



World Printers Forum

Trends and predictions for newspaper printers

Built on the World Printers Forum Survey/Outlook
2022-2023

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WPF Survey 2022-2023

Friday, June 2, 2023



Background

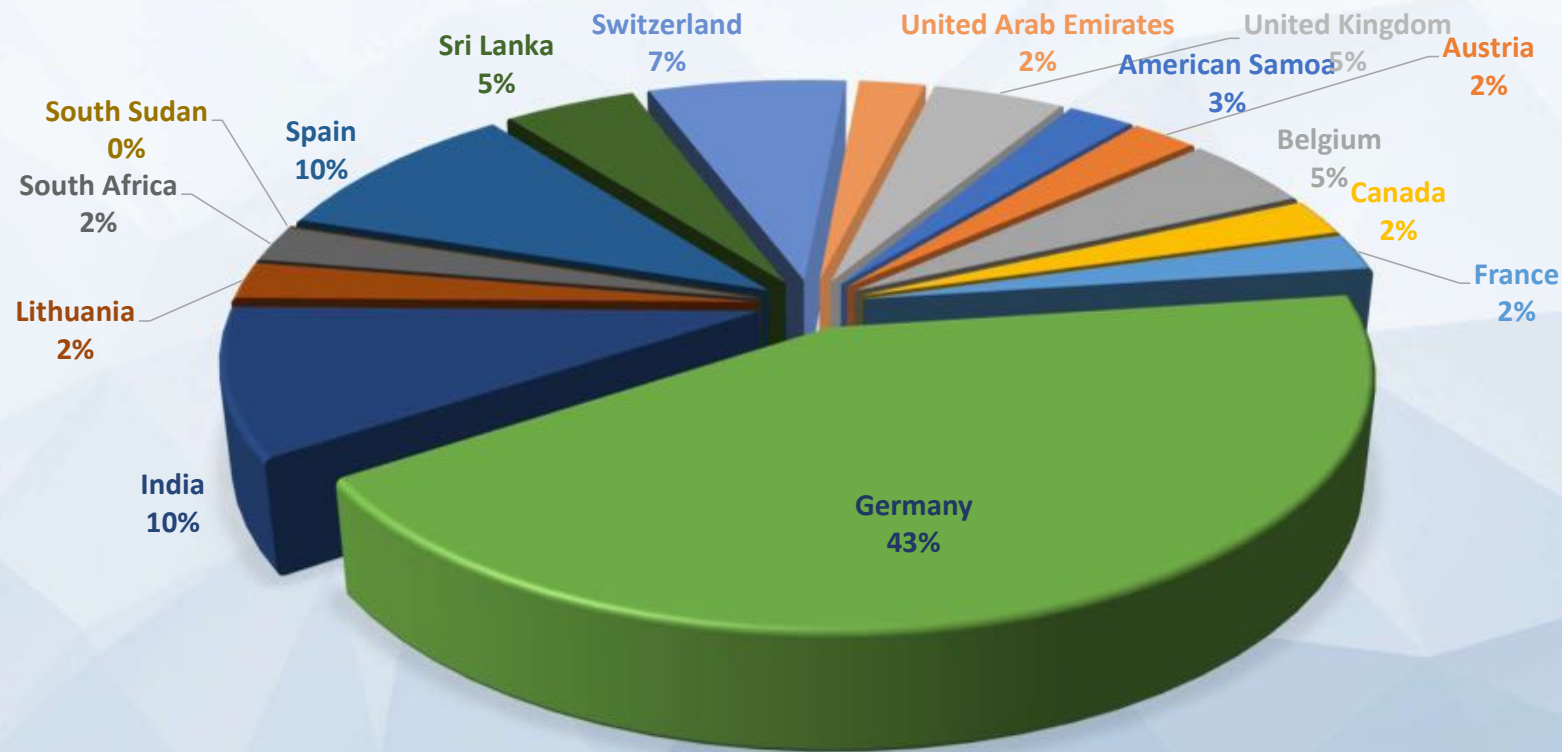
WAN-IFRA conducted this survey among Print Production Executives from October 2022 to May 2023. **Forty two** took participated in this survey.

Participants are **categorised by country**. The answers portray how **the economic situation** is in the world:

- War in Ukraine
- Inflation and high interest rates
- Higher living costs



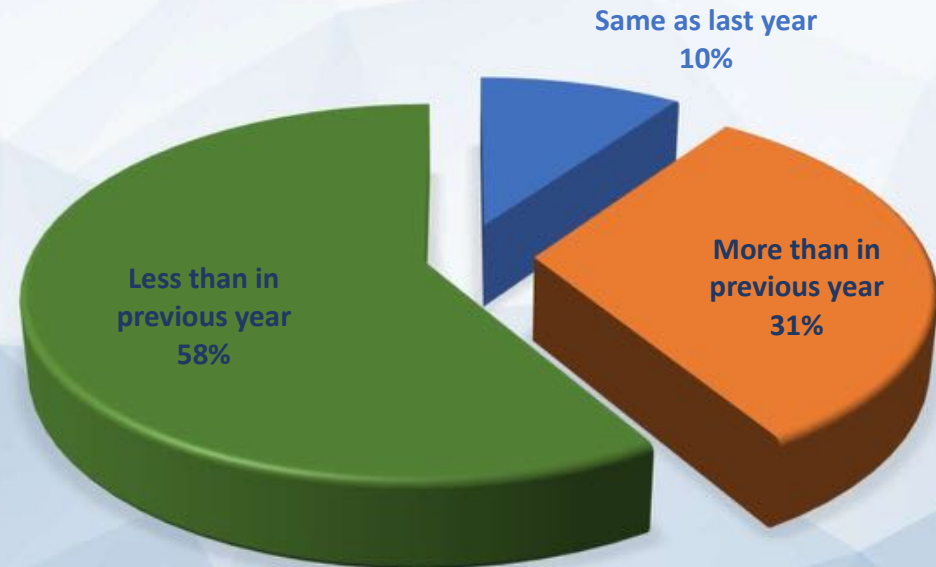
Which country is your company primarily based in?





