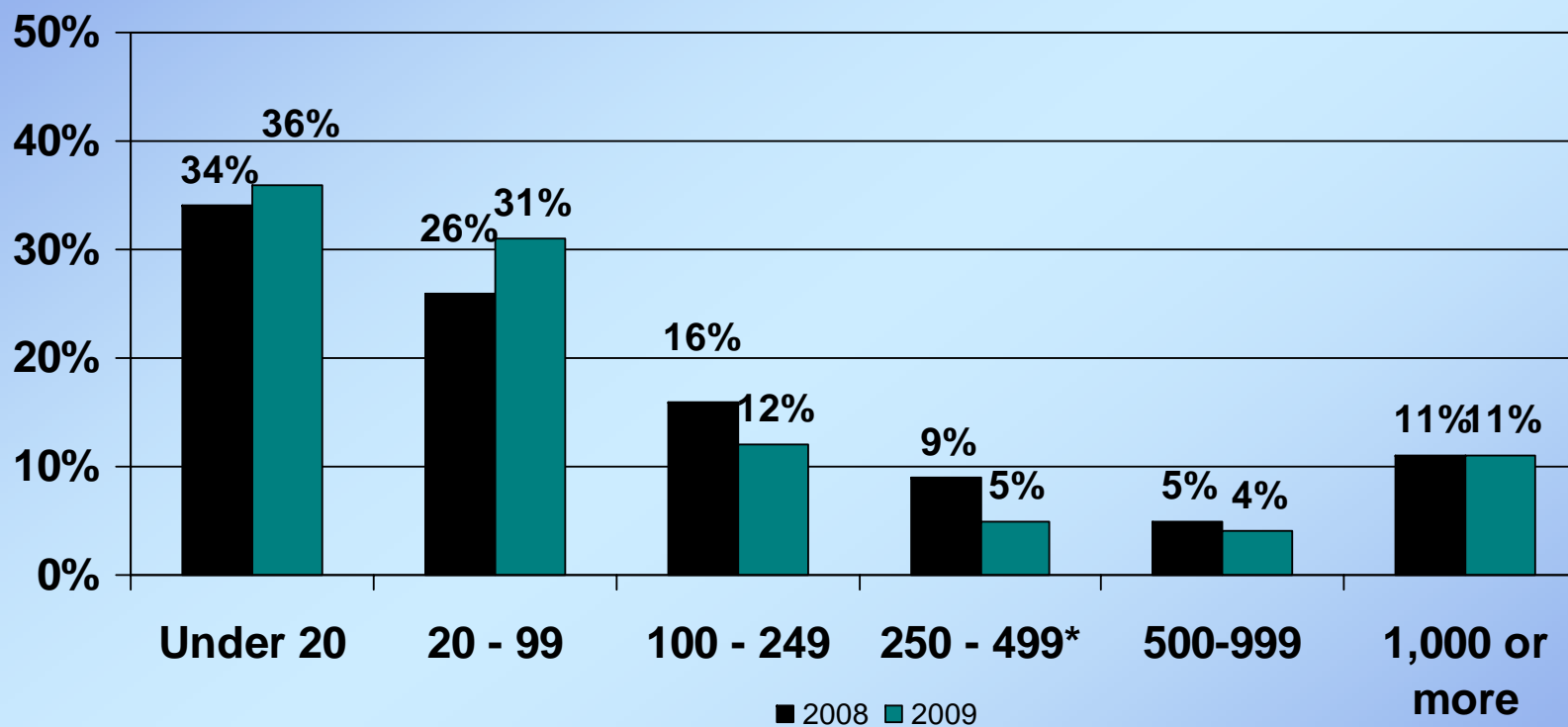
Which of the following is the closest job function you are associated with?





Who they are and what they do

- Company Size

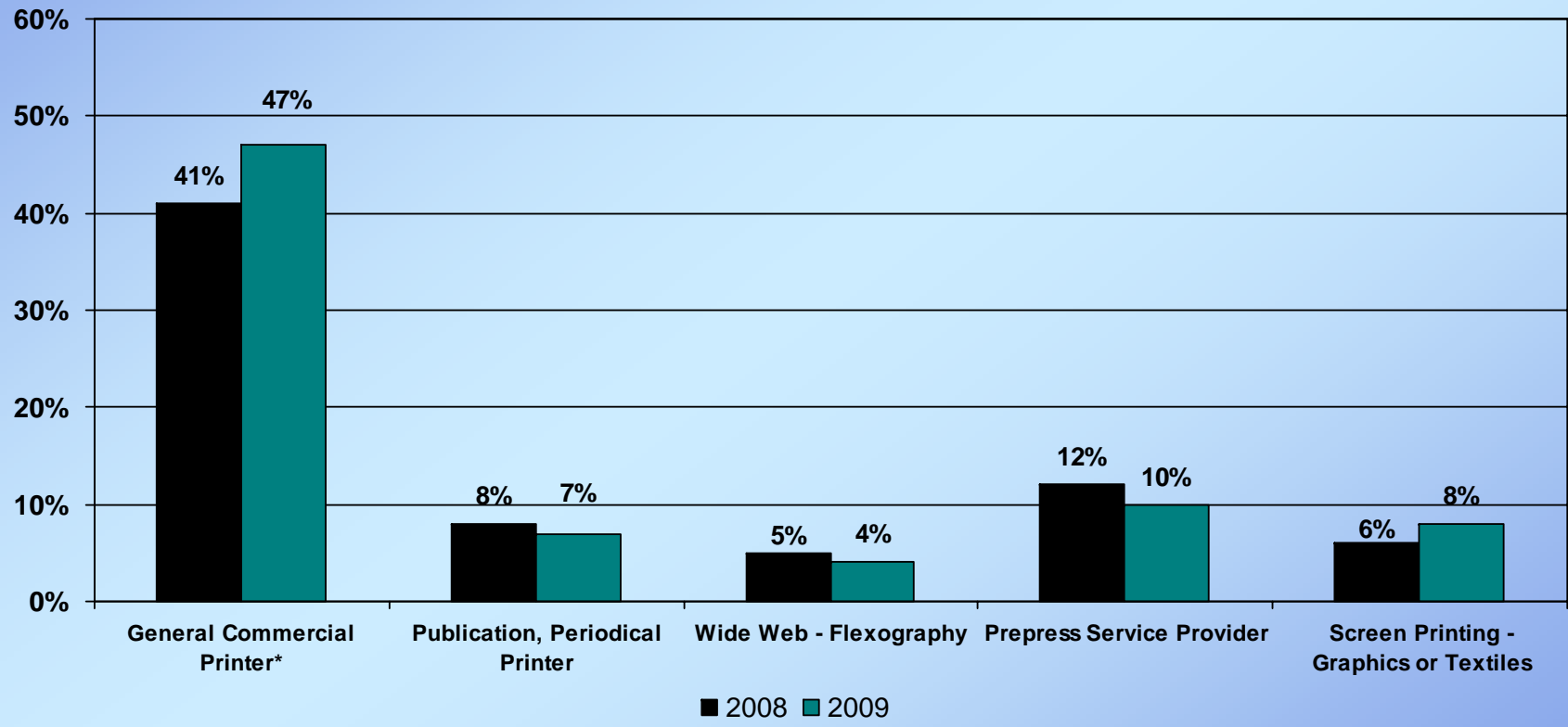


Worldwide, how many people are employed by your firm?

Who they are and what they do

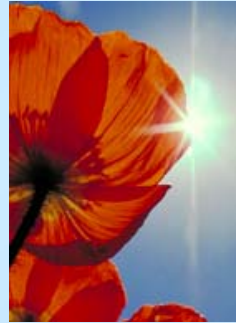


- Primary activity of company

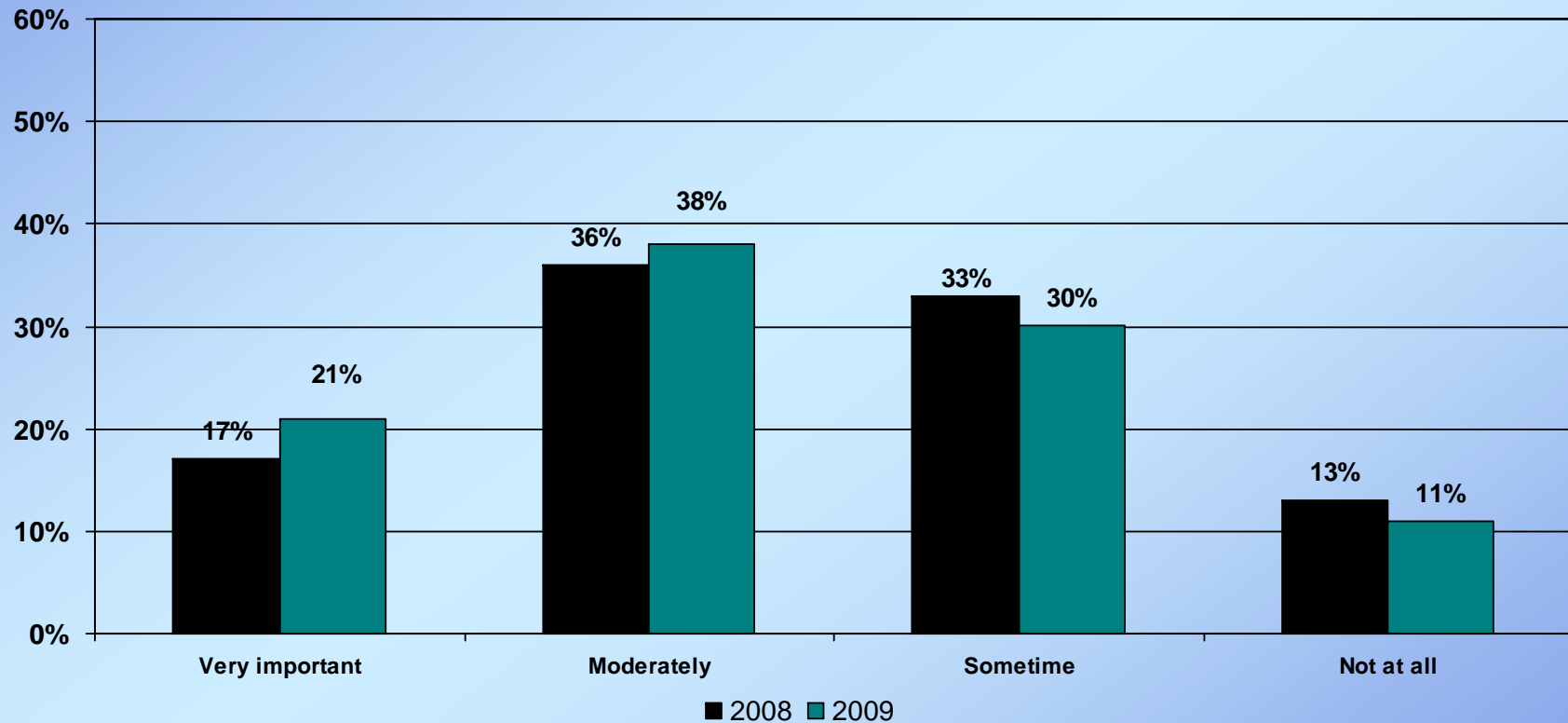


Which of the following is the primary activity of your company?

