



# **Importance of Short Production Runs, Variable Data Printing and Web Interfaces**

## **A Comparison of Digital and Conventional Printing Houses**

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# What is digital and conventional printers' view on the importance of...

**Variable Data  
Printing**

**Short Production  
Runs**

**Web Interfaces**

# A Survey Study of Swedish Printers

- Carried out during 2006
- Cooperation with the Swedish Graphic Companies' Federation (GFF)
- 300 randomly selected commercial printing houses (254 relevant companies)
- Response by postal mail or web interface

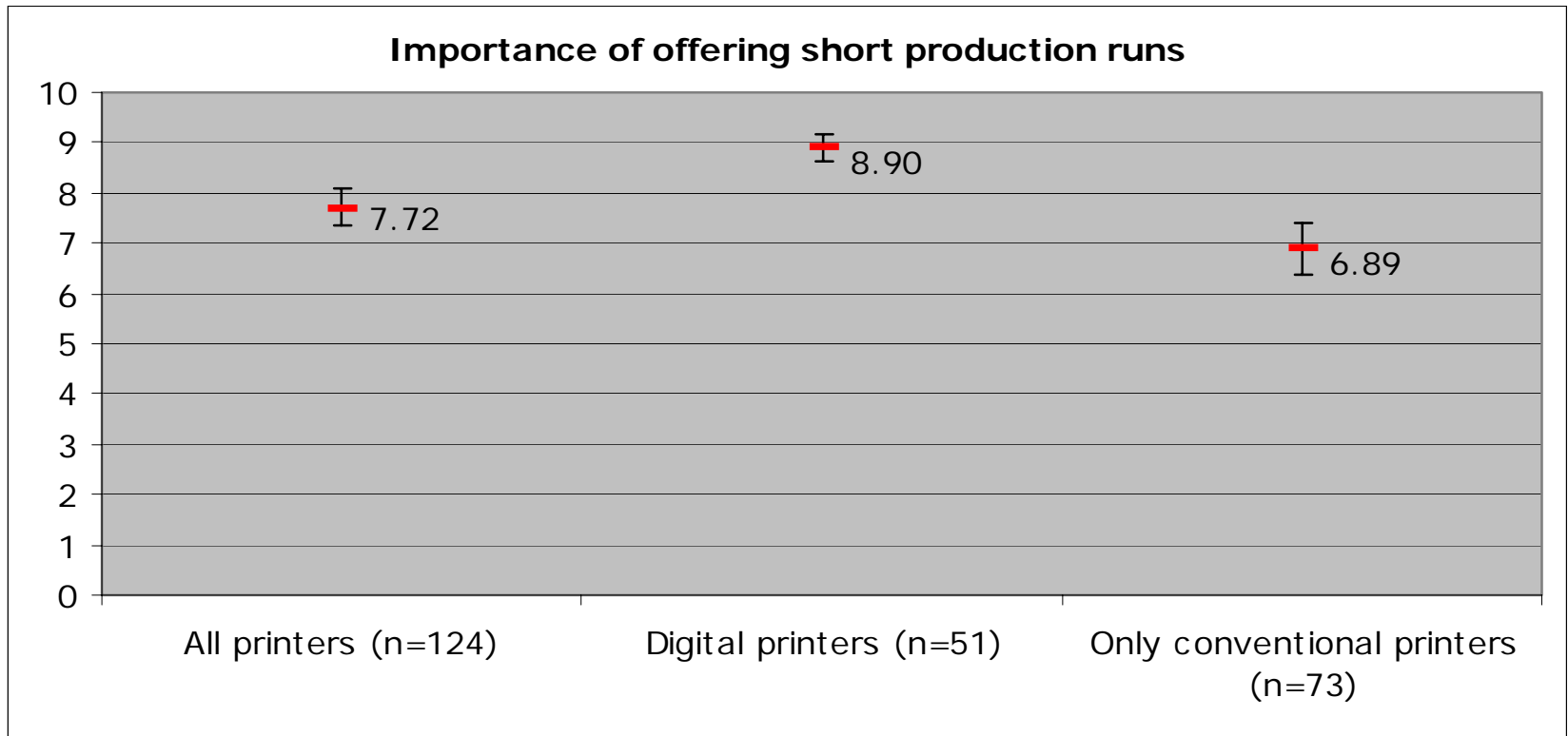


# The Survey Study

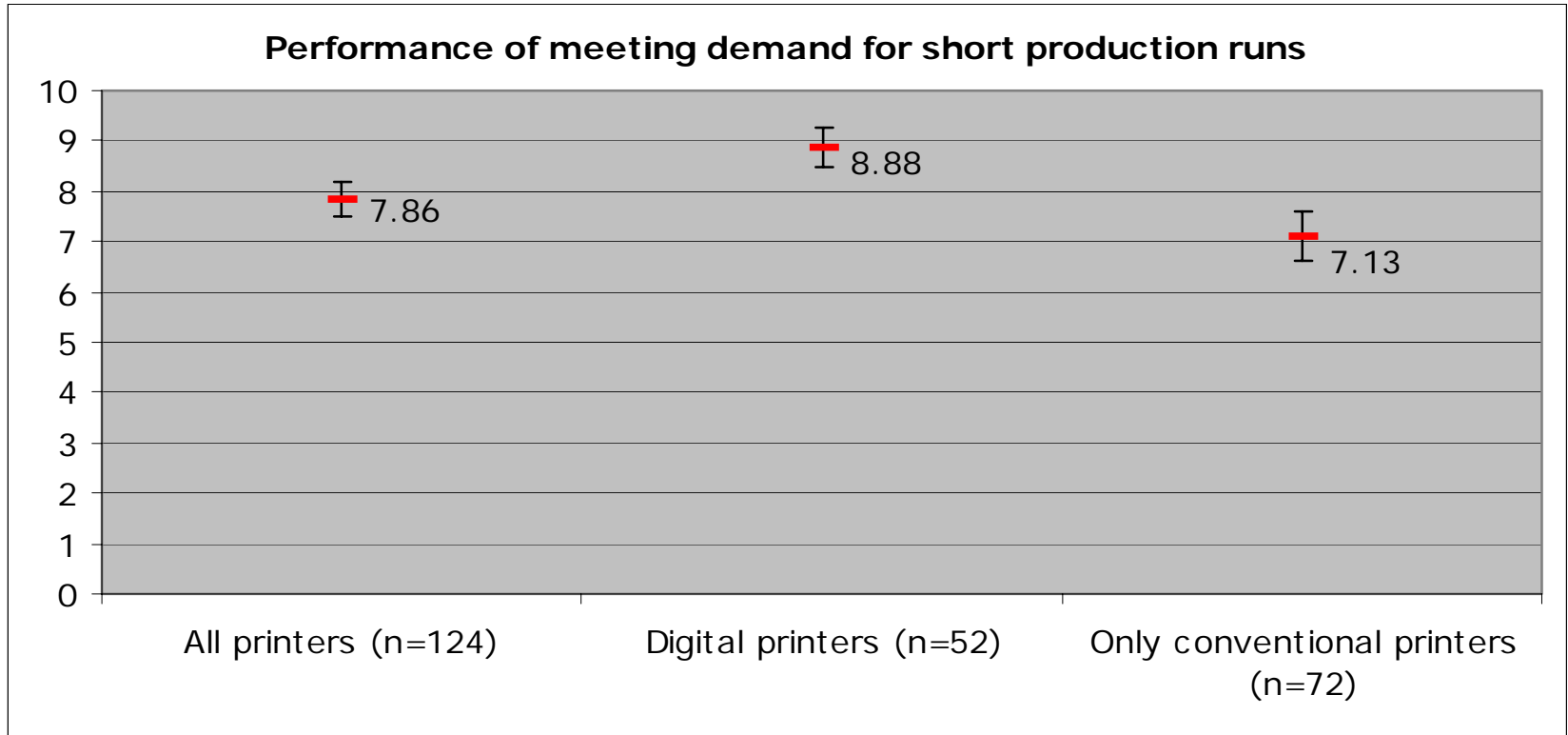
- The survey study
  - Response rate: 54% (n=136)
- Two categories
  - Digital printers (39%)
  - Only Conventional Printers (61%)