How do you assess your current business year (2022) compared to the previous year (2021)? - Revenue

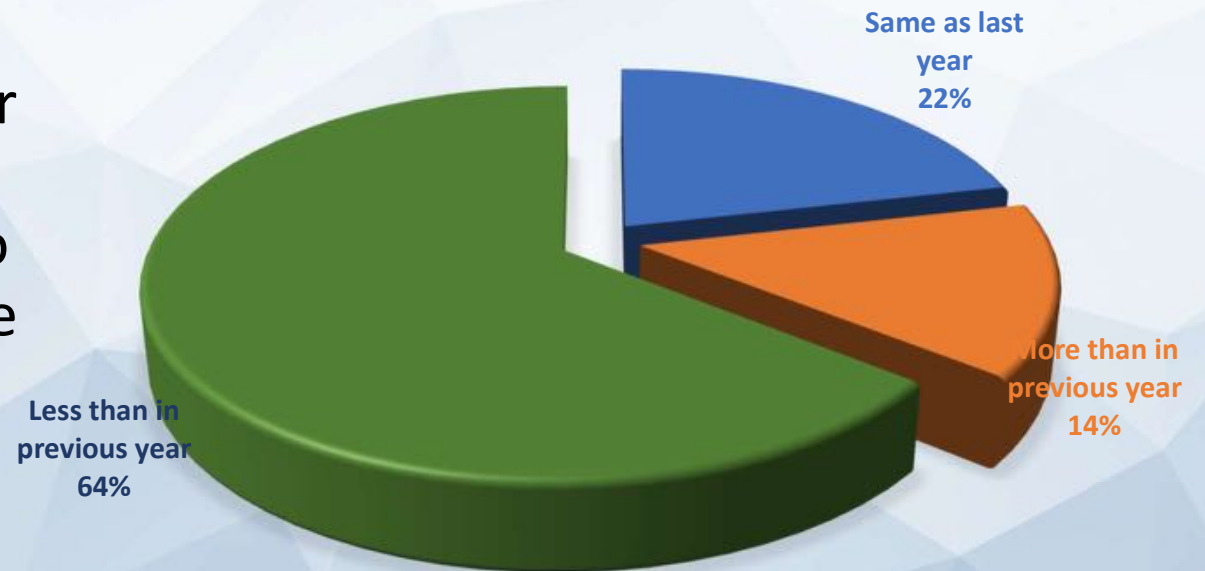
Companies are experiencing more difficult times due to economic situation as well as decline in newspaper circulation.





How do you assess your current business year (2022) compared to the previous year (2021)? - Headcount

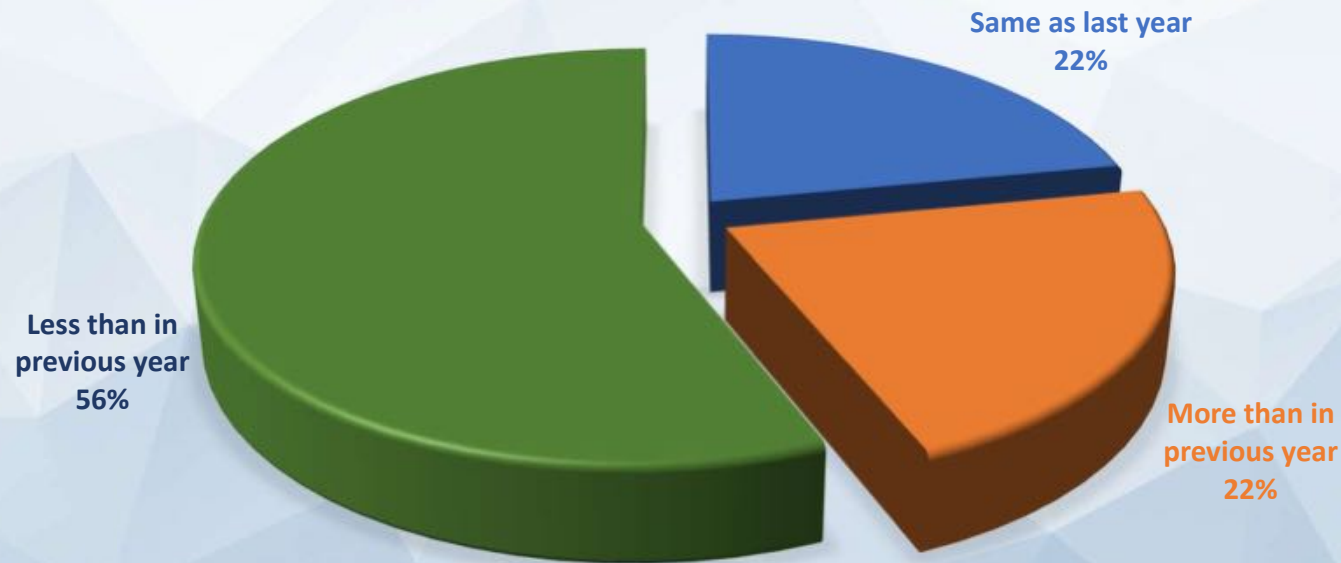
With modern technology fewer employess are needed in the press room i.e. same applies to pre-press. Some companies are experiencing more business.