In Decisions, How Important?

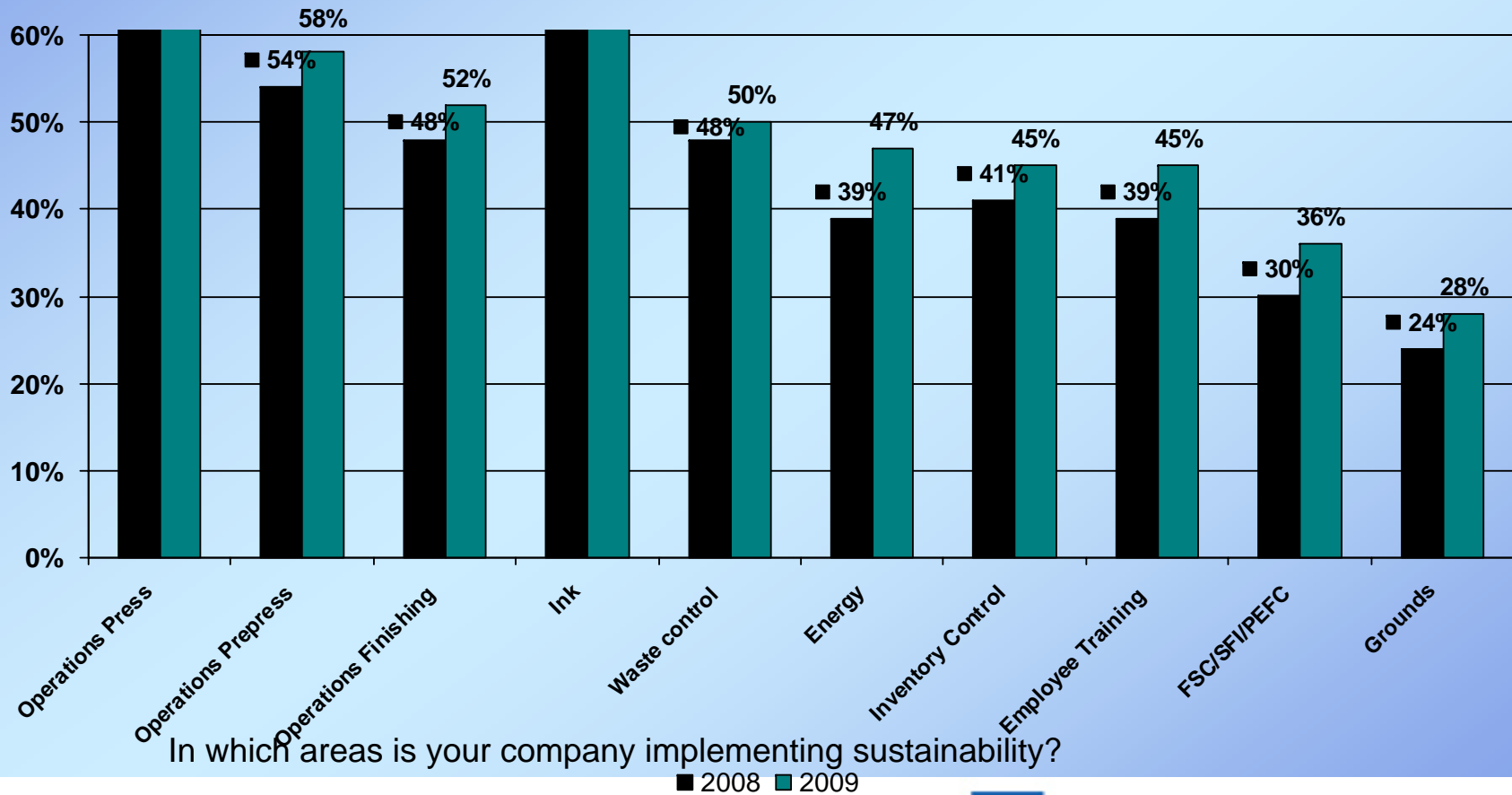
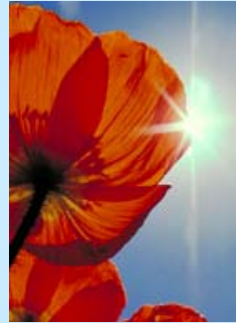


- Sustainability a factor in managing operations



How important is sustainability in deciding about printing operations?

Where Is Sustainability implemented?



