

## Printing In Australia DIFFICULT - BUT NOT DEAD

The industry faces a significant challenge from the ongoing shift from print towards electronic communications, documents and publications. In addition more retail, financial and business transactions are being conducted or processed digitally thus reducing paper and print requirements. Industry revenue is forecast to fall by an actualised 2.6% over the five years through 2018-19 to \$7.2 billion. Offset presses won't be consigned to the garage or the museum just yet—in fact, probably not for the foreseeable future. Whether it's 37 percent or 40-something percent of the market, that's still a substantial chunk of printing. As we saw with letterpress in the last century, no process stays on top forever. That's just the way technology evolves. And, who knows, maybe in 30 or 50 years time, we'll be asking serious questions about the future of digital printing.

## THERE IS HOPE!

We continue to reduce fixed costs, improve productivity and identify niche growth areas YES  
THERE ARE SOME!

We are here to help you help your customers. We are your Partner Not Your Competition.

**Help us  
help you!**



# The Future of Print trends transforming the industry

Digital is overtaking Lithography. Digital now holds almost half of the print market share. Digital print volume was forecast to grow by 68.3 percent between 2008 and 2018.

In 2013, Smithers Pira released a study called The Future of Offset vs. Digital Printing to 2018 in which it stated that "The volume of all offset prints will have fallen by 10.2 percent across the world between 2008 and 2018, while digital print volume is forecast to grow by 68.3 percent." At last September's Graph Expo, industry expert Frank Romano gave a presentation in which offset was slated to decline from 49 percent of industry volume in 2012 to 37 percent by 2020. Digital inkjet will soar from nine percent to 21 percent over that same time frame.

"Numbers don't lie," said Romano. "Offset volume is declining as digital volume is rising. At some point, offset will be between 30 and 40 percent of all print volume. Offset will continue to be a viable process because of long runs, and because of its ability to handle spot colors."

If you look at any sector or end-use market in the printing industry today, you'll notice that the biggest drivers of the demand for print are short runs ("short" being a relative term) and personalization/customization, as well as "just-in-time" printing. These are things for which offset—or, in fact other analog processes in general—are not well-suited.

"The balance between offset and digital print will be determined by market requirements for customized documents and just-in-time manufacturing," said Jim Hamilton of InfoTrends. "The balance between offset and digital—and other means of information delivery—will occur on an application-by-application basis where the aspects of cost, productivity, format, and print requirements like Pantone colors and special effects are weighed against the possibilities for workflow automation and process improvement. There is a lot of room in this world for those last two items and digital print is certainly better positioned to drive that type of progress in print."

Still, Hamilton and InfoTrends also don't see offset vanishing entirely. "Offset will continue to decline in terms of overall page volume, but it will not go away," he said. "Offset's ability to manufacture large quantities of documents very cost effectively will continue to be valuable for many print applications."

So the larger question is not just what is the future of offset, but what is the future of printing in general. Like offset, print won't go away, but it will play more of a supporting, rather than leading, role in a larger cross-media universe.

"Print will continue to be an essential component of the communications mix as consumers and knowledge workers establish a new equilibrium based on the inclusion of new media types and channels into our personal and professional life," said Chris Bondy, director of RIT's Cross-Media Innovation Center (CMIC). "We rarely discontinue the use of a media; we simply rebalance the usage and incorporate the new and old media in a newly reconciled mix. Print volumes will stabilize for the short-term now that the results of the recession are leveling out and the recent wave of new technologies have been integrated into our culture and professional practice. The once disruptive wave of new intriguing technologies like; tablets, social media, smart phones, etc. are now becoming mainstream as solution and service providers are figuring out more effective ways to use all media types in harmony with well planned and executed deployments."

# Integrated Cards and Labels



Lamson's would like to introduce you to our Integrated Product Range. Now every organisation can afford to issue their own customised cards and/or labels.

We can help your customers to Reduce Costs using Lamson's Integrated Cards and Labels - some of the major benefits of these forms may include:

- Eliminating the need for multiple documents, printers, and types of media.
- Improving accuracy and efficiency - reduce human error by eliminating the need for multiple data entry points.

## Integrated Cards

Our Integrated Cards offer laser, inkjet and impact printer applications for Membership, ID, Shareholder and Discount Cards, Special Promotions, Event Invitations and other concepts. Our Integrated Card is also hot laser and signature compatible. It is ideal for issuing instantly when joining an organisation or at point of sale.

This product is manufactured as part of the printed sheet. The image is first printed, then a clear polyester laminate is applied to the front and back of the card area only to give it a plastic look and feel. These cards have been adopted by some of Australia's largest insurance companies and financial institutions.

Our laminates come in matte, satin and gloss on the front and gloss on the back. All can be laser printed, with matte and satin also being "signature compatible", so they can be written on with a pen if a signature is required. Some laminates also come with inkjet compatible coatings.

## Integrated Labels

Like our Integrated Card, our Integrated Label is produced as part of the printed sheet. The superior laser printer compatibility of our

Integrated Label is unparalleled as it simply will not jam like tipped-on labels, as it has a much lower profile, being part of the sheet.

Integrated Labels have been an enormous success and are currently being used by some of the largest pharmaceutical and direct mailing companies in Australia.

You may wish to print forms incorporating these labels to allow you to print packing slips and shipping labels simultaneously. When you use a laser printer form with an integrated label, you only execute the print command once, take the printed form, and then pack and ship. Without such labels and forms, you will have multiple steps even before you pack a shipping box.