What is your expectation for the coming year (2023) compared to this year (2022)? - Revenue

Company executives are worried about the world wide situation. Are preparing for a hard year.





What is your expectation for the coming year (2023) compared to this year (2022)? - Headcount

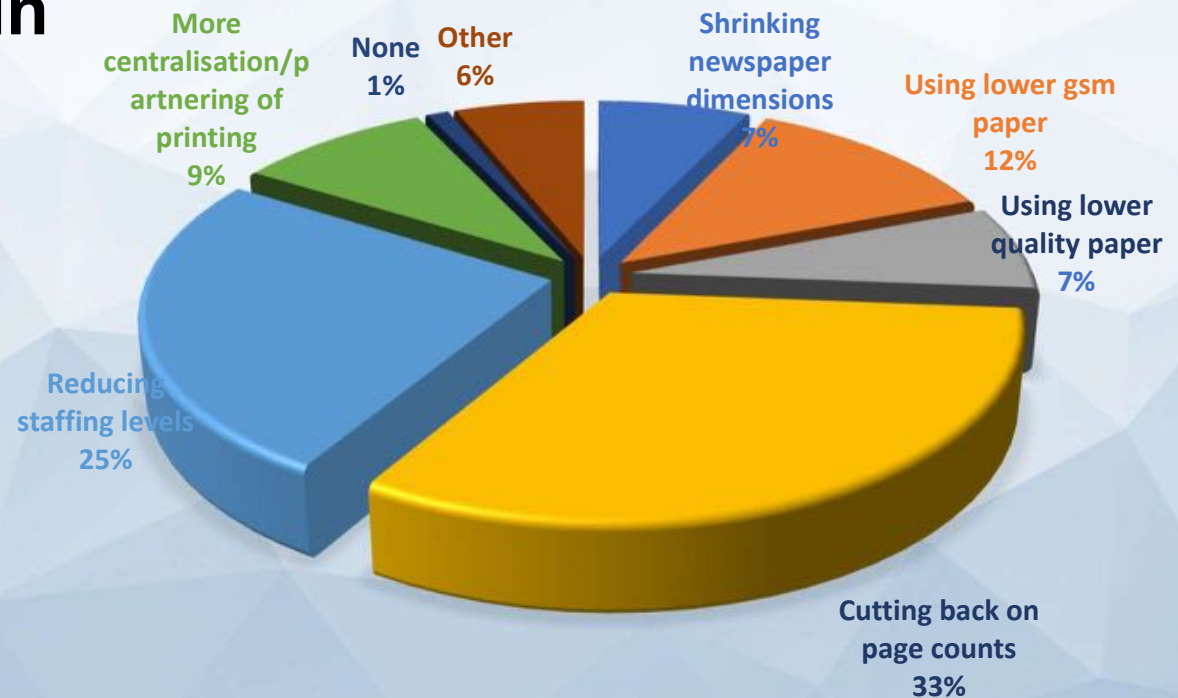
Less employees mean less overhead and more saving. Also means that flexibility is diminishing.





What are some of the ways your business is overcoming increasing paper prices, supply chain issues, rise in other raw material prices, oil prices?

When the page count is cut it will be very difficult to get it back up. Staff is also a cost factor worth noting!





How is your print business developing for external customers and other publishers?

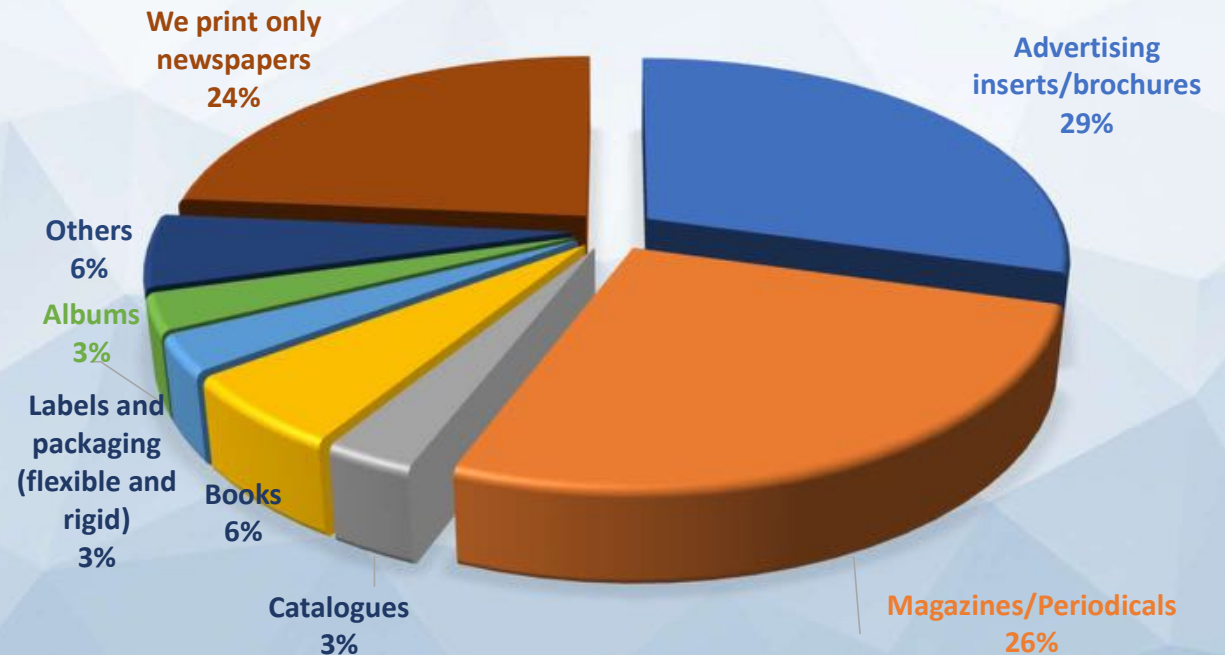
Most printers see this as their way forward. To expand their production towards other products and other markets along with the newspaper.