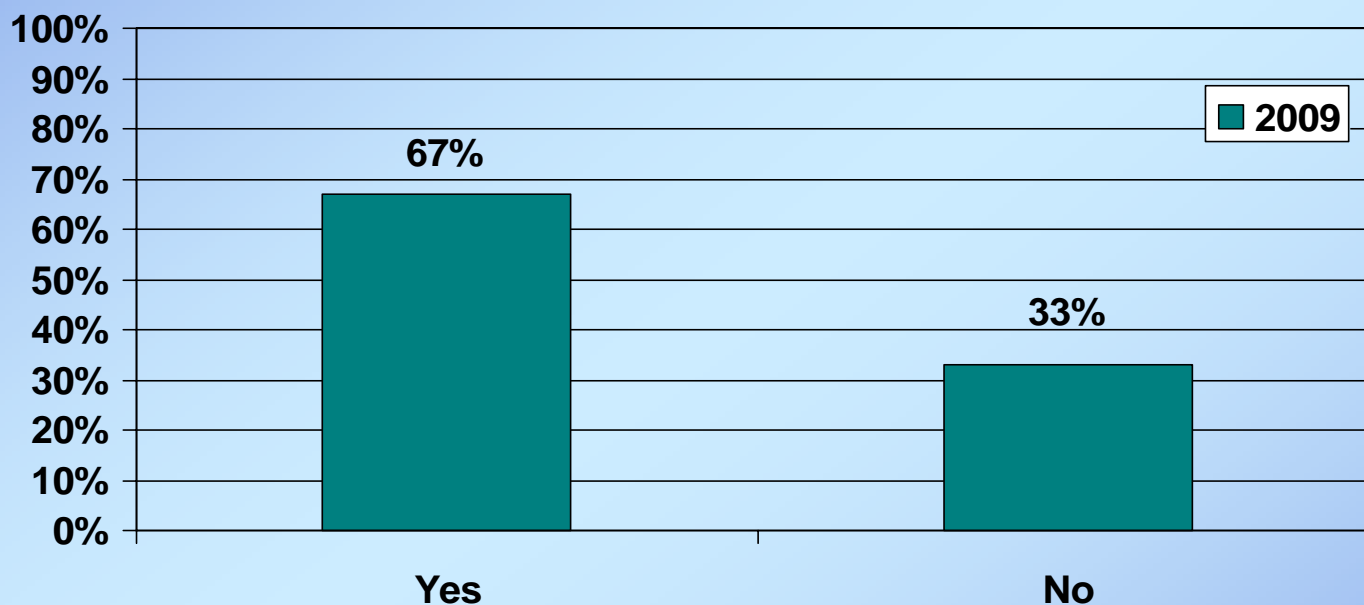
Demand for recycled paper is down





Market for Waste Paper & Scrap

- Can you sell production scrap & waste paper

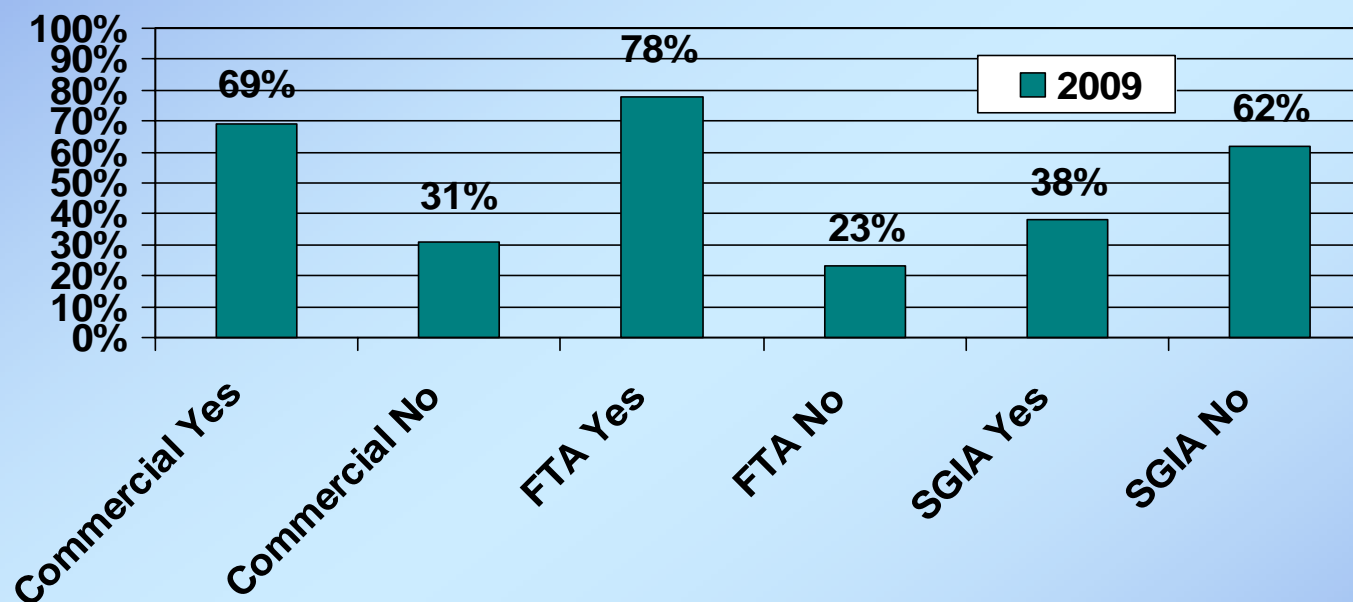


Printers of all types and processes



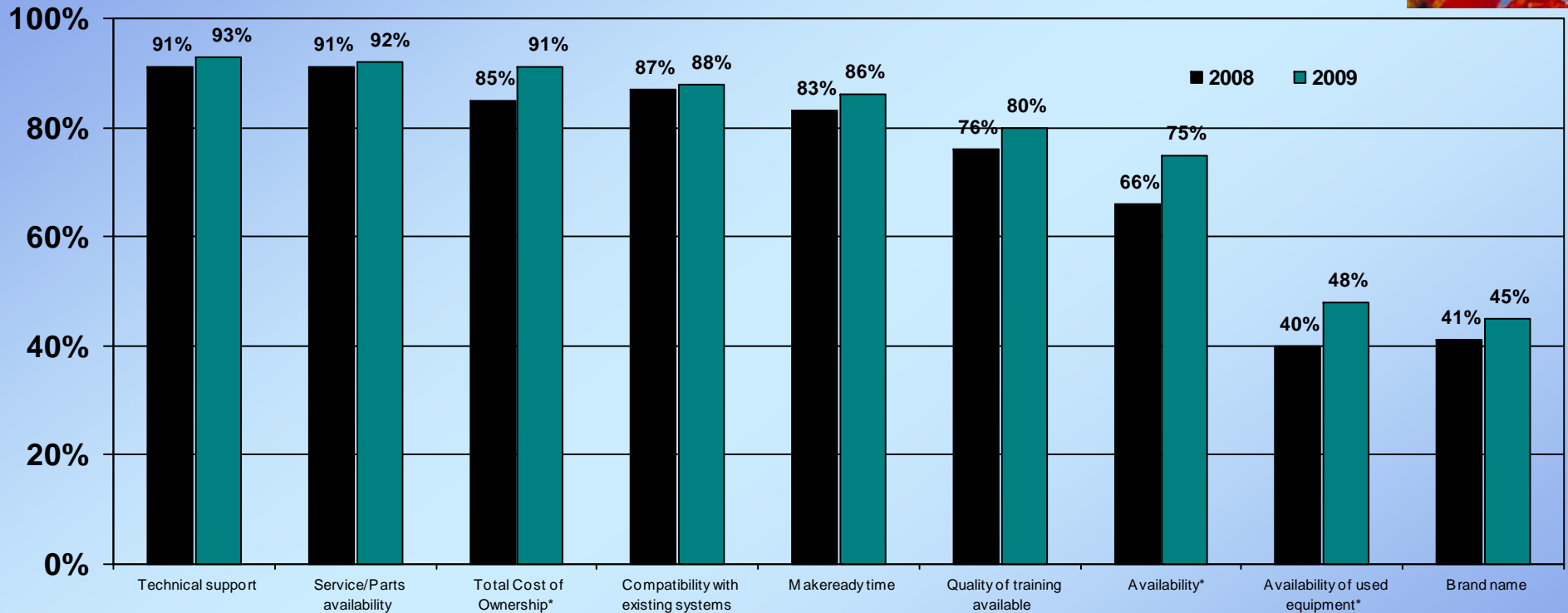
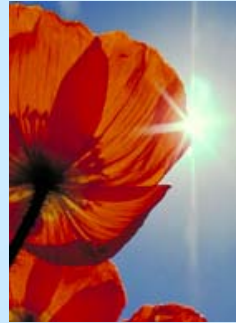
Market for Waste Paper & Scrap

- Can you sell production scrap & waste paper



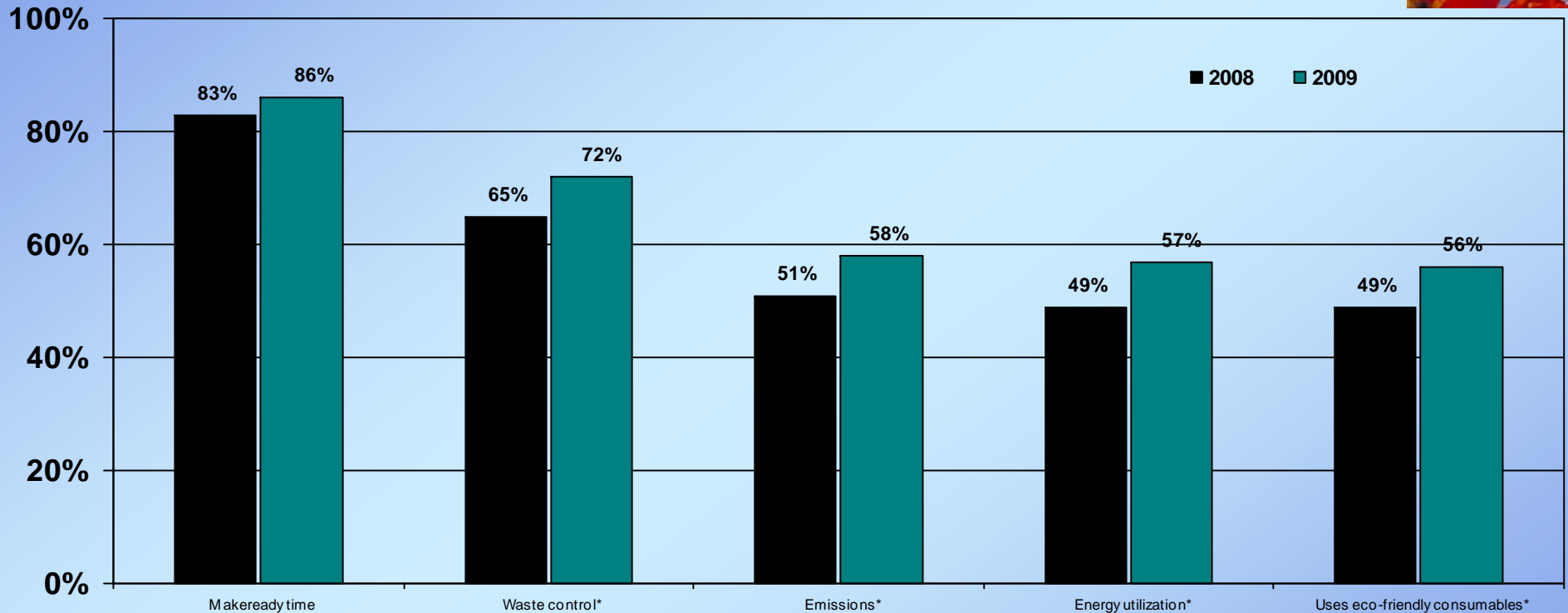
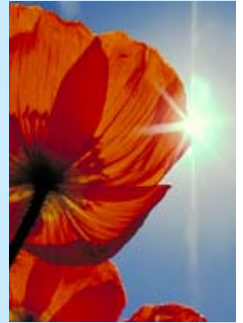
By types and processes

Sustainability impact on selection of equipment manufacturer



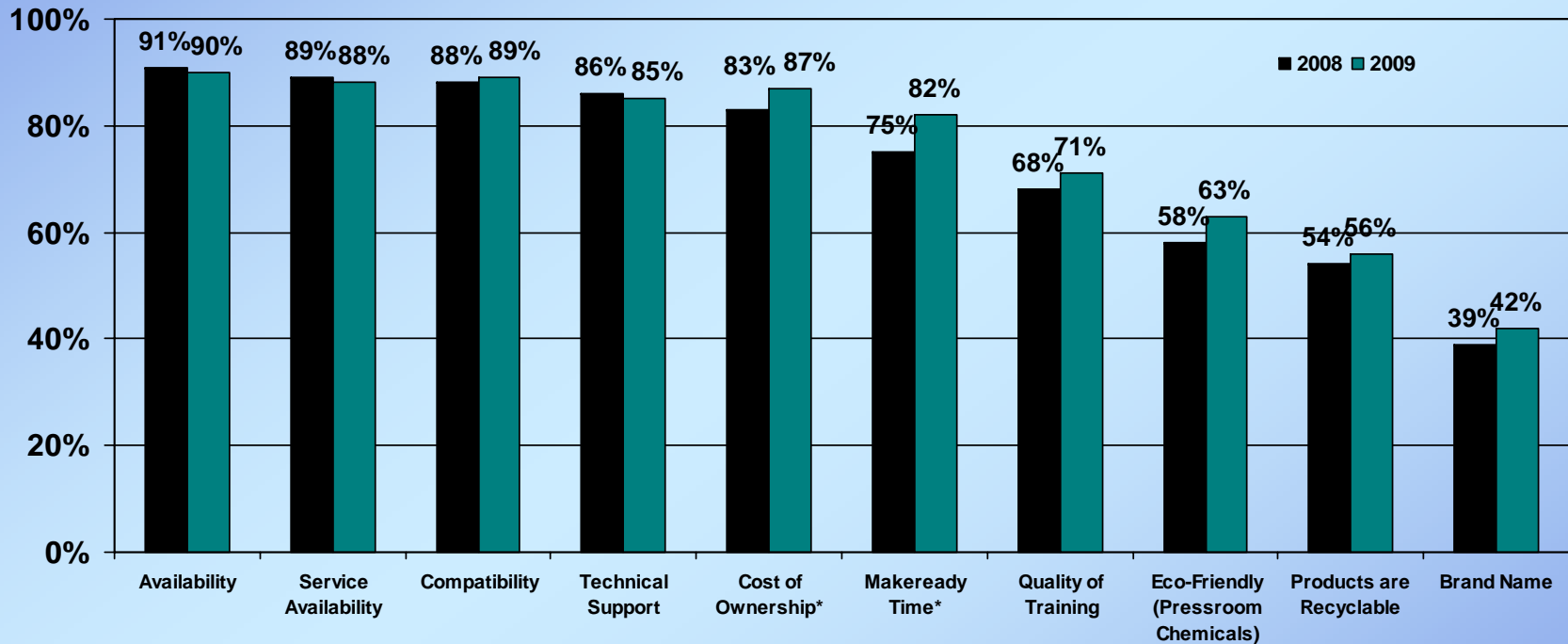
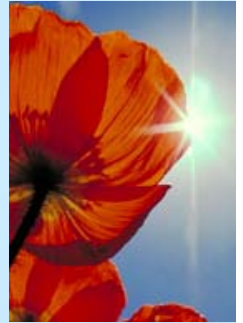
How important are following factors are when deciding which manufacturer of printing equipment to purchase, recommend or specify? (Graph displays top 2 box ratings on five-point scale.)