# Present Situation...

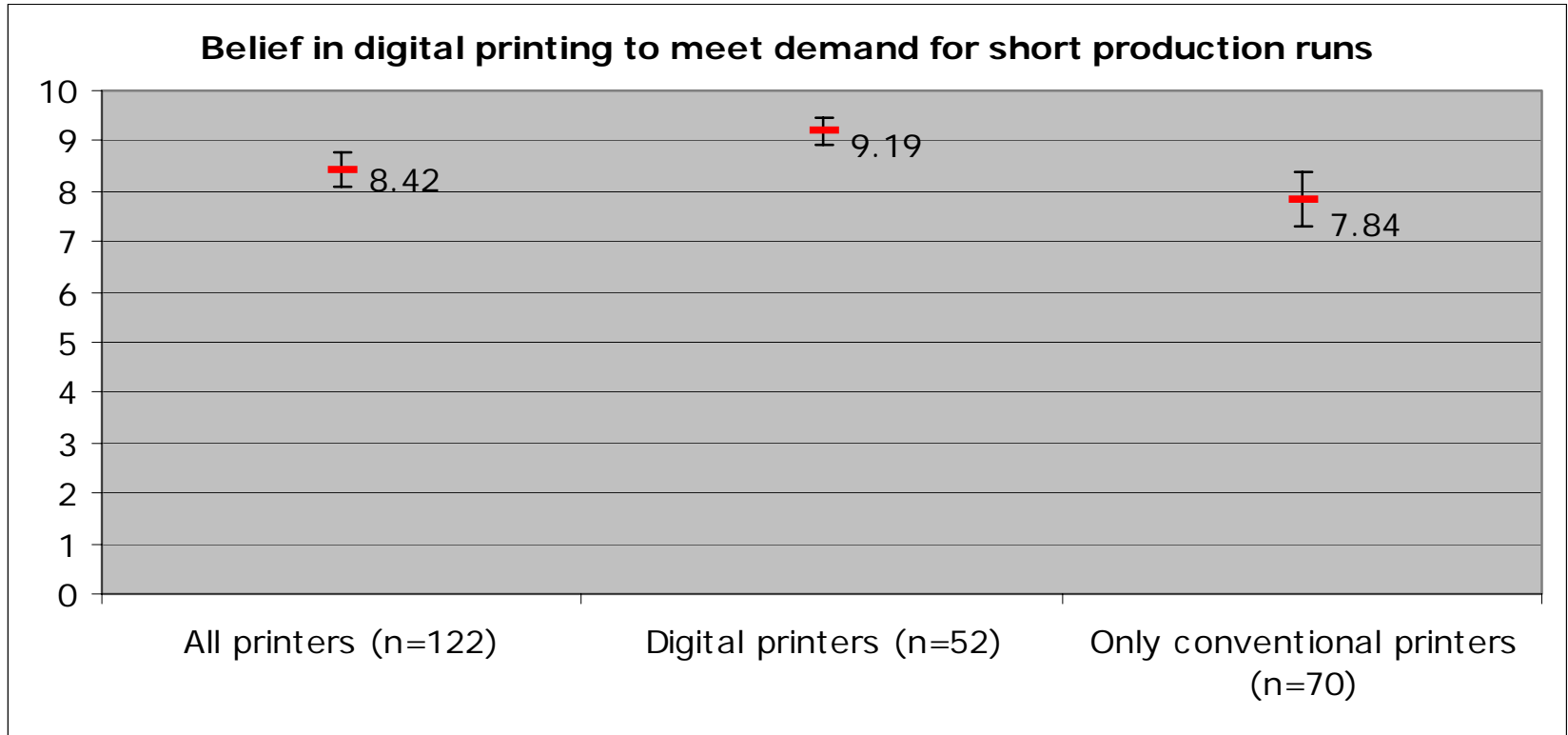
# Short Production Runs



