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Delivery Times and Closeness to Geographic Market:

- A Comparison between Digital and Conventional Printing Houses

Presentation at the iarigai 2008 Conference, Valencia, Spain.



KTH Computer Science
and Communication



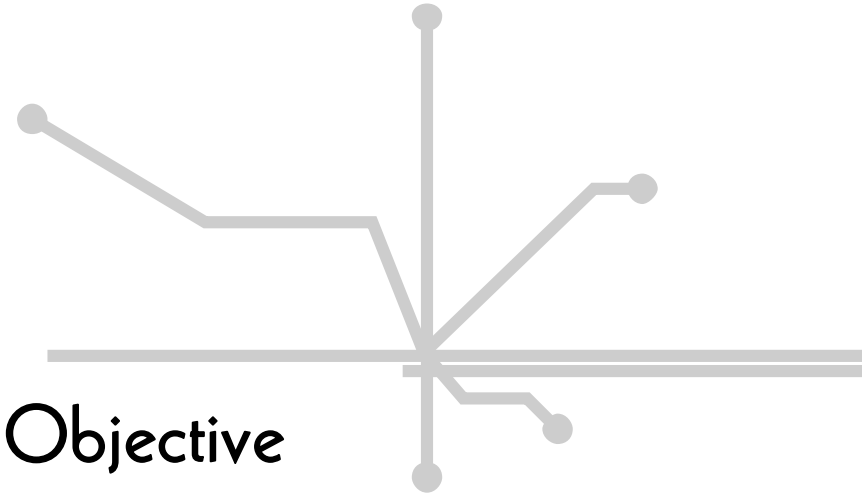
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Background

- Providing short delivery lead times is, in general, regarded as important for success
(e.g. Blocher et al., 1999; Johansson et al., 1993; Tan, 1998)
- The advantages of digital printing makes it suitable for fast deliveries
(e.g. Romano et al., 1999; Smyth, 2006)





Research Objective

This paper sets out to investigate how the printing industry regards the importance of providing short delivery times and having close geographic distances to their customers.

The study will focus on differences between digital printing houses and conventional printing houses.



Methodology

- Survey study of Swedish commercial printing houses
 - » Cooperation with the Swedish Graphic Companies' Federation (GFF)
 - » Random selection of respondents
 - » Response by postal mail or web interface
 - » 136 responding companies (response rate: 54%)
- Analysis of two categories
 - » Digital printers (39%)
 - » Only Conventional Printers (61%)