Are you expanding your printing business into areas outside newspaper printing? Which of the following do you print other than newspapers?

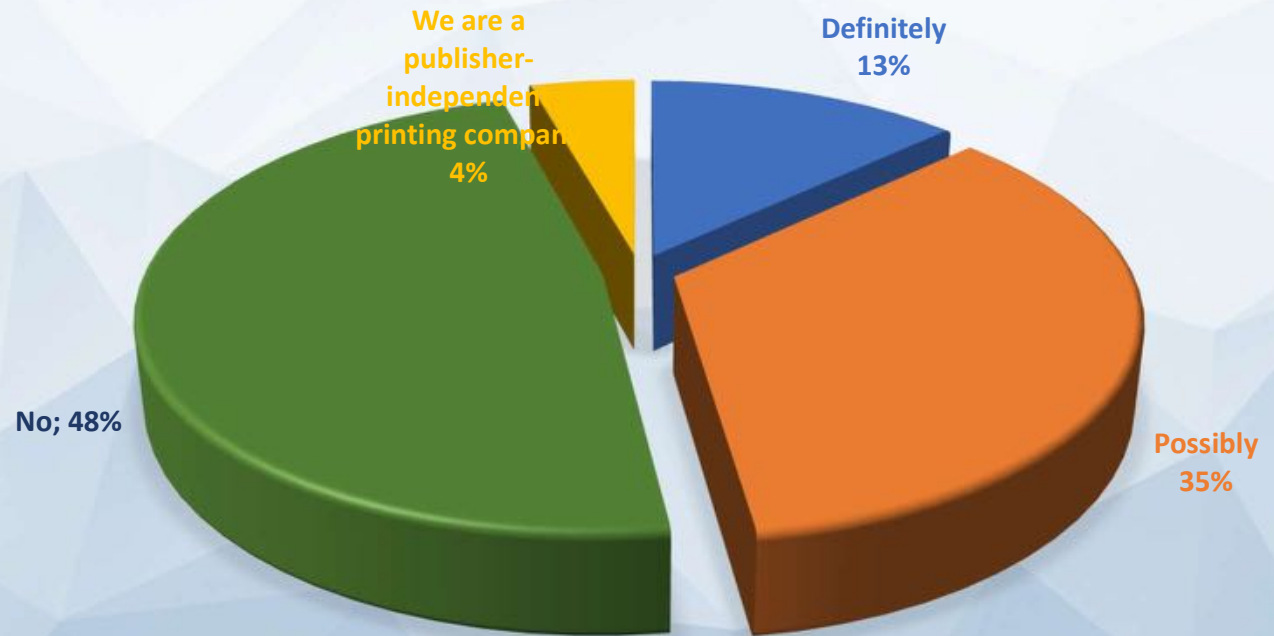
Interesting to see expansion towards magazines and periodicals meaning that sensitivity about the paper is gone.





Is your publishing house planning to outsource print jobs to external printers?

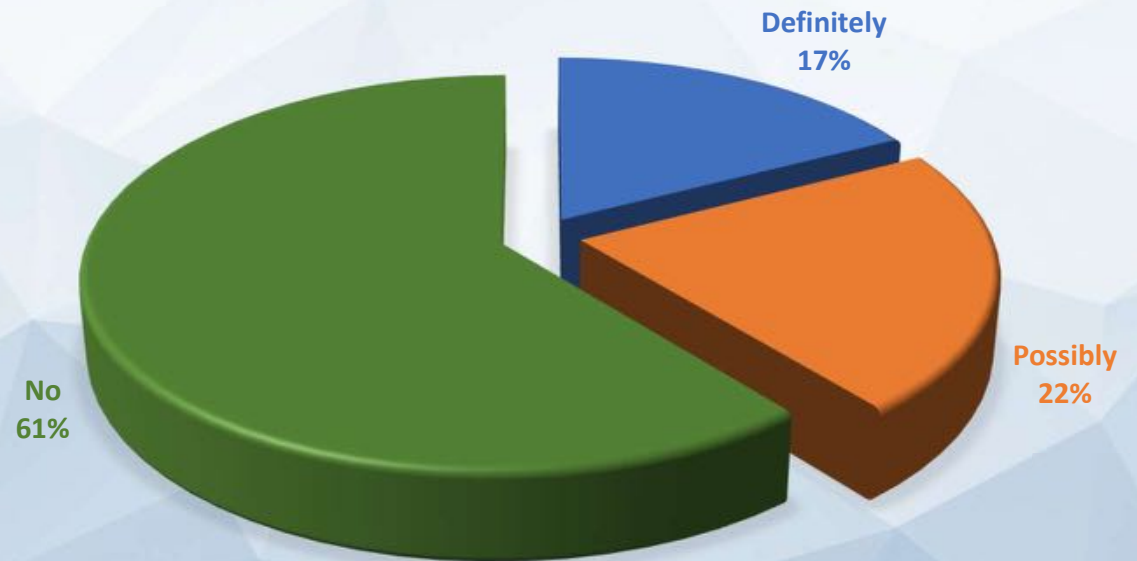
Interesting to see that 35% are thinking about outsourcing their print and 13% has decided to do it. Then almost half will not outsource.