Integrated Labels can be used for a variety of purposes, such as window/windscreen stickers, transportation and logistics shipping orders, warehousing and distribution pick tickets and packaging slips, registration forms, work orders, marketing pieces, pharmacy labels, confirmation forms, goods return labels, pathology test requests with labels, product registrations with built in help desk labels and many more applications.

**To discuss your requirements, request samples or if you'd just want to know more about our Integrated Products, please contact our team on +61 2 9743 8577 or email via [info@lamsonparagon.com.au](mailto:info@lamsonparagon.com.au)**

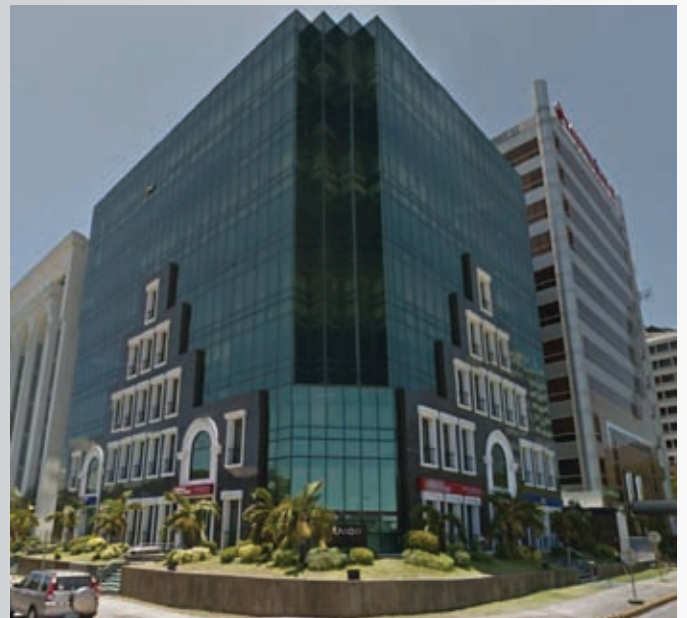


## Congratulations are in order!

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Introducing a NEW Product from Lamson

# YUPO Octopus®

Sticks to flat surfaces without adhesive!



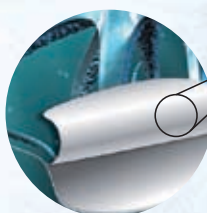
Yupo Octopus is a polypropylene synthetic grade that adheres to any smooth surface. Not just once but kept clean, can be re-adhered as many times as you like. As the name suggests this product works by way of 'micro suction' technology exclusive to Yupo which allows adhesion without any glue, magnets or static making it a clean option with no messy residue. Its ability to be removed and reused without residue makes it the ultimate substrate for retail and display applications.

## Features and Benefits

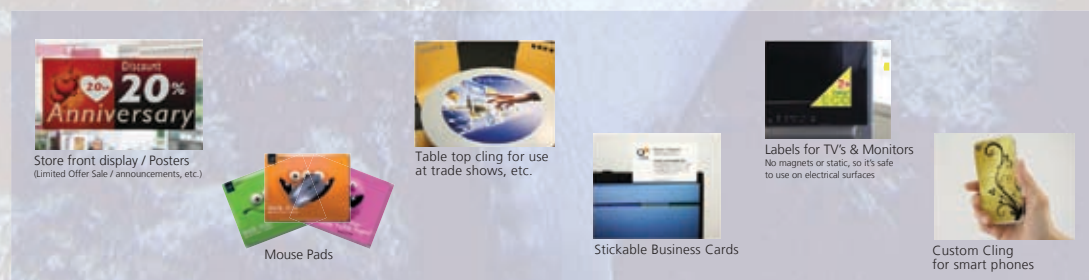
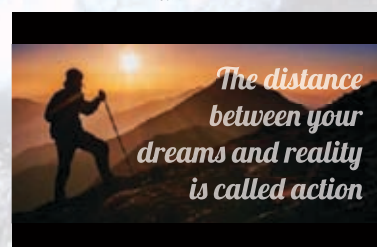
- Adhere to any smooth surfaces using suction technology
- Leave no residue
- Ideal for Point of Sales Application
- Repositionable Synthetic Paper
- Multi useable to any smooth surface
- Not using PVC. YUPO Octopus® is environmentally friendly
- 100% Bubble Free
- Special handling is not required
- Easy to stick on and easy to remove

## Applications

- Store Front Display / Posters
- Mouse Pads
- Table Top Cling for use at Trade Shows, etc.
- Stickable Business Cards
- Labels for TV's & Monitors – no magnets or static, so it's safe to use on electrical surfaces
- Custom Cling for Smart Phones



Micro-suction technology – tiny suction cups formed on one side grip any flat, smooth surface



**We'd like to introduce you to this wonderful new product. Please contact us if you would like some of our motivational poster samples to stick up around your office\***

\*Please see poster samples above ▲ ▲ ▲



# 24th Annual Lamson Group Christmas Cruise

They came from all over Australia to join us on the famous Lamson Group Christmas Cruise on Sydney's magnificent harbour.

There were some new faces this year as Channel Partners, Supply Partners, Management and Team Members delighted in a leisurely afternoon of live music (performed by The Gold Beats), wining and dining whilst discussing the year that was and

the continuing challenges our industry confront today.

After feasting on a delicious buffet lunch it was time to say thank you to our Channel Partners, not only for their continued support over the years but also for taking time out from their hectic schedules to celebrate with our team.

With the formalities over it was

time to bring on the laughs with comedian Steve Allison. He had us doubled over in hysterics with his witty remarks. With the drinks and conversation flowing freely the day was one to remember.

From all of us at the Lamson Group we'd like to thank all of our Channel Partners for their support in 2015. Here's to 2016, may it be our best year yet!