Sustainability impact on selection of equipment manufacturer



How important each of the following factors are when deciding which manufacturer of printing equipment to purchase, recommend or specify? (Graph displays top 2 box ratings on five-point scale)

Sustainability impact on selection of supplier of printing consumables



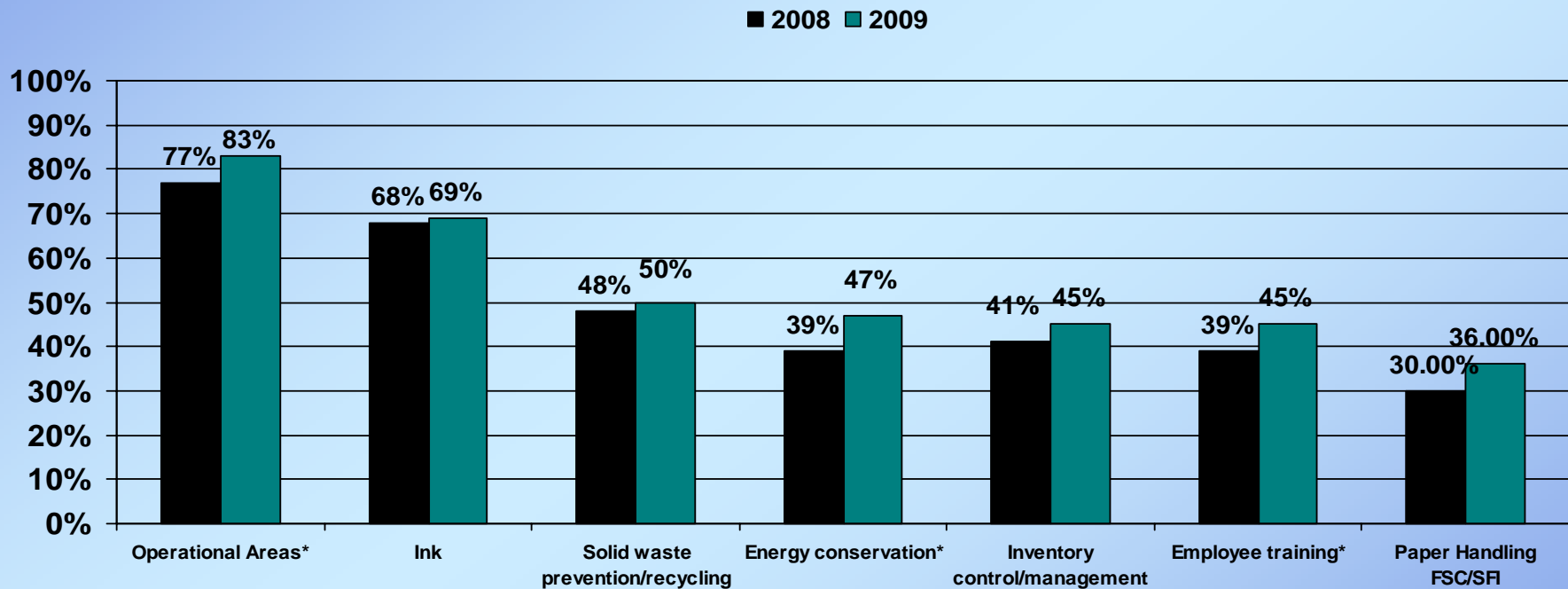
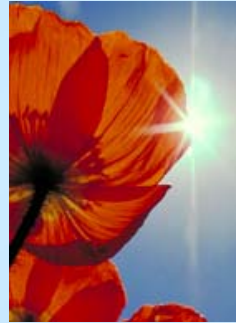
How important are following factors in deciding which supplier of printing consumables/materials to purchase, recommend or specify? (Graph displays top 2 box ratings on five-point scale.)



Levels of Adoption

Adoption Levels

- Top areas companies implement sustainability

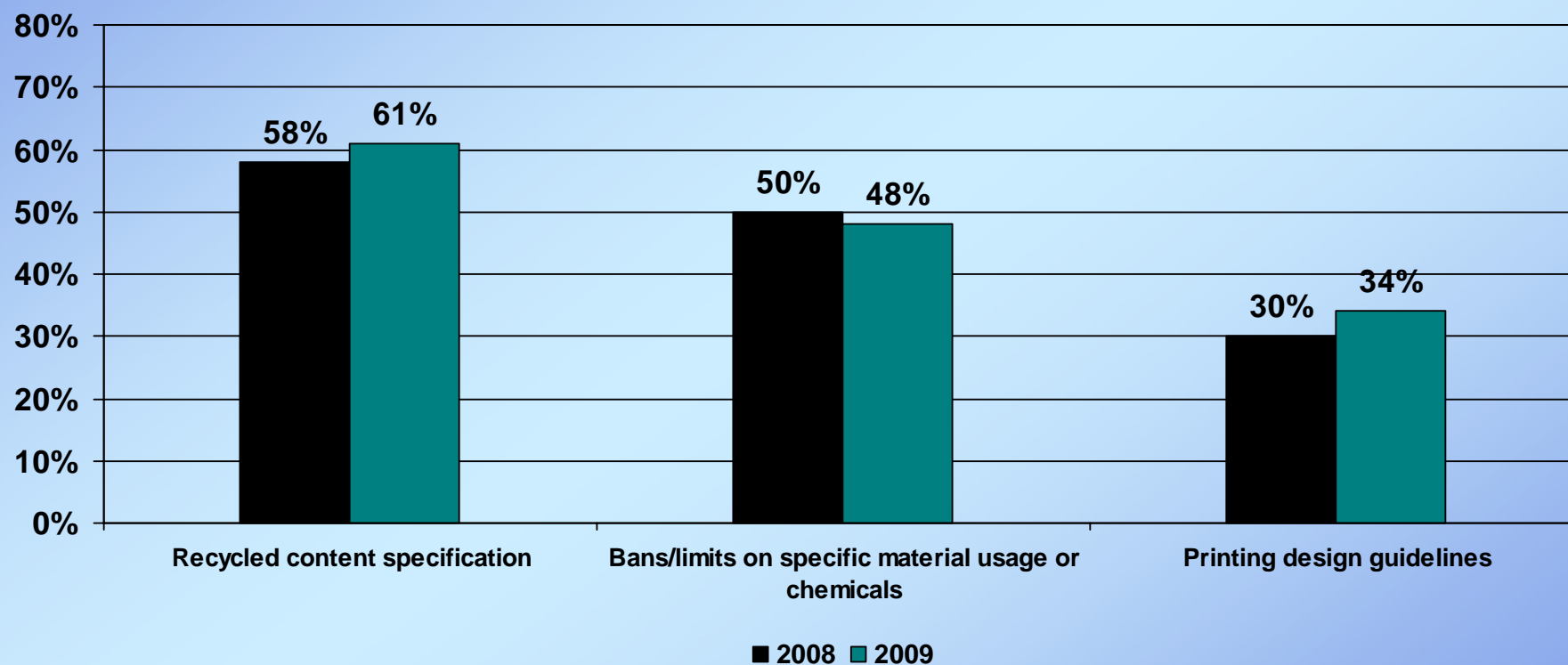


In which of the following areas is your company implementing sustainable practices?



Adoption Levels

- Specific guidelines included in policy

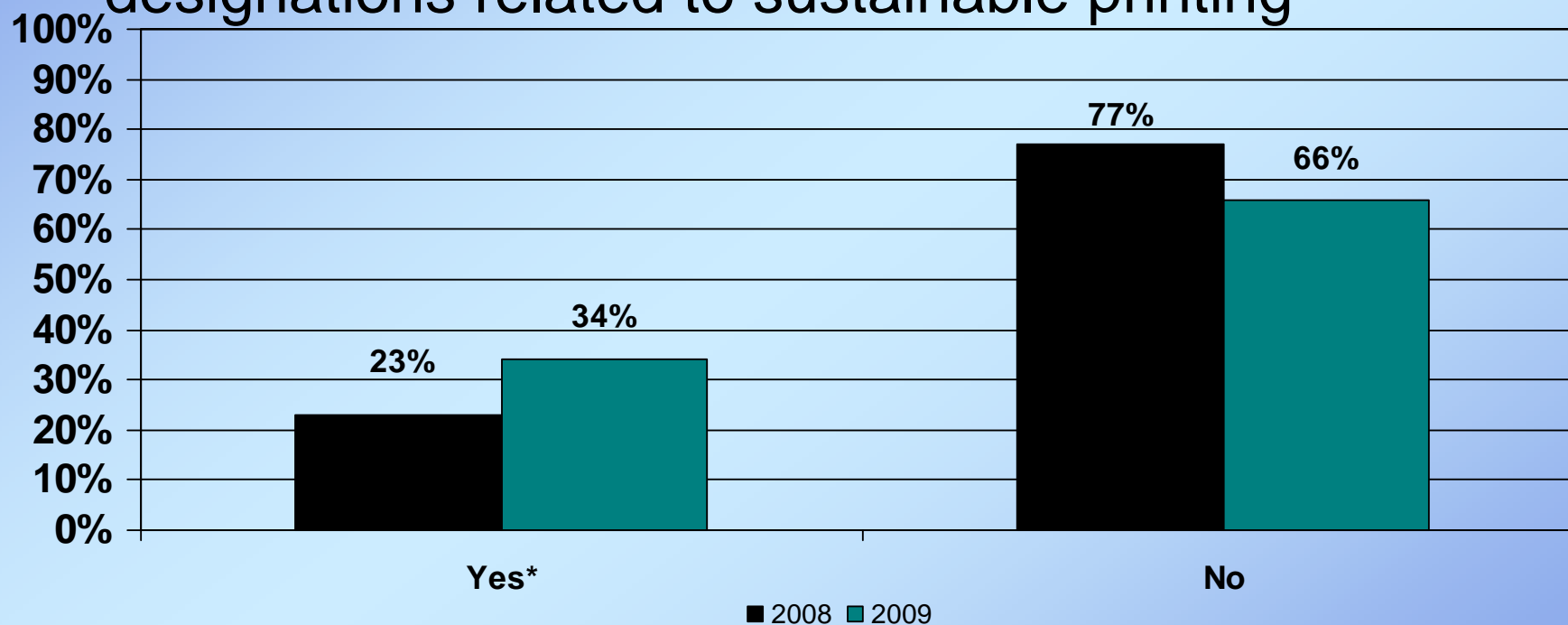


What specific guidelines are provided by your company's sustainable printing policy?