Do you have plans to close printing plants?

Quite high number 17% has decided to close plants but still a reassuring number of 61% has no plans to do so.





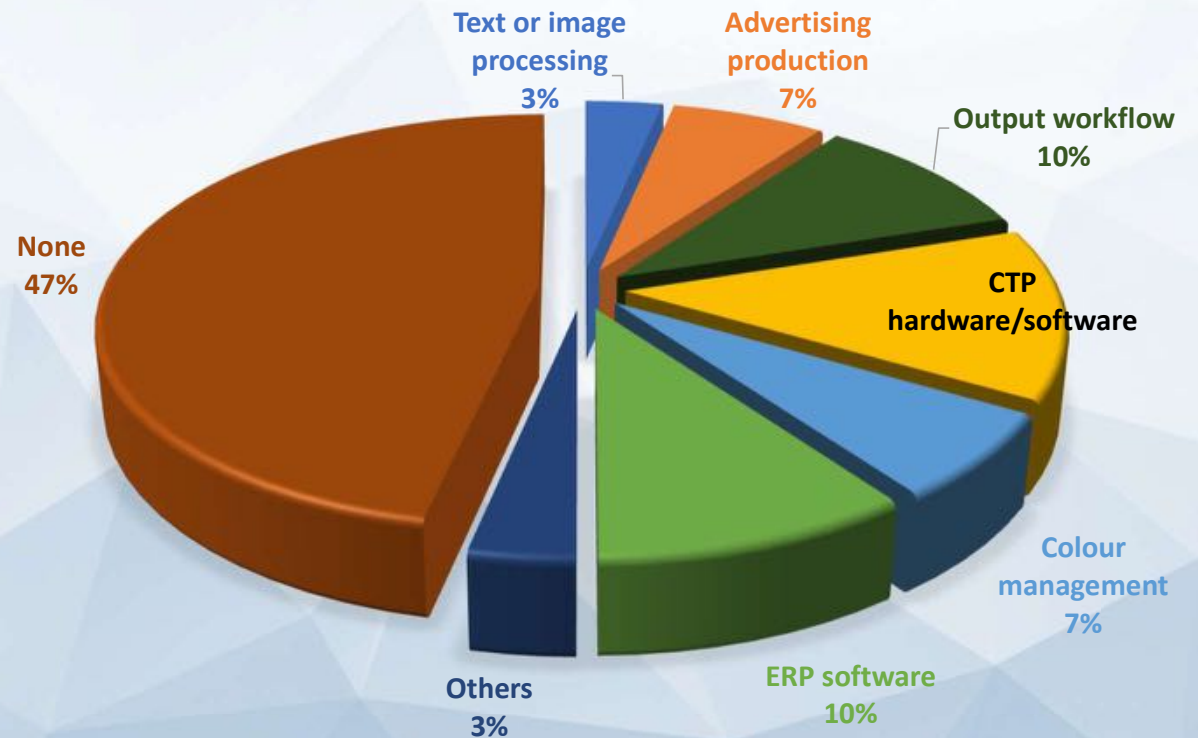
Are you planning new or retrofit investments this year or next?

Big part of the participants agreed that they are planning a retrofit to their existing equipment which is a continuing trend



Prepress:

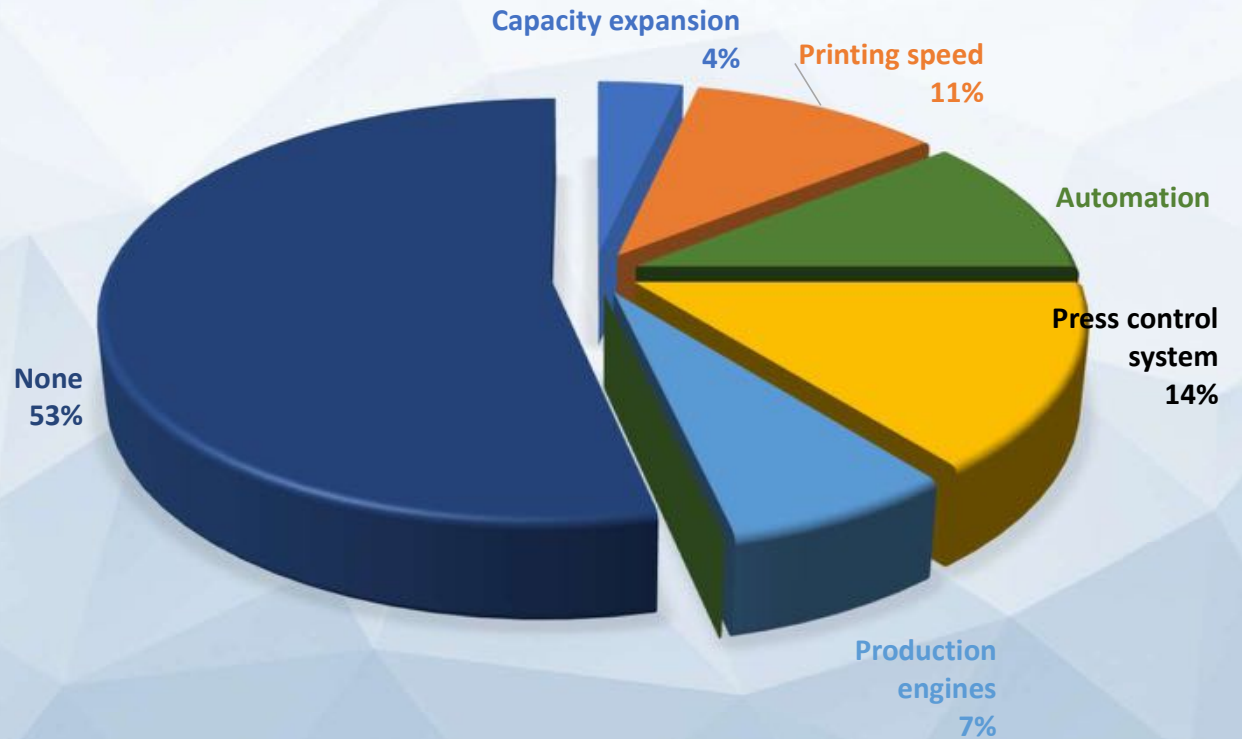
Investment in prepress is fairly evenly distributed. CTP systems are being updated by many printing plants as well as ERP software