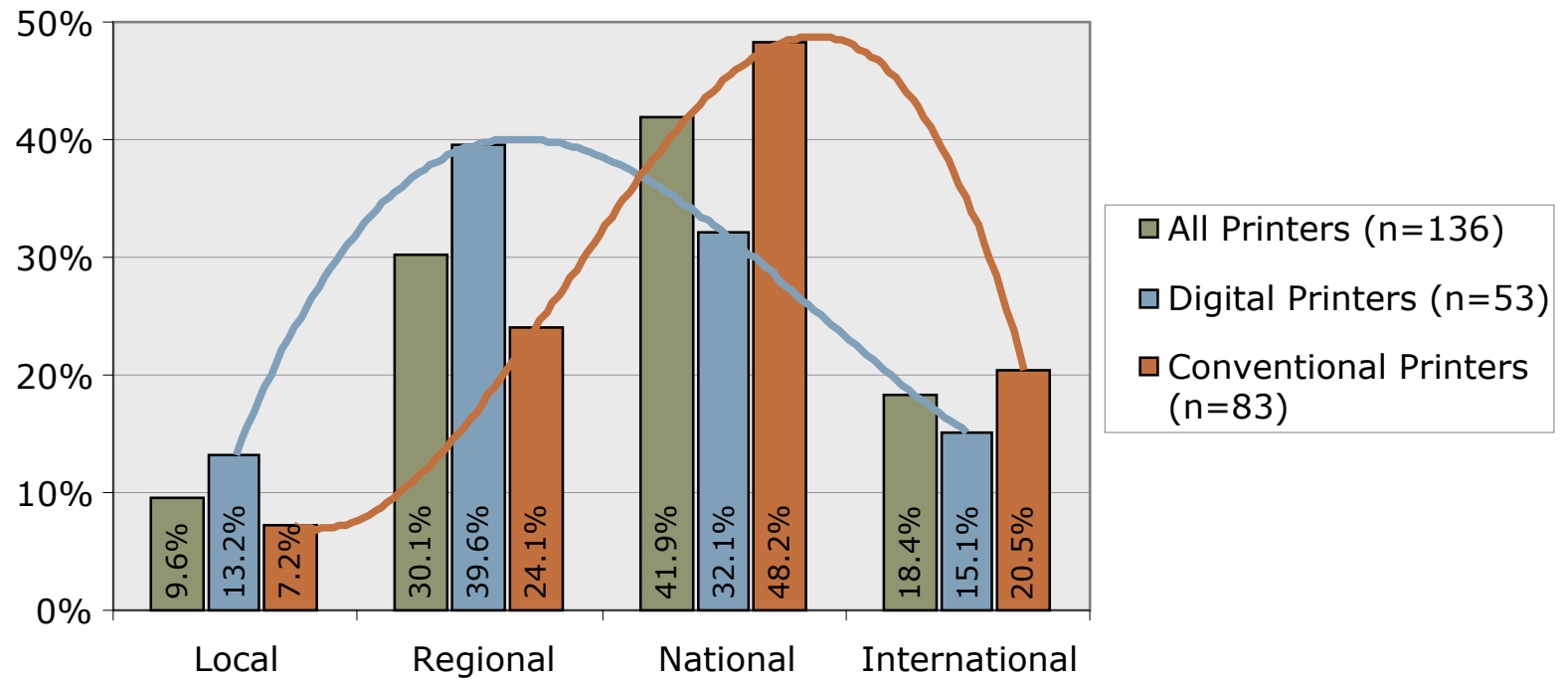
Results

Annual Returning Customers

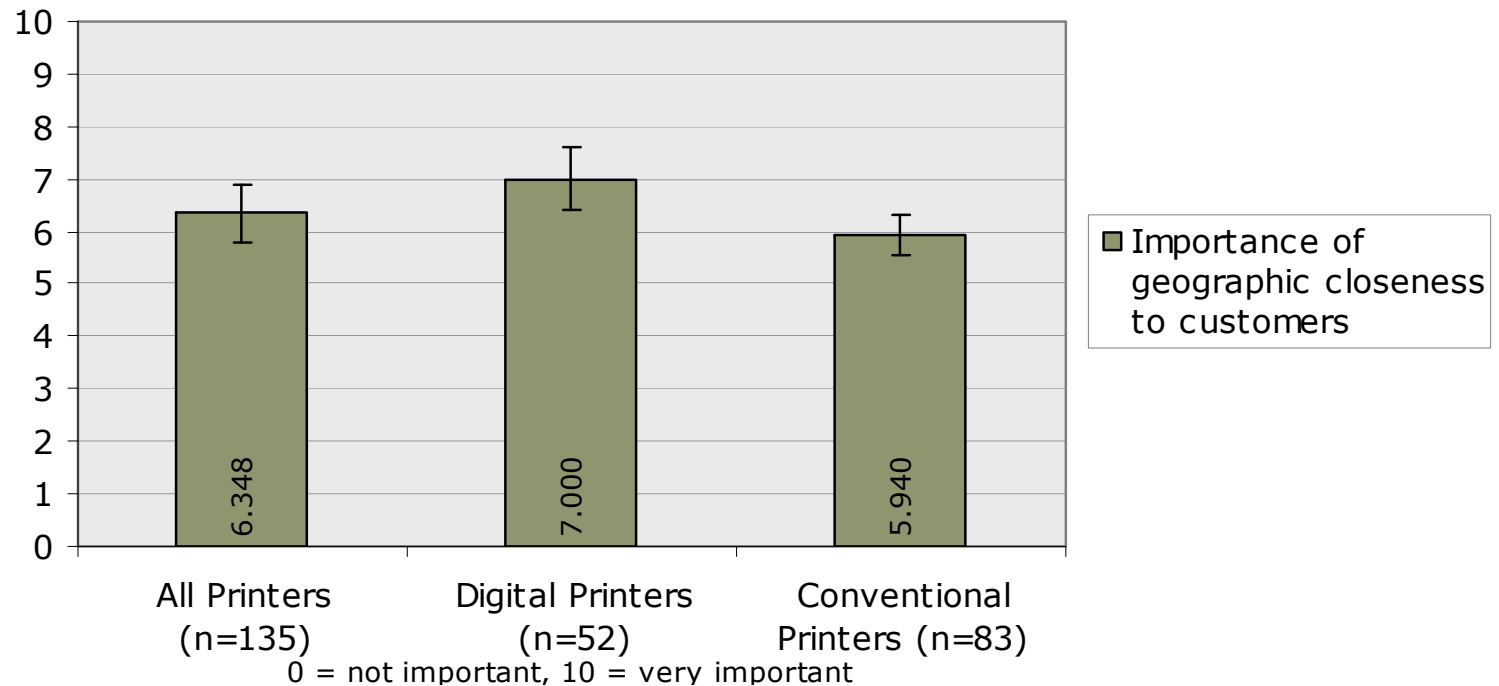
	All Printers	Digital Printers	Conventional Printers
Mean value:	549	601	512
Std. deviation:	558	547	649
95% conf. interval	100	156	152
No. of respondents:	122	50	72