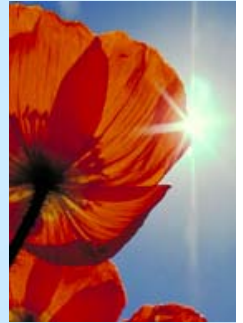
Adoption Levels

- Does company promote certifications / designations related to sustainable printing

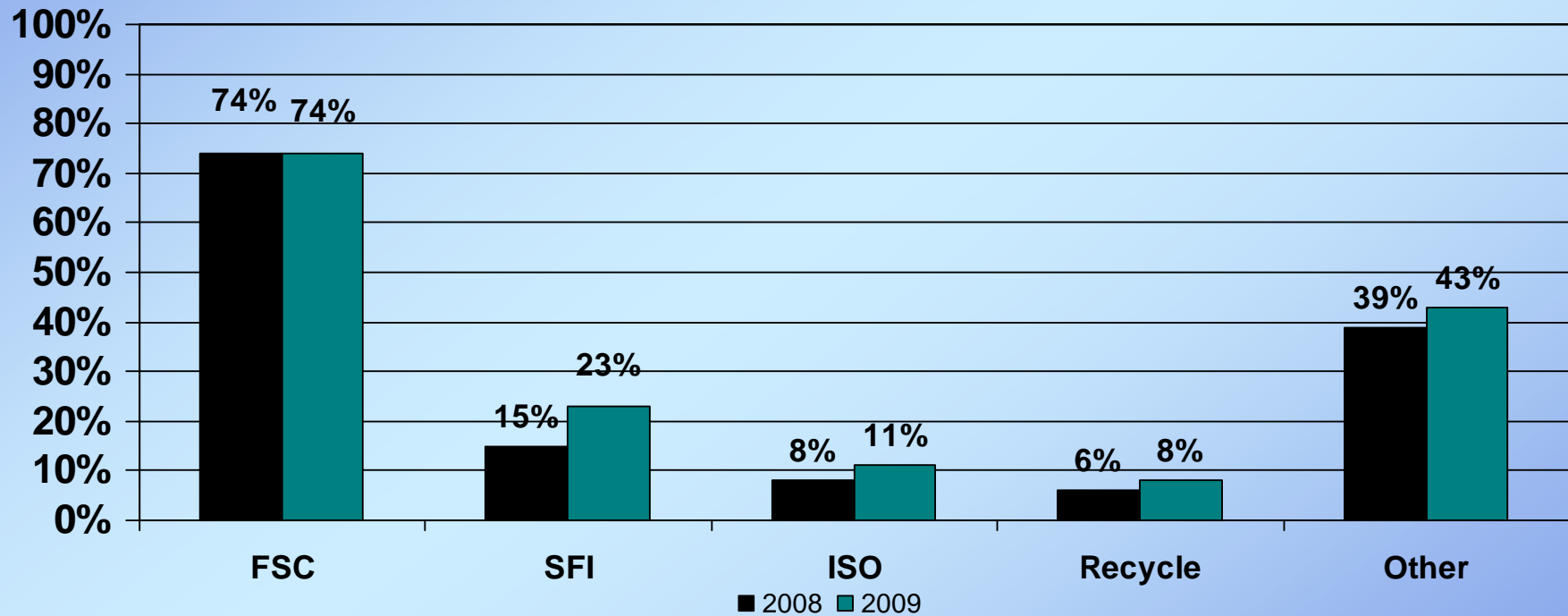


Does your company promote any certifications / designations related to sustainability as part of any promotional activities?

Promoting Sustainable Practices



- Which sustainability certifications promoted?



Does your company promote any certifications of sustainability in promotional activities?

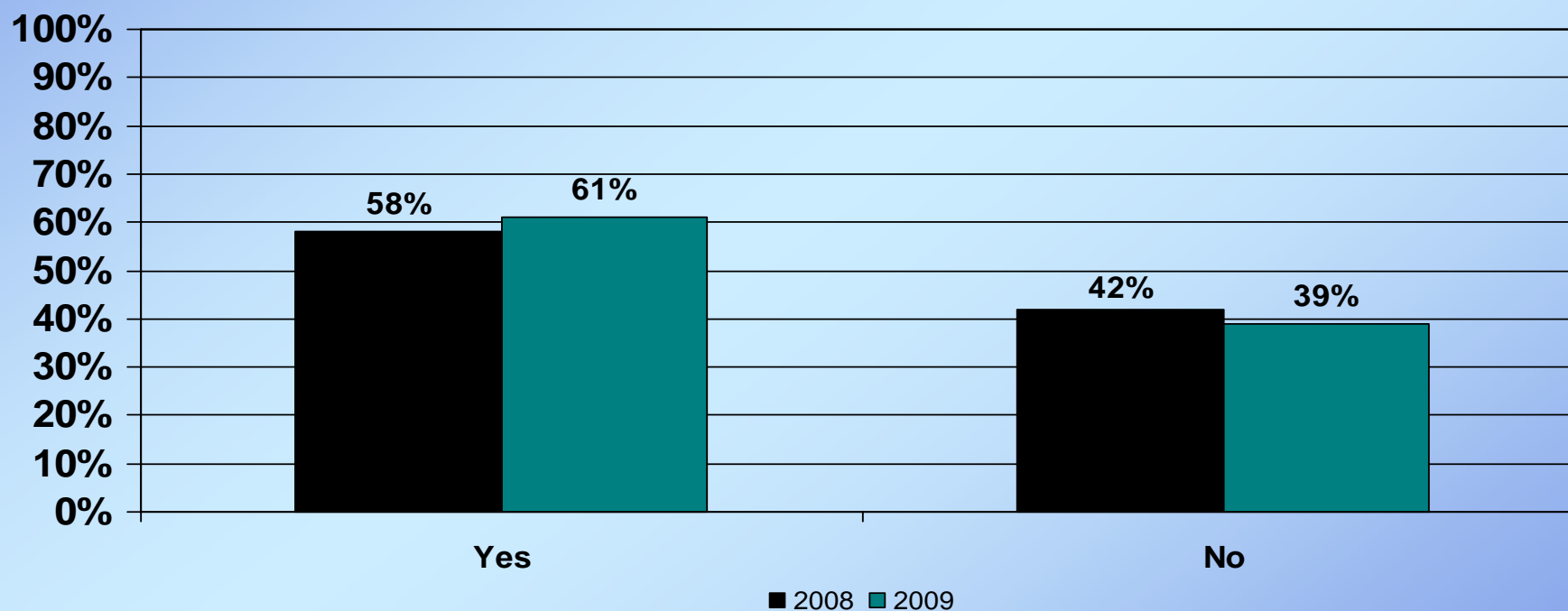


Impact on Decision Making



Impact on Decision Making

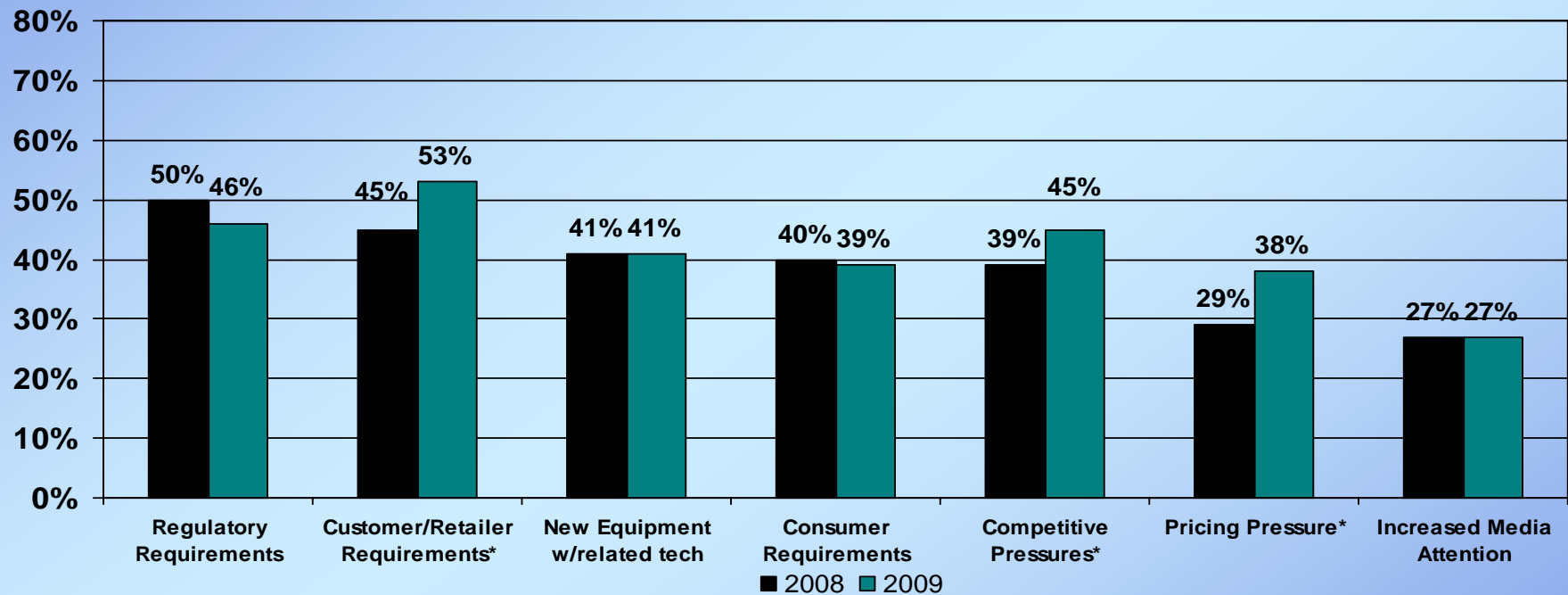
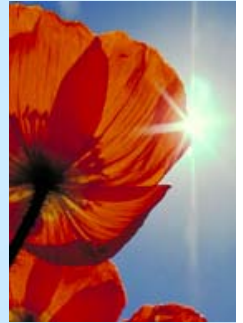
- Sustainability efforts as part of overall sustainable strategy



Are your company's sustainability efforts part of your company's overall strategy?