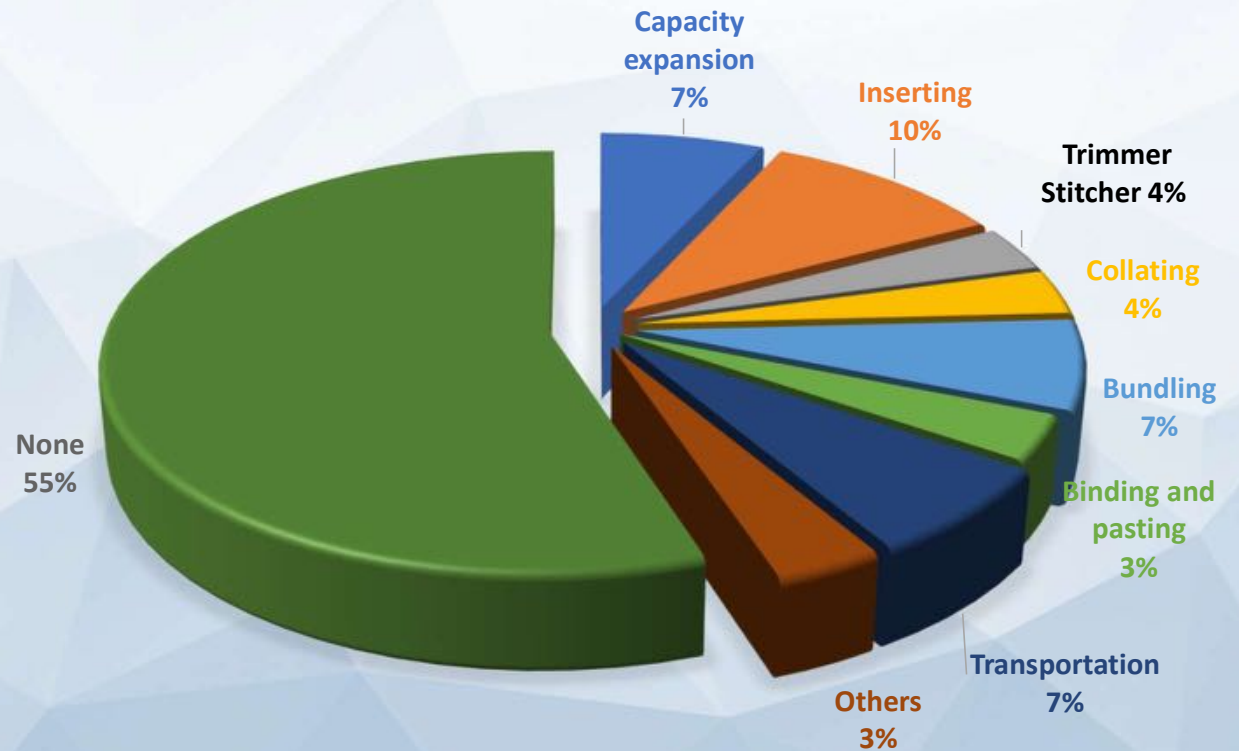
Printing:

Press controls systems are on the top for press control retrofit. Automation and printing speed popular as well.



Postpress:

In the postpress area the retrofits are quite diverse, largest are inserting, bundling, capacity and transportation.