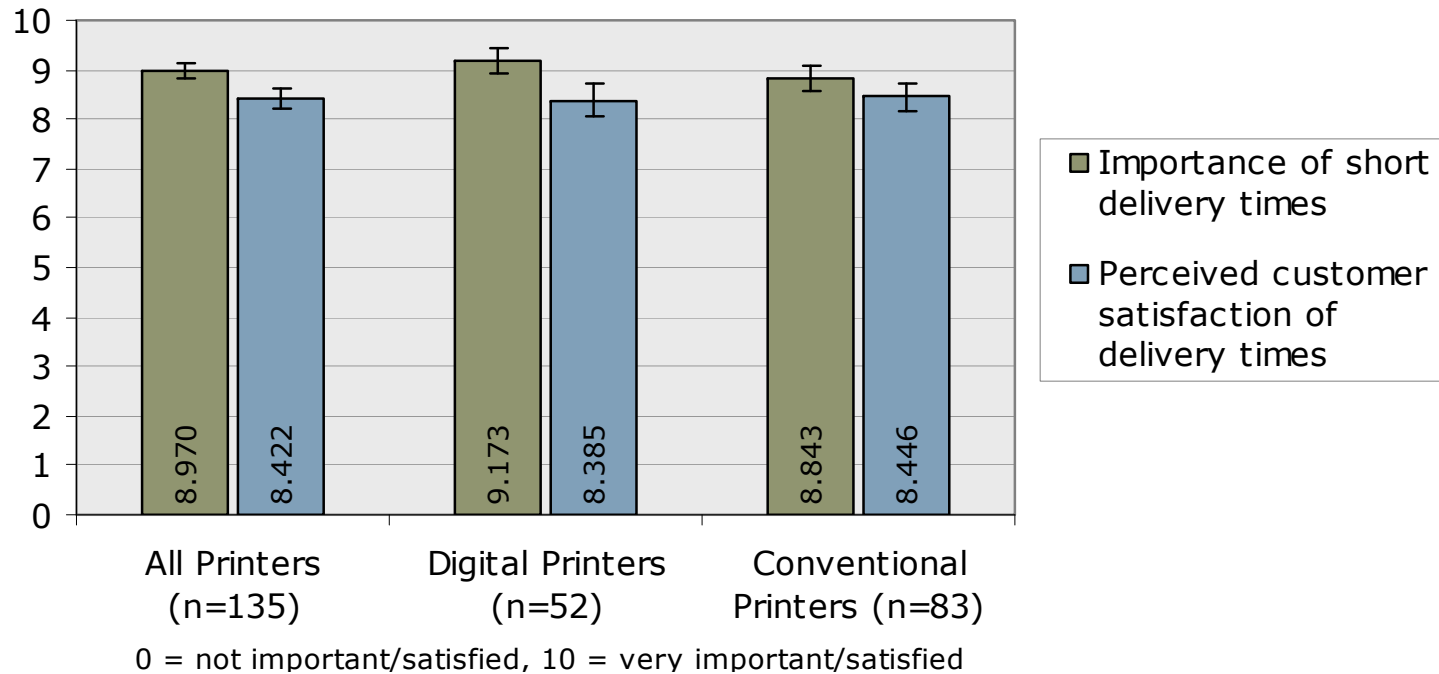
Geographic Market



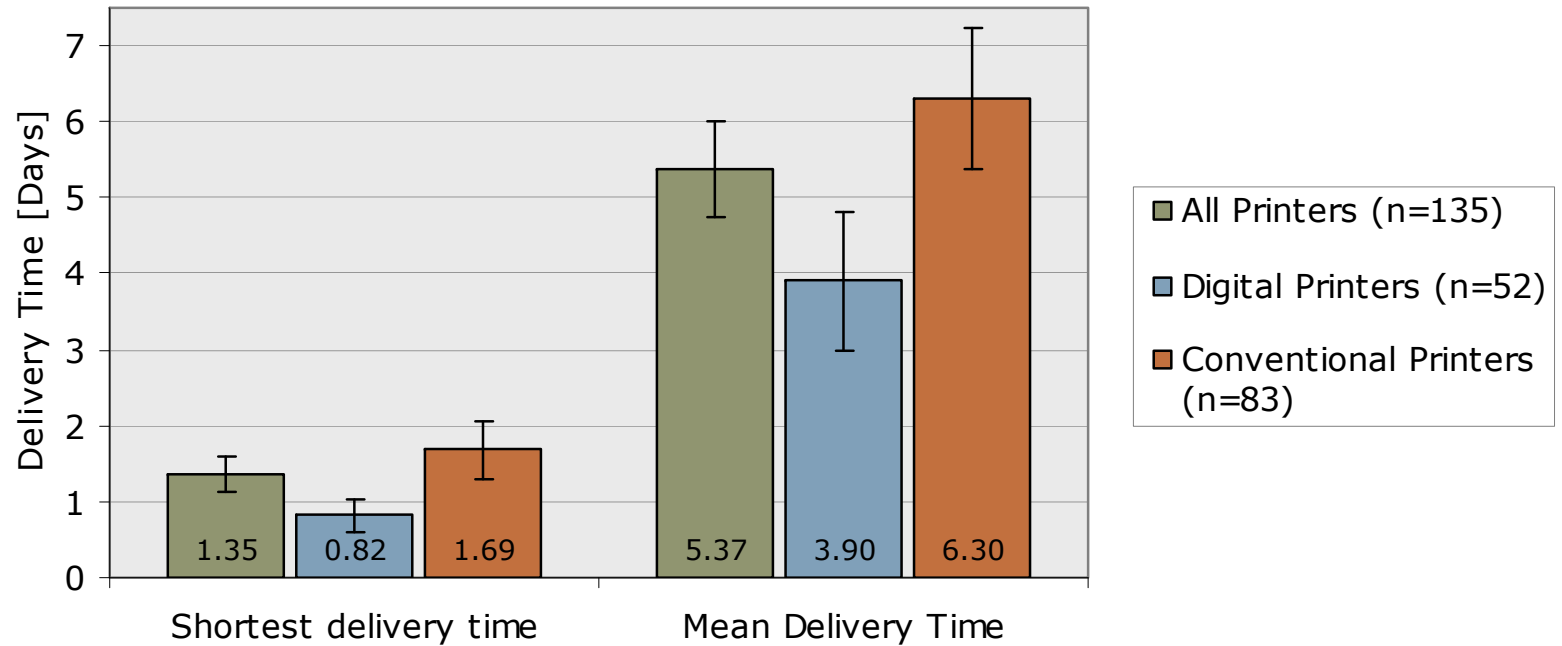
Importance of Geographic Closeness



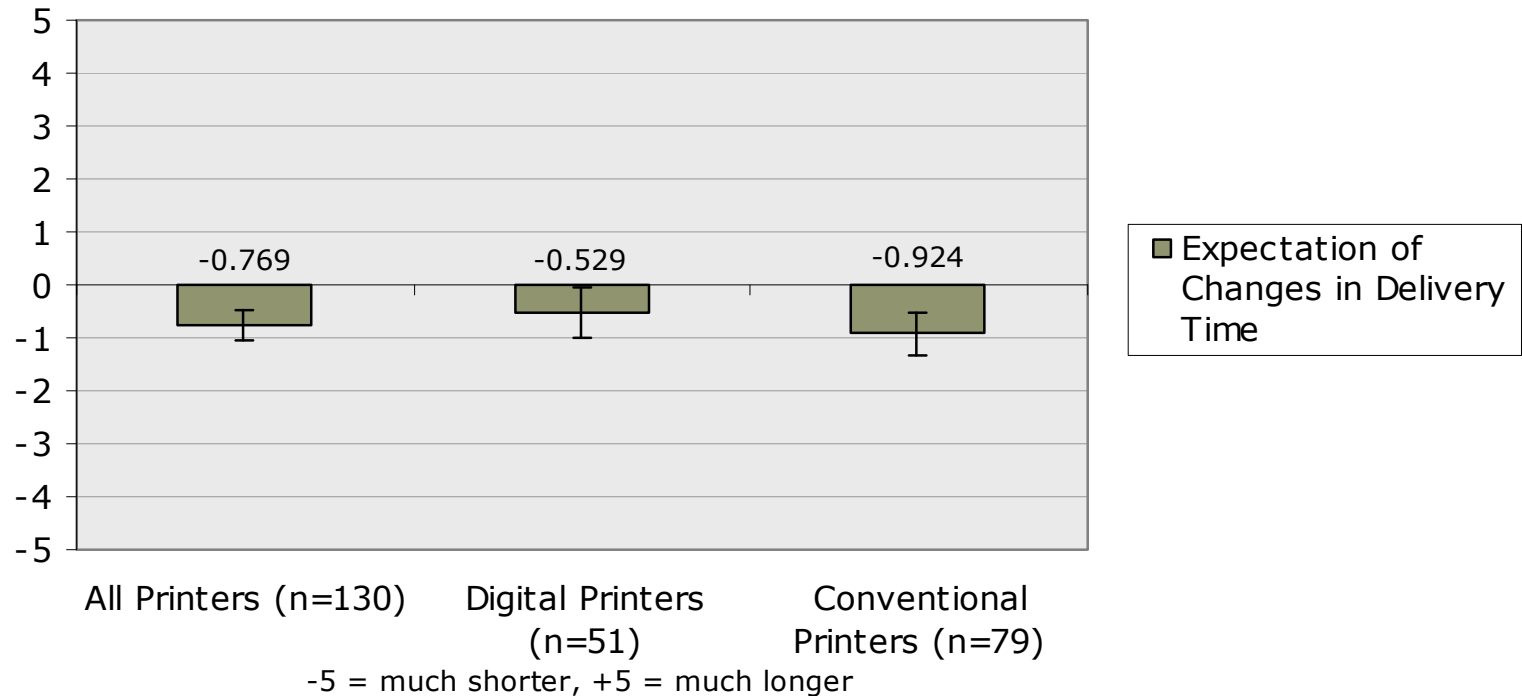
Importance of Short Delivery Times



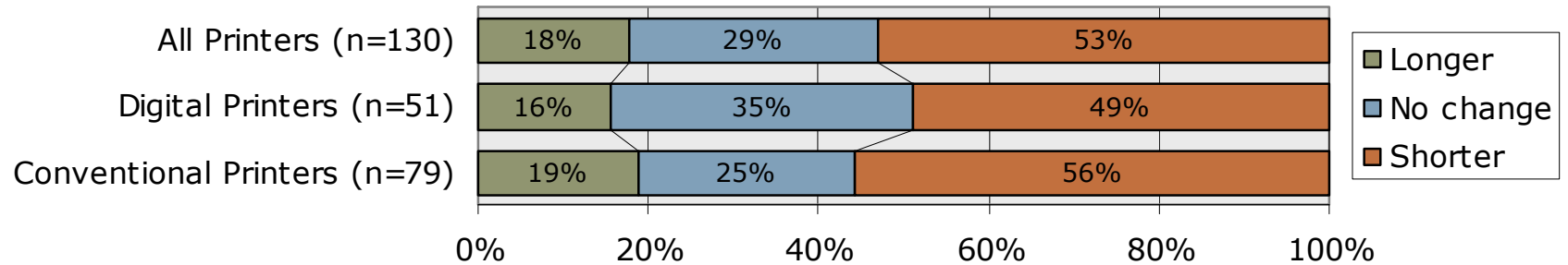
Delivery Times



