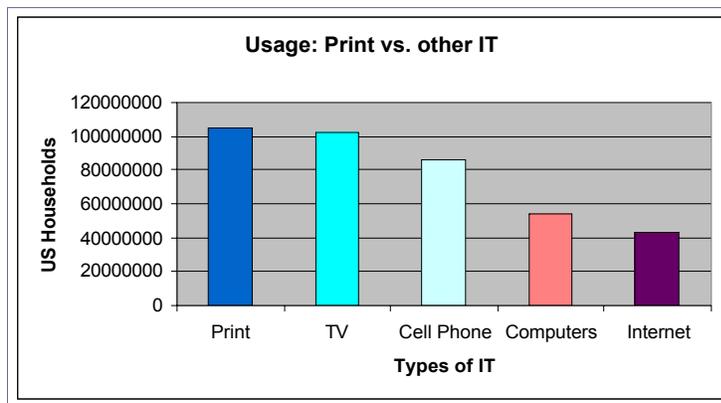THE ORIGINAL
Print™
INFORMATION
TECHNOLOGY

Printing is America's third largest manufacturing industry—employing over 1.2 million people in almost 46,000 establishments, and selling over $160 billion of products in 2001. But that's just the beginning of the story. Print is the original information technology that has spanned a millennium. It represents and remains the most widely adopted, portable, flexible, economical information technology ever invented. It literally touches every human's life like no other information technology.

What Is Print as an Information Technology?

Familiarity with print as a medium has devalued its reputation, but not its impact or significance. Without print, other revolutionary information technologies such as the telephone, the computer, television, and the Internet could not have been invented. Print is at the core of all human communication. Our educational institutions rely on print to begin the process of building literate, learned members of our society. Our industries rely on print to develop and market their products and services. Our governments rely on print to communicate with

Usage: Print vs. other IT

US Households

| | 120000000 |
| 100000000 |
| 80000000 |
| 60000000 |
| 40000000 |
| 20000000 |
| 0 |

Print   TV   Cell Phone   Computers   Internet

Types of IT

each and every citizen and to fuel the economy with a secure, reliable currency. Our media uses print to directly inform the public at large of news and happenings. Our religious institutions emphasize the printed word in their practices and beliefs. The arts and sciences disseminate their great works and discoveries via this medium with ease and acceptance.

How Technology-Intensive Is the Printing Industry?

Very. Despite the common perception of an antiquated, dirty process - print is a technologically diverse industry where digital and analog worlds come together to produce diverse products such as newspapers, magazines, packaging, marketing collateral, financial documents, instrumentation for vehicles, catalogs, as well as fine art lithographs.

Print workers are technology workers. The printing process demands workers who operate sophisticated equipment from computer workstations to digital color proofing devices and web presses that run thousands of feet per minute. The typical prepress

employee must be knowledgeable in at least 13 different kinds of software. A press operator runs and maintains a multi-million dollar piece equipment and is required to have strong computer, math, and science skills in addition to mechanical and electrical abilities.

Print is driven by skilled workers using sophisticated technology:

- Printers spend billions of dollars each year in new technologies such as prepress equipment and processes, press technologies, business and process controls and Internet technologies.
- A modern, high performance printing company provides an average of around $100,000 in technology and equipment per employee.
- Payroll per employee in the printing industry averages around $50,000 per year.

How Does "Print" Impact Our Economy?

Print is a cornerstone of the US and world economies. Like many industries, printing has undergone a technological revolution over the past decade. In transitioning from analog technology to digital technology, printing firms have taken advantage of new equipment and processes to increase their productivity. Industry suppliers—press manufacturers, paper and film companies, computer manufacturers, and others—are still investing in sustainable technology that helps printers provide their customers with faster, cheaper, and higher quality products and services to compete with and compliment other media.

Although print is now a mature media, there are still some print segments that are projected to grow at rates exceeding GDP growth for the foreseeable future. With total annual industry shipments of over $160 billion, growth is predicted at 3-4 percent per year with yields of approximately $4 billion to $7 billion of new print sales each year for printing firms.

In addition, printers are rapidly moving into ancillary services beyond traditional ink on paper. These services include data asset management, fulfillment and inventory management, design services, and new e-commerce services. This expansion has enabled many printers to become full-service communications providers for their customers, enhancing revenues and profits.

Print growth sectors include:
- Direct Marketing
- Specialty magazines and periodicals
- Shorter run and specialty catalogs
- Collateral marketing materials.

Ancillary services provided by many printers include:
- Graphic design and publishing services
- Fulfillment, inventory management and warehousing
- Digital database management

- Electronic file and photographic image storage.
- CD ROM and web based services

What Is the Mission of Print, the Original Information Technology?

Print, the Original Information Technology, or Print IT, campaign is designed to raise the awareness of print as an integral part of the information technology continuum. Communications gurus have foretold the demise of print for at least a quarter of century. Despite some changes in consumer habits resulting from the Internet, printing as an industry and as an information technology continues to defy these predictions.

The largest trade association dedicated to printing in the world, Printing Industries of America (PIA), and its partner, the Graphic Arts Technical Foundation (GATF), launched this campaign to unite an industry and champion value of print in our society. PIA/GATF have called on 26 other printing-related industries and their associations to join forces in this effort.

Source Documents

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Vision 21, The Printing Industry Redefined for the 21st Century—2000, PIA