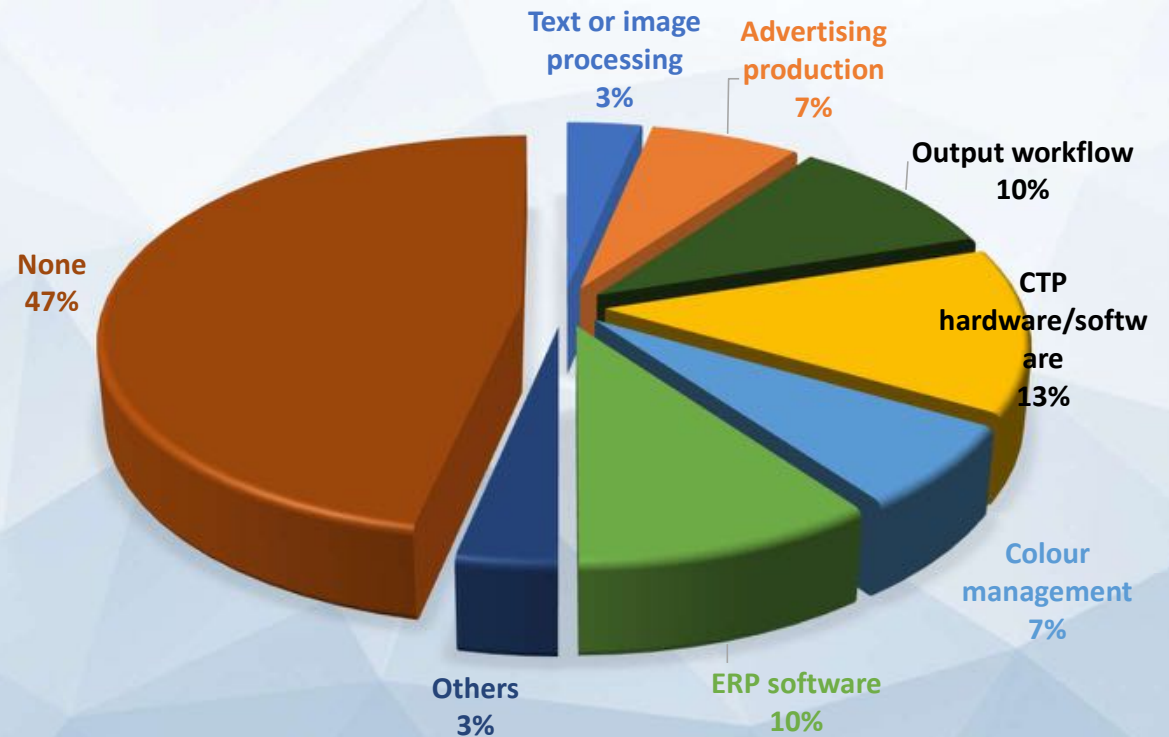
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**If you are planning to retrofit
existing equipment, in which areas?**



Prepress:

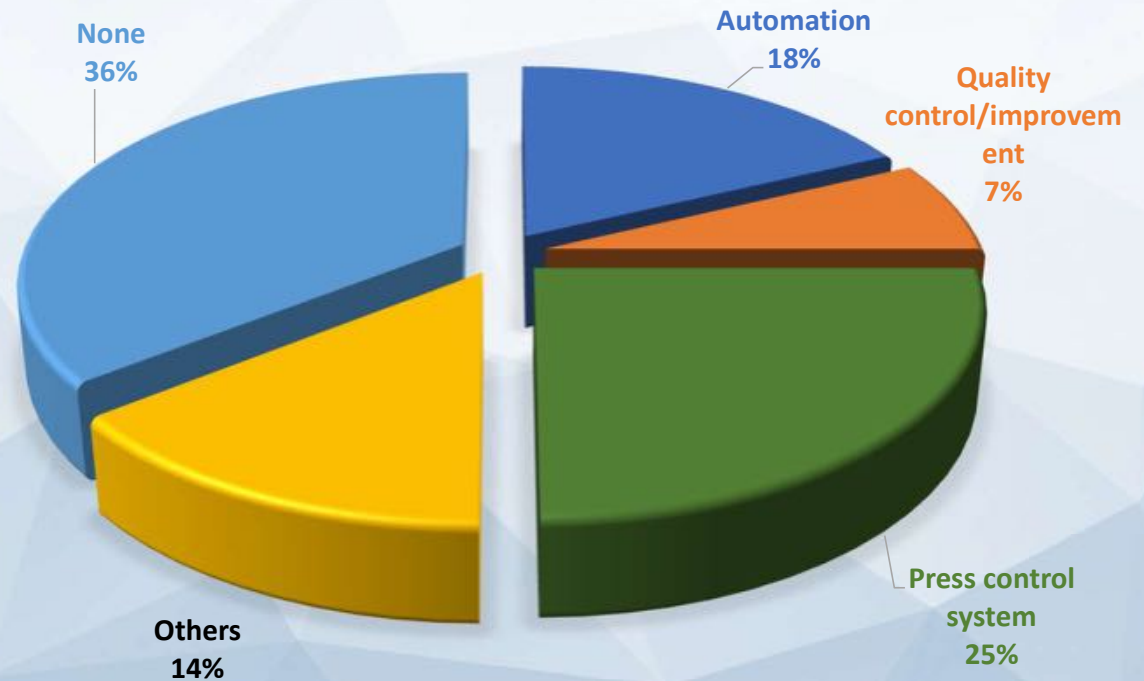
We see the usual retrofits here where CTP, Workflow, ERP and other are part of the prepress area are being updated





Printing:

