

December 09, 2008

Abstract

## Paper Migration – Measuring Offset Paper Usage in a Production Digital Environment

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### Abstract

This research investigates the amount of offset (non-digital) papers that are moving through production digital devices. Specifically, the study focuses on which classes of production digital devices are using offset papers, the principal drivers of paper choice, applications/situations conducive to using offset papers in a production digital environment, and the future trends of digital and offset paper usage on production digital printers and printer/copiers. A forecast is provided for total pages and tons of digital vs. offset paper used in production digital devices, split out for monochrome and color as well as cut sheet and roll machines. This research has important implications for how OEMs design production digital equipment and on how paper producers manufacture and market their product offerings.

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**Headquarters:**  
97 Libbey Industrial Parkway  
Suite 300  
Weymouth, MA 02189  
United States  
+1 781 616 2100  
[info@infotrends.com](mailto:info@infotrends.com)

**Europe:**  
3<sup>rd</sup> Floor, Sceptre House  
7-9 Castle Street  
Luton, Bedfordshire  
United Kingdom, LU1 3AJ  
+44 1582 400120  
[euro.info@infotrends.com](mailto:euro.info@infotrends.com)

**Asia:**  
Hiroo Office Building  
1-3-18 Hiroo, Shibuya-ku  
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- Executive Summary

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