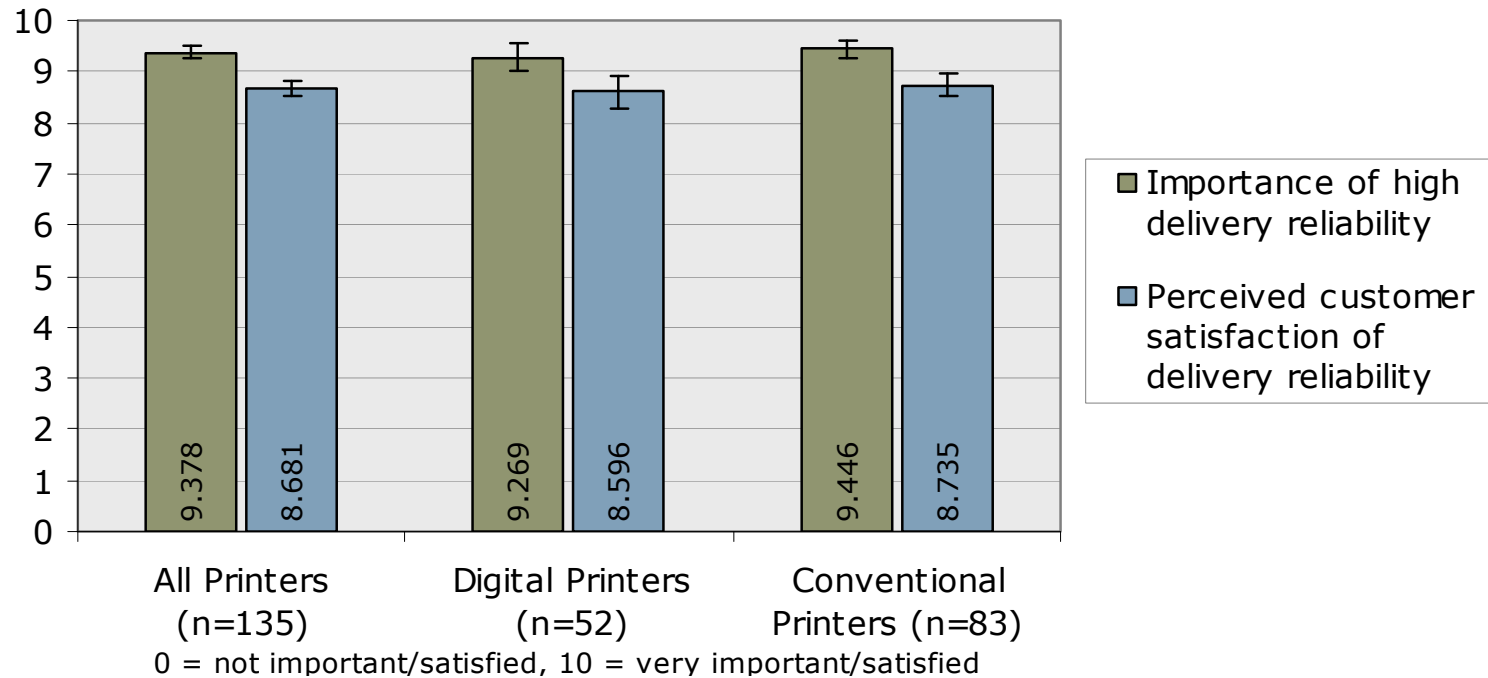
Expectation of Changes in Delivery Times



Expectation of Changes in Delivery Times



Importance of High Delivery Reliability



Reflections

Concluding Reflections

- Digital printers are active mostly on a regional market/Conventional Printers are active mainly on a national market.
- Digital printing contributes to significantly lowering the actual delivery times.
- Indications on a larger gap between importance and perceived customer satisfaction among digital printers than among conventional printers.
- Indications that the competition between digital and conventional printing regarding lead times will be strengthened furthermore.



Acknowledgement

- *The Swedish Graphic Companies' Federation (GFF)*
- The anonymous *respondents* in the survey study 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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