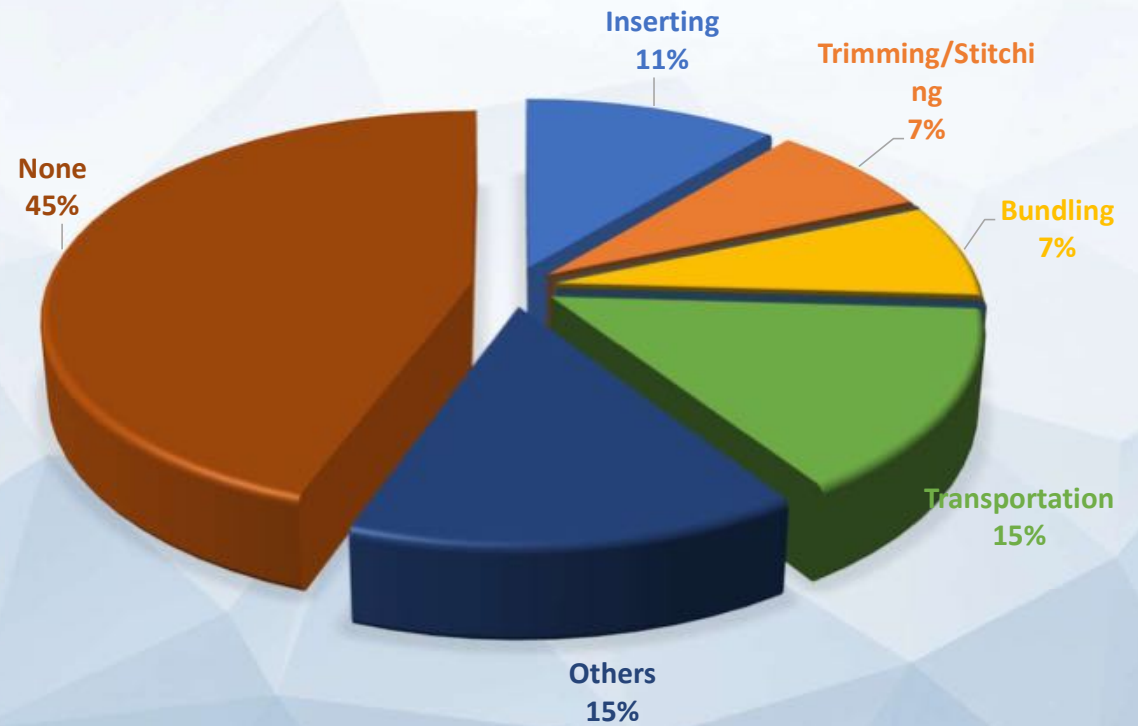
We see the usual retrofits here where CTP, Workflow, ERP and other are part of the prepress area are being updated





Postpress:

This area has number of retrofit but seems like transportation is quite big. Making the car fleet use more sustainable power sources.





Are you planning projects and/or investments in inkjet printing?

There is not high interest for this technology from the pool of participants. Potentially has this investment already been made





Are you active in packaging printing and converting?

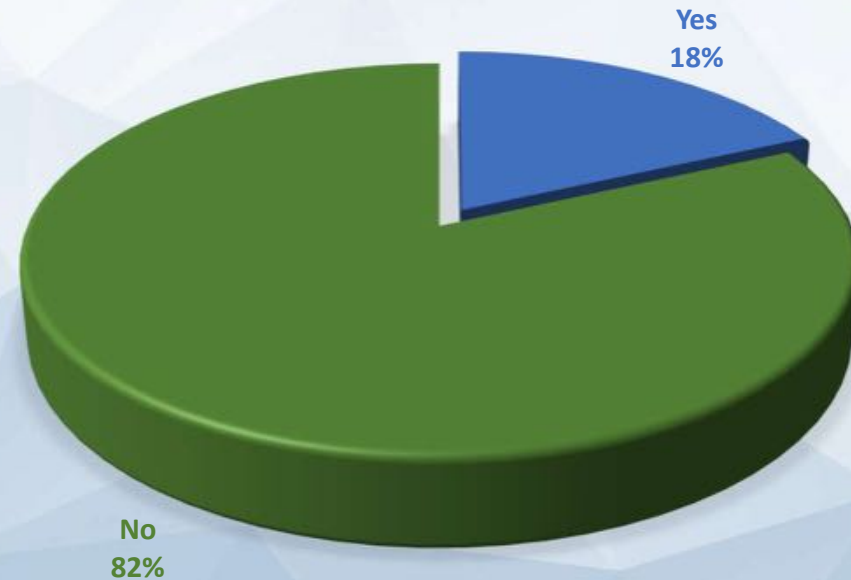
Very small portion is already in this market. Was in Madrid this spring where I saw a newspaper printer that is experimenting with packaging as well.





Are you considering a shift to packaging printing and converting?

This is clearly something that printers are thinking about since there is still growth in packaging and the newspaper printing has stagnated





Summing up:

- War in Ukraine is still ongoing, affecting everything!
- Paper shortage is not the case any more
- Decreasing revenue
- Less people working, more automation
- Page count cut in order to save
- Want to expand their print portfolio, magazines and Periodicals
- Outsourcing is on the table for some publishers
- Some are thinking about closing their print facilities



Summing up - continued:

- Retrofits are high priority /expanding life of equipment
- CTP is on top in the prepress area
- Press control systems in the Press room
- In the post press area transportation is on the top
- Publishers/printers are interested in divesting into packaging with growth opportunities there.
- Willingness to expand print operation for a wider portfolio



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World Printers Summit 2023 – 11-13 October! Frankfurt Am Main – Sustainable Business Partnerships

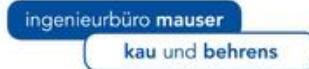
50/50

- Business partners meetings and –
- Conference sessions





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Why should you attend?

Network: Join the unique community of industry professionals. Expand your network and meet with the industry leaders.

Inspire: Be fresh on new technologies, innovations and latest practices. Learn from the best world-renowned speakers and leaders.

Share knowledge: A rare opportunity to discover valuable content, share and expand your knowledge.

Sustainability: Paper prices, Mineral Oil Free Ink, Carbon neutrality, Energy consumption.

<https://wan-ifra.org/events/wps2023/>



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Thank you

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