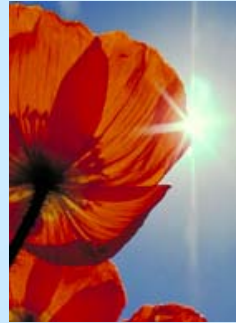
Impact on Decision Making

- Top factors influencing sustainability activities

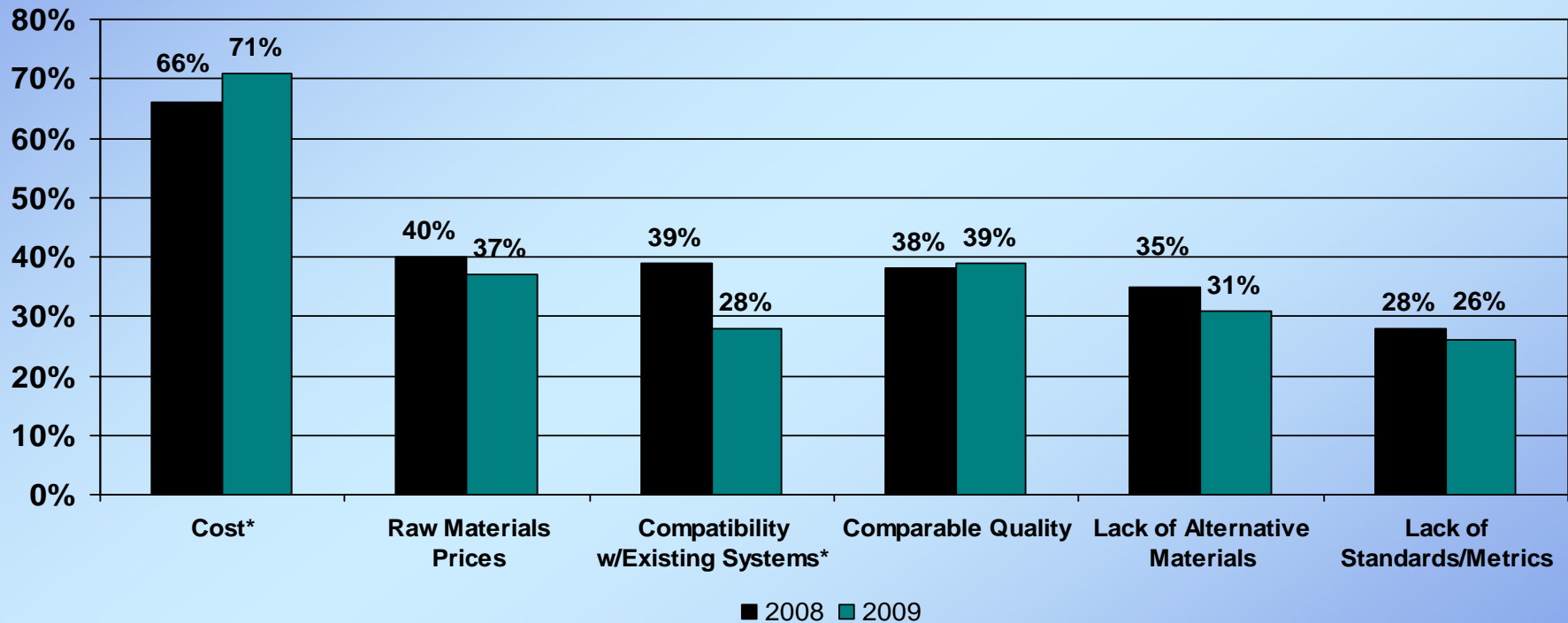


Which factors have the most influence on your company's sustainability activities?

Cost: Big Challenge to Sustainability



- Top challenges to being more sustainable

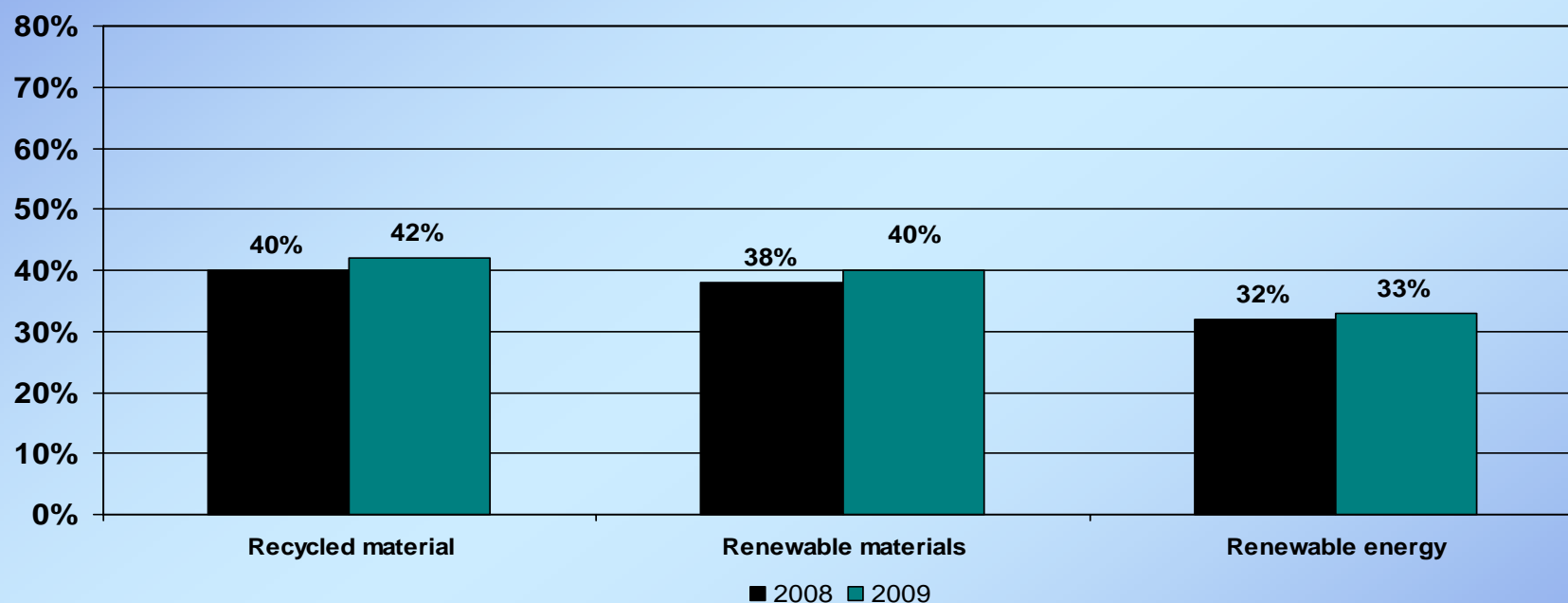


What are the biggest challenges to making your current printing processes more sustainable?



Impact on Decision Making

- Extent recycled material, renewable materials and renewable energy are a priority



To what degree is using recycled material, renewable materials and renewable energy a priority for your company? (Graph displays net high/moderate priority.)

