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Abstract

Western European Print On Demand Market Forecast: 2007-2012

Report Fast Facts

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Abstract

This Western Europe On Demand Market Forecast provides placements for 2007 and a forecast through 2012. It contains data divided by average, base, equipment, service, and supplies revenue, along with annual impressions and retail value print for the On-Demand, data processing, and high-speed copying environments. Separate data tables are provided for France, Germany, Italy, the Netherlands, and the United Kingdom. Countries covered in aggregate regions include Denmark, Finland, Norway, and Sweden (Nordic); and Austria, Belgium, Greece, Ireland, Portugal, Spain, Switzerland, and Turkey (Rest of Europe).

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- Annotated presentation with 108 slides
- Excel pivot table containing placements
- Excel pivot table containing forecast data
- Excel file containing 2007 product list
- 17-page document providing definitions and methodology.
- Excel file containing pivot tables with forecast data for individual countries

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Introduction

This Western Europe On Demand Market Forecast provides placements for 2007 and a forecast through 2012. It contains data divided by average, base, equipment, service, and supplies revenue, along with annual impressions and retail value print for the On-Demand, data processing, and high-speed copying environments.

At the highest level, this forecast focuses on production environments. The term production is used to clarify that these environments have personnel dedicated to the supervision of the equipment or operation. The primary environments are graphic arts, data center/information technology, and reprographics.

Graphic arts environments include establishments that are operated on a print-for-pay basis such as commercial printers, quick printers, service bureaus, or digital service providers. It also includes establishments where printing is considered a cost center such as corporate reproduction groups, in-plant print departments, or marketing communication departments.

Information technology environments primarily use digital printing to support information-processing functions in establishments such as data centers, print centers, and MIS or IT printing departments. Also part of this group are direct mail firms and data center service bureaus, which perform similar functions on a for-profit basis.

Reprographics environments typically use analog light-lens, standalone digital copiers, and some multifunctional copiers. These products have very different workflow and operating conditions compared with digital network connected print-on-demand products. Nevertheless, because the revenue and value of print produced by such products is considerable and some of this revenue is displaced by print-on-demand processes, this is an important area that we include in our forecast.

Research Methodology

To complete the forecast, InfoTrends' consulting staff conducted primary and secondary research in the marketplace. Primary research with appropriate technologists, manufacturers, distributors, and users of digital printing systems was analyzed to establish key industry trends, strategies, and factors influencing market growth or decline. We also interviewed key purchasers and users of digital printing services ("end" end-users, often called "print service purchasers") on an ongoing basis. We accessed secondary research including existing InfoTrends market research, European government sources, industry trade associations, reports, and data from other research firms. InfoTrends considers this information in establishing and validating market sizes and growth rates. As part of the analysis, we conduct cross-checks to ensure that the market size and projections are consistent with other industry statistics (e.g., paper manufacturing rate and capacity, overall value of print, and pricing trends).

InfoTrends gathers placement information from production digital printing and copying system vendors on a regular basis for its POD Quarterly Tracking Program. On a yearly basis, we gather information on a wider range of digital printers and copiers for our placements and market share report, as well as for our annual forecast. We input this data into our database, which has been created to model, size, and forecast the market for equipment, services, supplies, and retail value of print.

Segmentation

Area	Segment	Sub-segment	Categories
Black & White	Cut-sheet	70 – 90 ppm 91 – 105 ppm 106 – 134 ppm 135 – 199 ppm 200+ ppm	Multi-Function
			Single-Function
	Roll-fed	<200 ipm 200-499 ipm 500+ ipm	Single-Function
Spot colour	Cut-sheet	70 – 90 ppm 91 – 105 ppm 106 – 134 ppm 135 – 199 ppm 200+ ppm	Single-Function
			Single-Function
	Roll-fed	<200 ipm 200-499 ipm 500+ ipm	Single-Function
Process colour (Digital)	Cut-sheet	1 – 10 ppm 11 – 20 ppm 21 – 30 ppm 31 – 44 ppm 45 – 69 ppm 70 – 90 ppm 91+ ppm	Multi-Function
			Single-Function
	Roll-fed	91+ ppm	Single-Function
Process colour (Direct to Press)	4+ colour units	2-up 4-up	
Alternate Views	Colour by Duty cycle range (Cut Sheet and Roll-Fed)	Less than 100K 101K to 300K 301K to 999K 1M to 10M 10M+	
	Roll-Fed by colour	Black & white Spot colour Process colour	Single-Function

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