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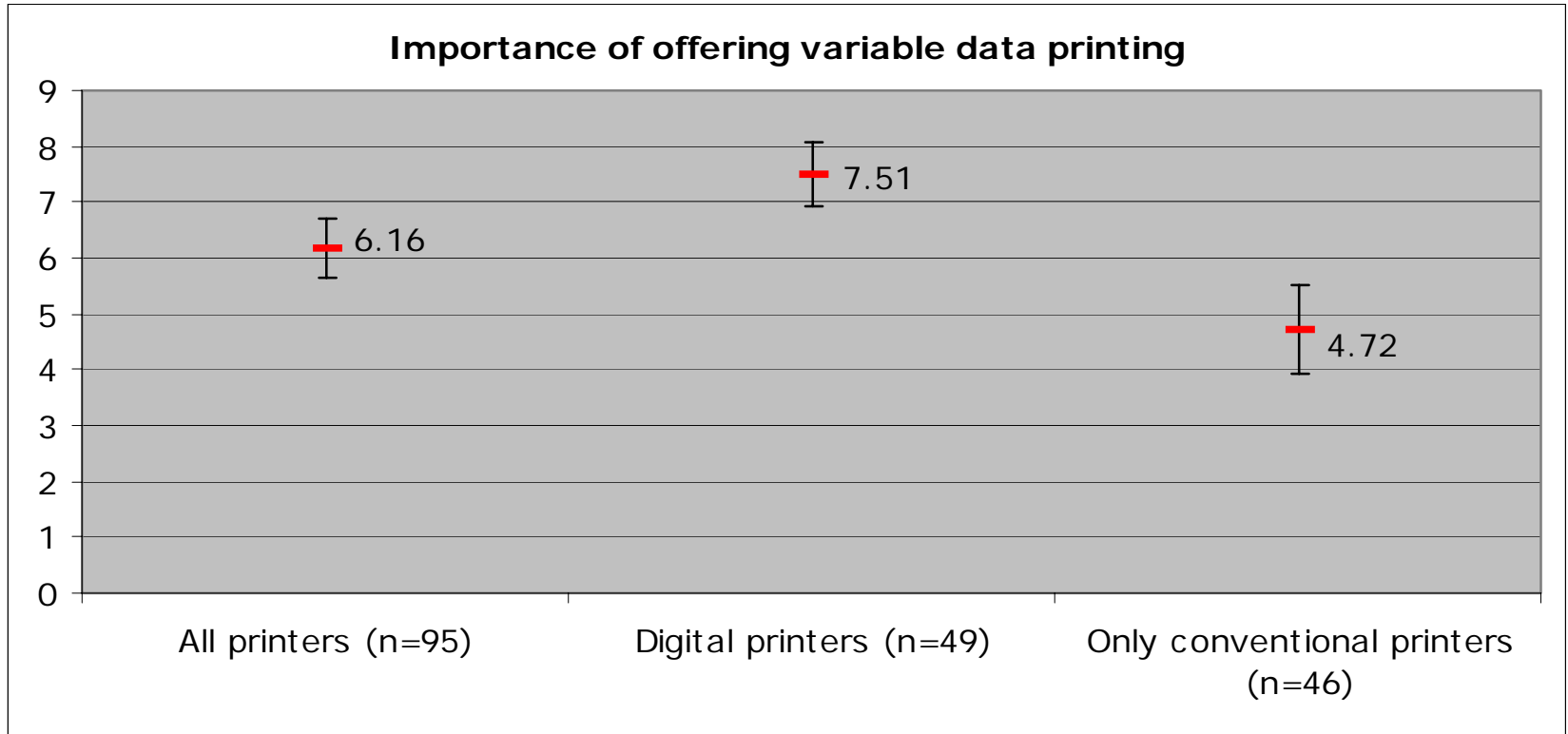