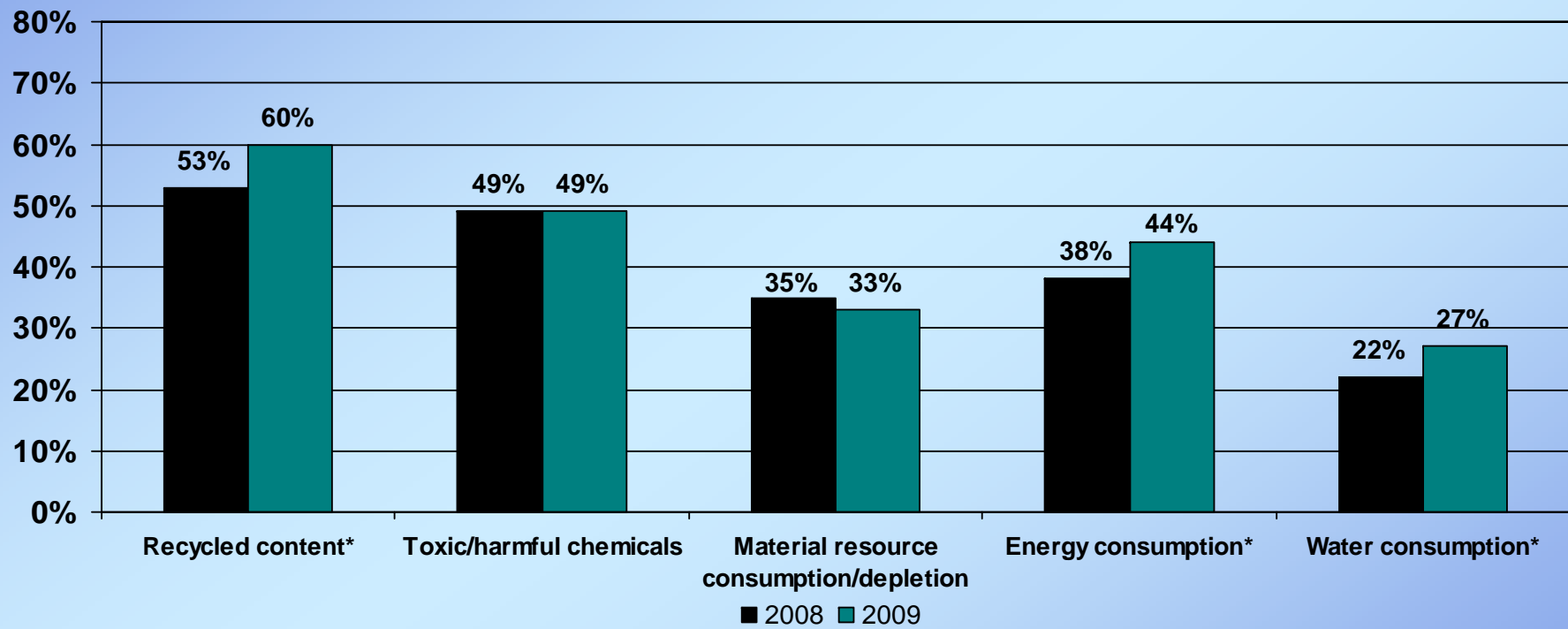


Measuring Success

Measuring Success



- Top criteria used to evaluate sustainable printing

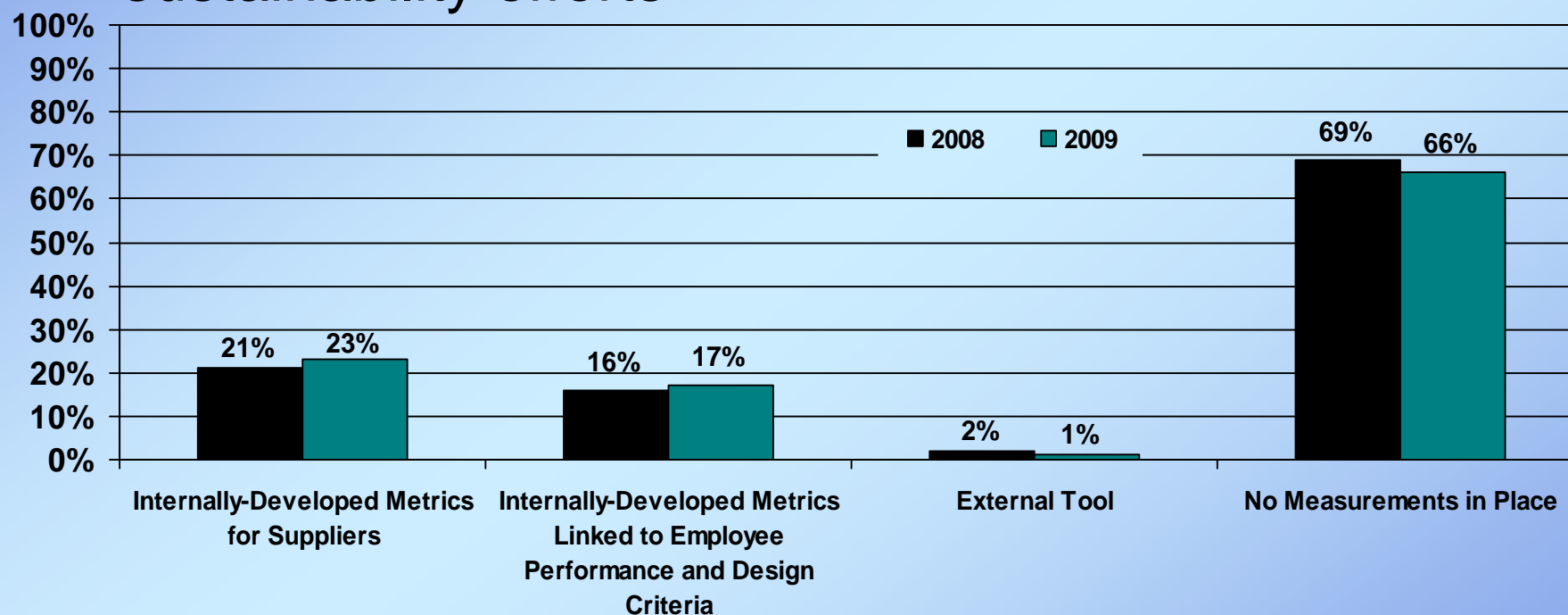


What criteria does your company use to evaluate sustainable printing?



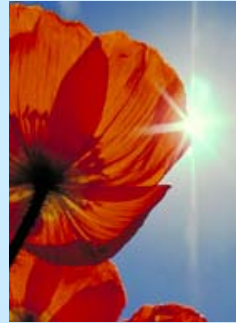
Measuring Success

- Tools used to measure, track progress of sustainability efforts

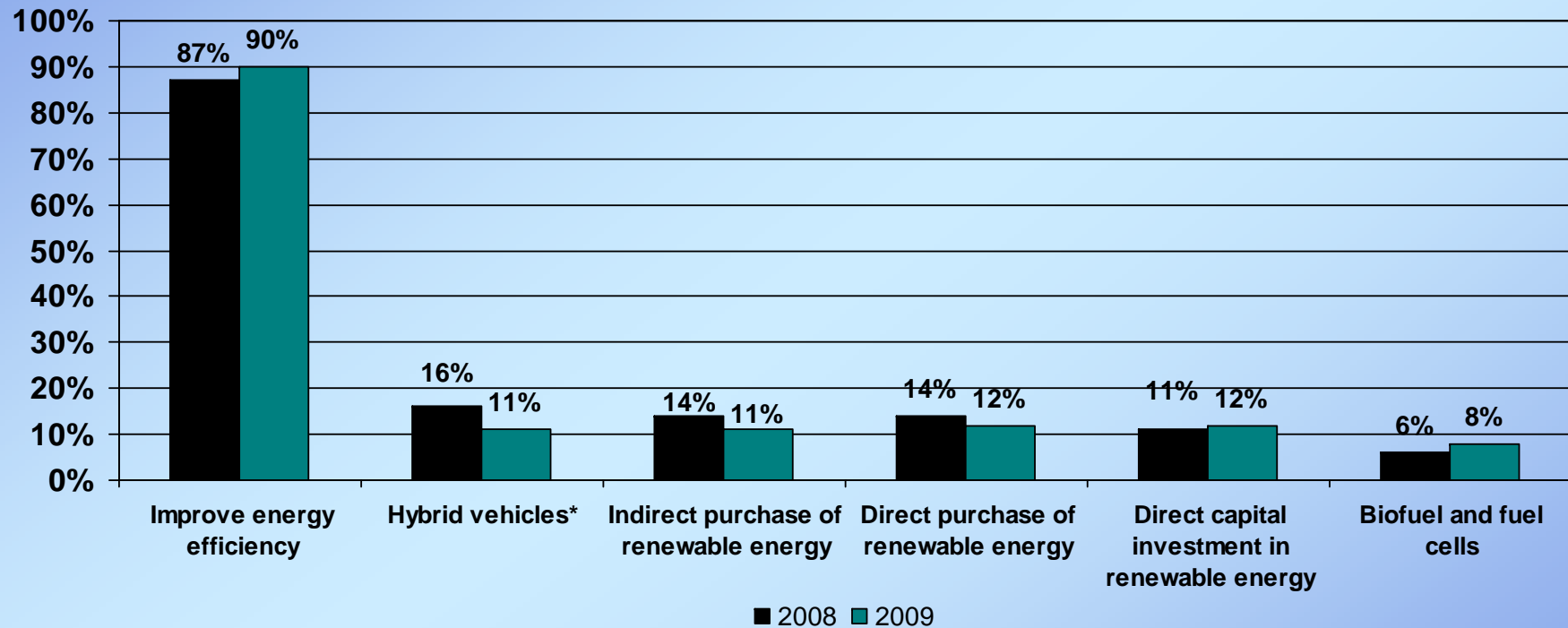


What tools evaluate performance and tracking for your sustainable printing activities?

Measuring Success: Fossil Fuels



- Reduction in fossil fuel dependence



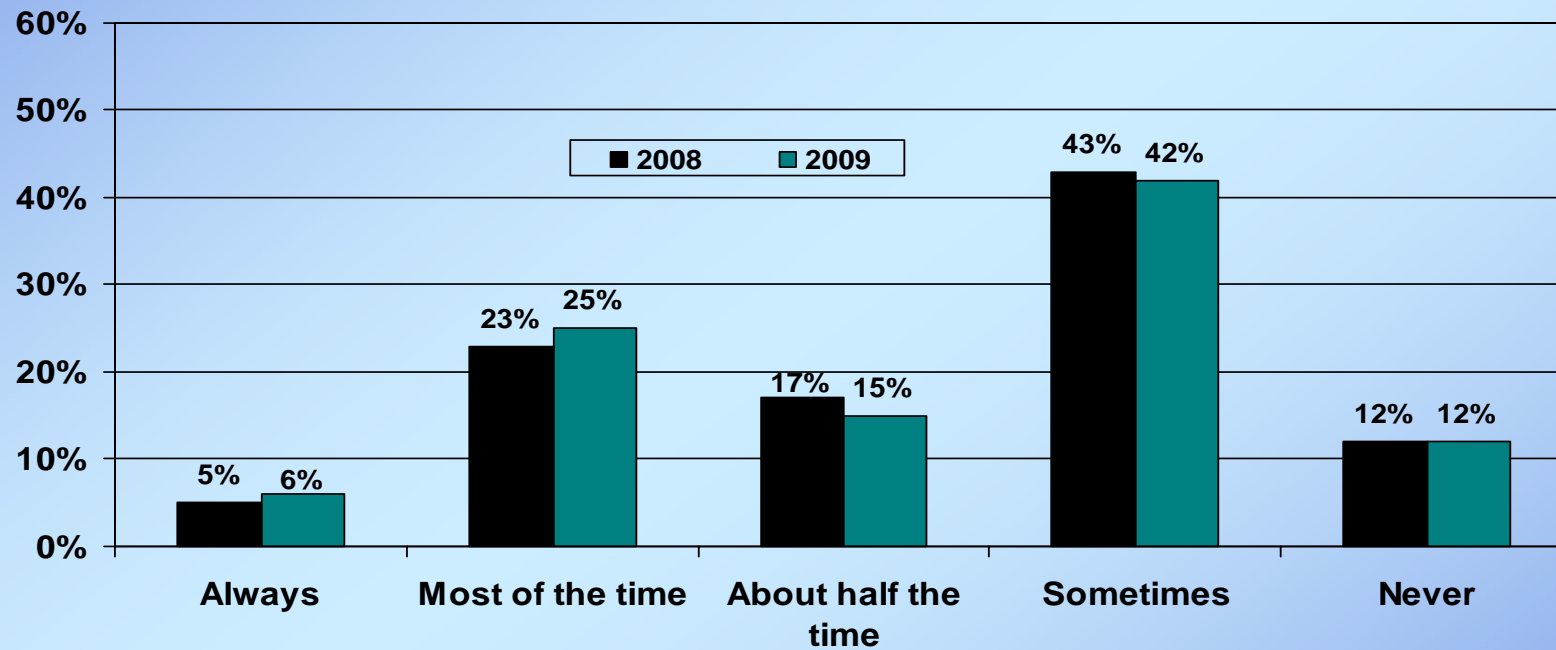
What methods are you using to achieve reduction in dependence on fossil fuels?



Personal Influence

Personal Influence

- Corporate impact on personal buying choices

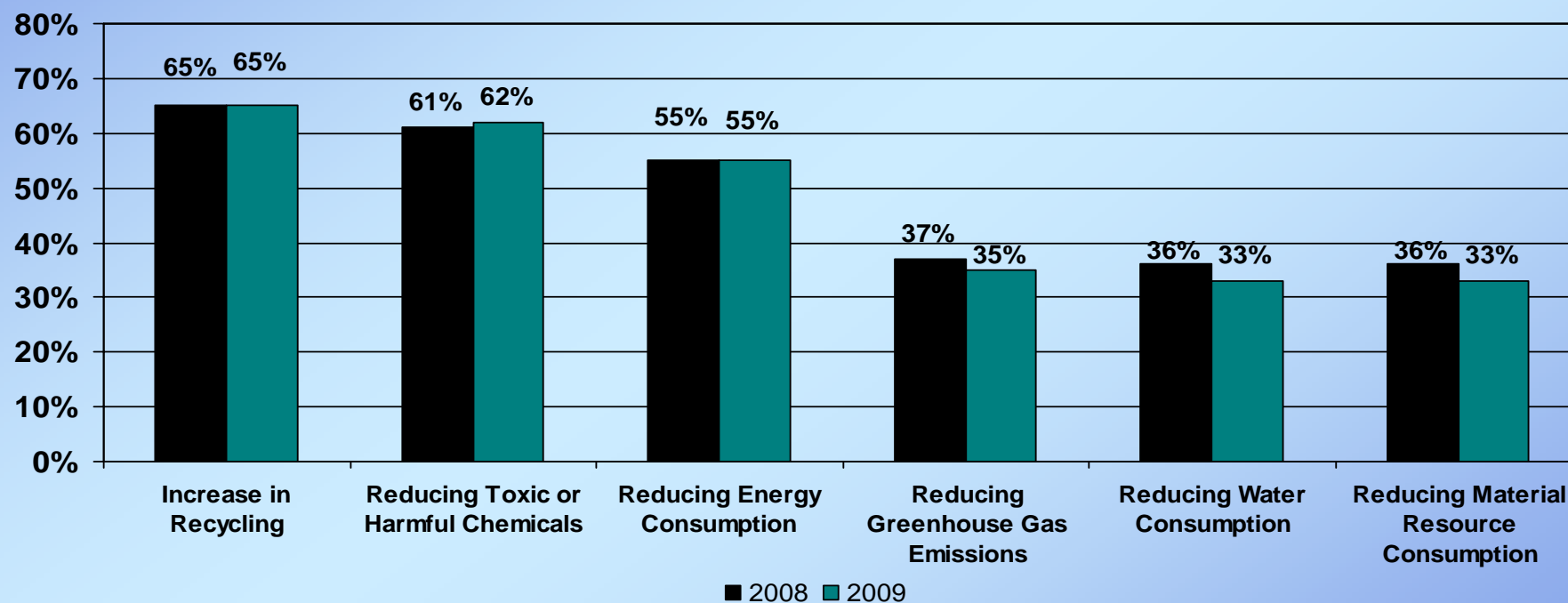


Does a corporation's sustainability or environmental position make a difference in your personal purchasing decisions?



Personal Influence

- Which areas can positively impact environment most



Of the following areas, which do you feel can most positively affect the environment?

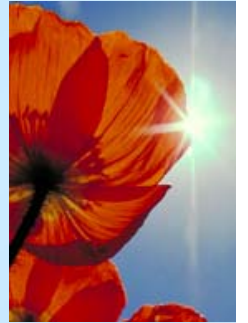


Environmental Leaders in Any Industry

- Top mentions for 2009 vs. 2008
 - Wal-Mart—21% (up from 18%)
 - Toyota and other cars—16% (up from 14%)
 - 6%: Apple (up from 2%), GE (flat at 6%)
 - 4%: Starbucks, Xerox. . . *Ink Companies*
 - 3%: DuPont, HP, Kodak, Whole Foods, xpedx (paper)

When you think of environmental leadership, which companies first come to mind?

Environmental Leaders in Printing



- Top mentions for 2009

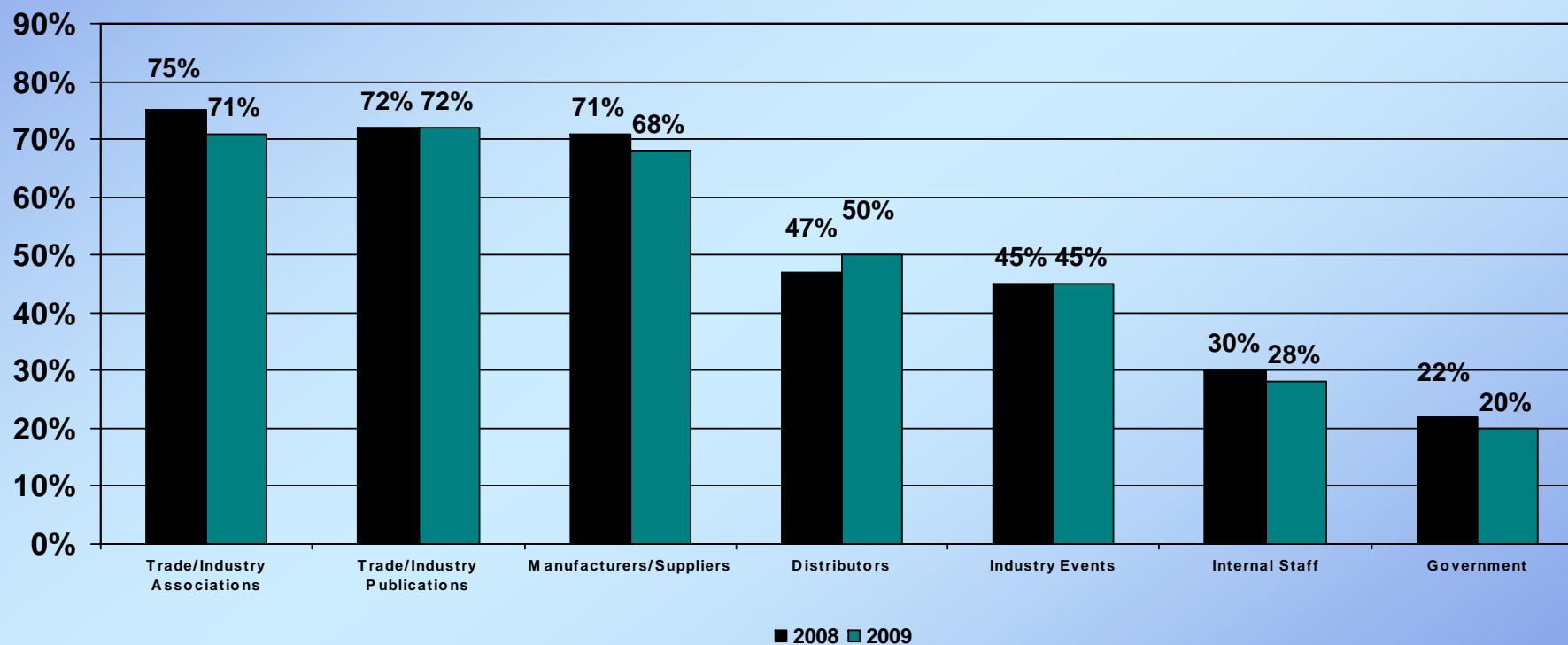
- 6%: Quad Graphics, RR Donnelley
- 5%: Xerox, Paper Firms Generally
- 4%: Fuji, HP, Kodak, Mohawk
- 3%: DuPont, Sun, Heidelberg, Sandy Alexander, IP, Quebecor World, , xpedx,
- 2%: Canon, Neenah, New Leaf, Weyerhaeuser

When you think of environmental leadership, which companies first come to mind?



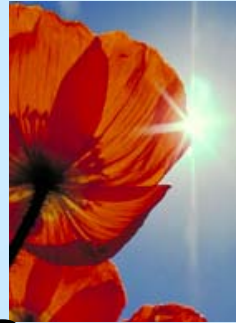
Personal Influence

- Sources used for credible information on sustainability



What sources are you using to get credible information about sustainability?

Summary



- **Sustainability: growing part of business**
- **Process is method for implementing it**
- **Rising concern with energy**
- **Cost an inhibiting factor in sustainability**
- **Performance, quality decline as concerns**
- **Traditional factors guide equipment and supply choices: price, performance**
- **Sustainability**



Thank you!

GraphicArts
MONTHLY.