# Short Production Runs

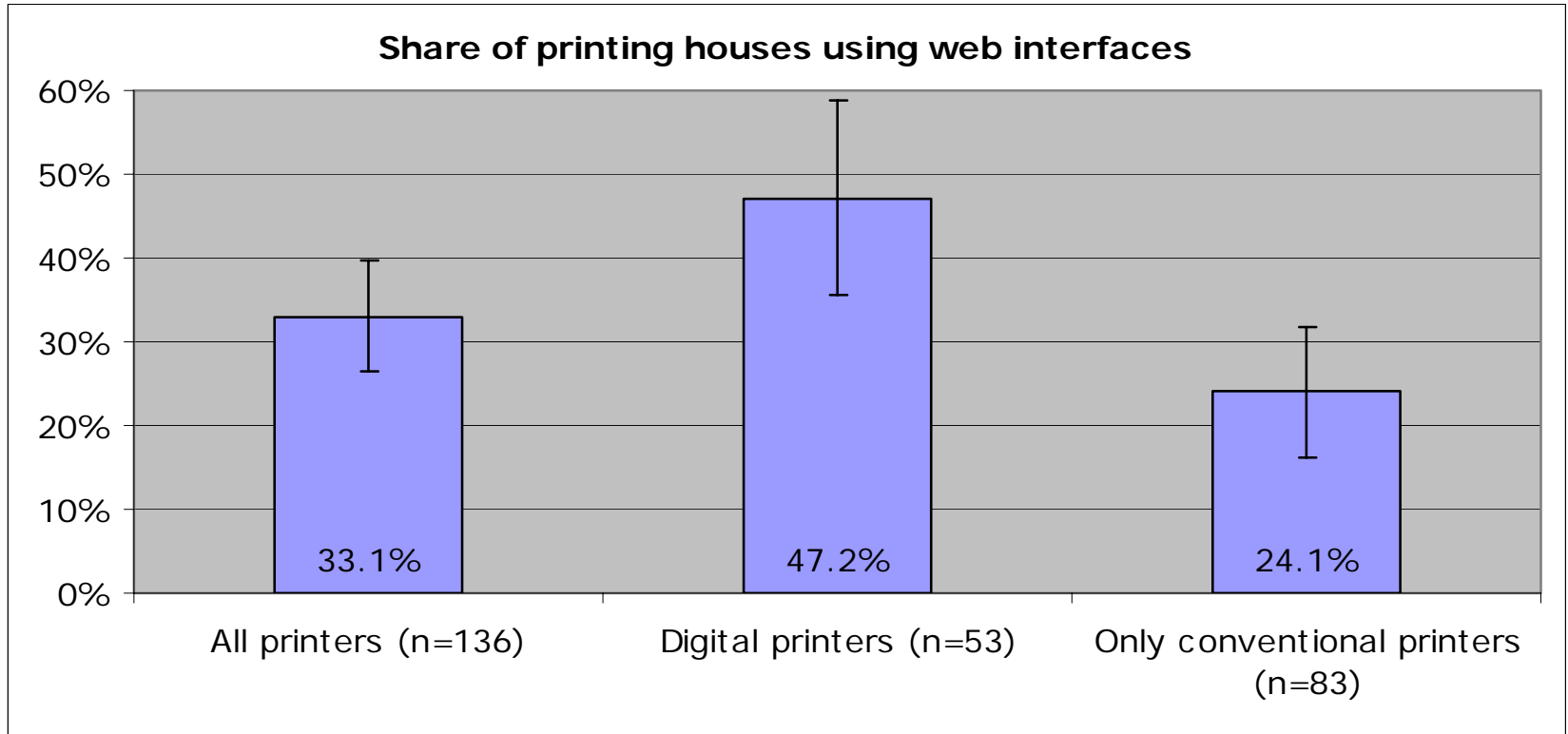




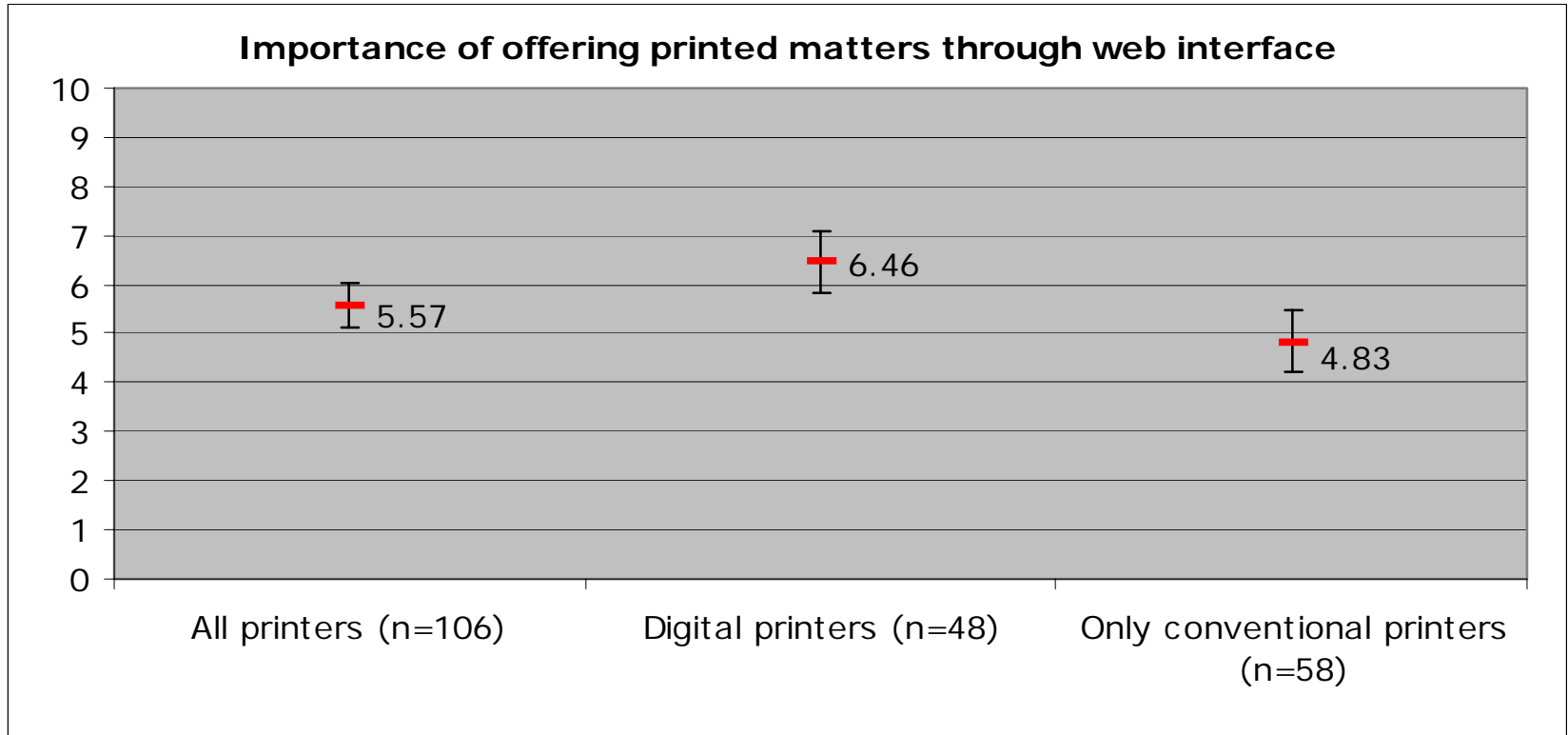
# Variable Data Printing



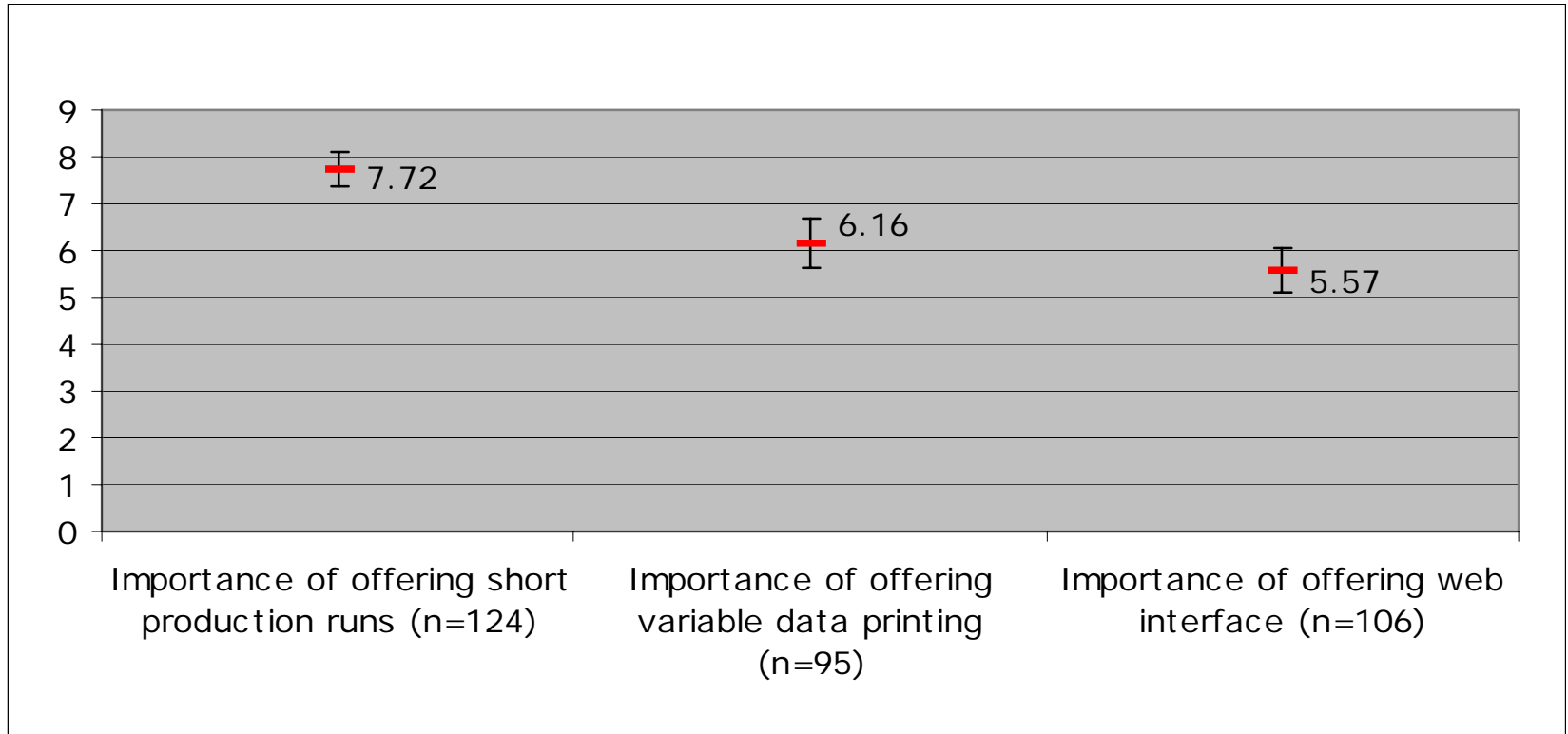
# Web Interfaces



# Web Interfaces

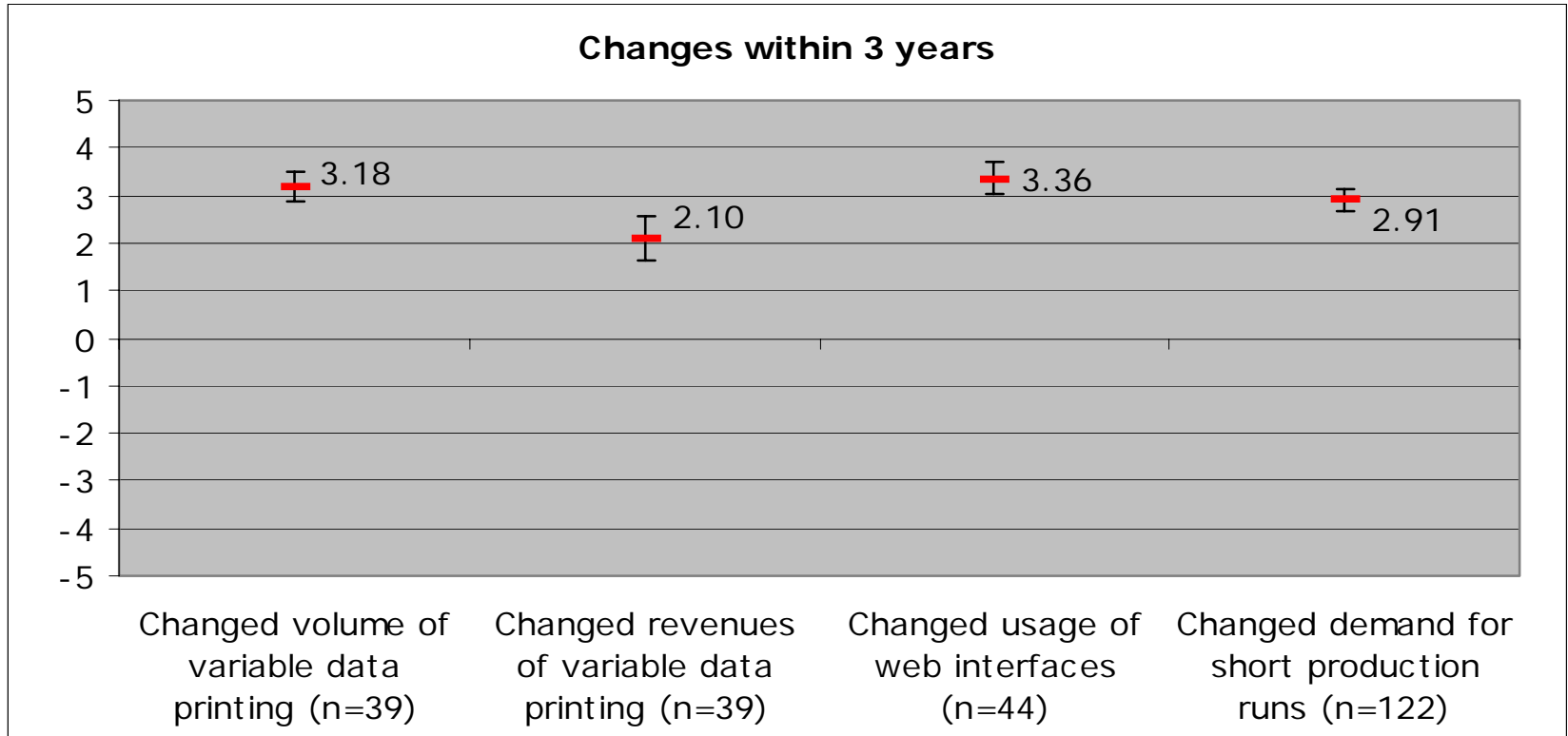


# Comparison of Factors



# Expectations about the future...

# Printers' View of the Future



Rankings from decreasing a lot (-5) to increasing a lot (5)

# Conclusions

- Digital printers find it more and more important to provide variable data printing, short production runs and web interfaces
- Digital printers believe they fulfill the need for short production runs better than conventional printers
- It seems like digital printers to a greater extent need web interfaces in their business

# Conclusions

- It seems like the commercial printing industry will experience even more challenges in the near future
  - Short production runs, Variable data printing and usage of web interfaces is expected to increase
  - A development that to a greater extent will demand the features that printing houses using digital printing can more easily provide



# Acknowledgement

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- The anonymous *respondents* in the case studies and their companies
- *Kempe Foundations* and the *EU Structural Fund*
- *The industry participants* in the *DigiPrint* project at STFI-Packforsk



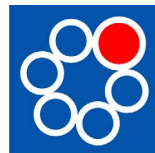
# Thank you for your attention

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