

Digital Printing in Direct Mail: Market Analysis & Forecast (2008-2013)



A new market research report, based on in-depth surveys of leading direct mail printers, which complements *North American Transactional Printing: Market Analysis & Forecast*, a study published by INTERQUEST in June 2008. The report also provides an assessment of the impact of the financial crisis on the direct mail printing business.



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What you will find in the report

- **A discussion of the “hot topics”** including the impact of the financial crisis on the business, the impact of the arrival of new high-speed and higher-quality full-color continuous-feed digital presses; as well as postal, legislative, and environmental issues
- **A detailed forecast through 2013** broken down by technology and type of documents (monochrome and color)
- **The results of an in-depth survey** with leading direct mail printers, analyzing the installed base of equipment, applications and print volume trends, software and finishing equipment, as well as color variable data printing and personalization
- **An in-depth analysis of the leading printing systems vendors** involved in the direct mail market with an assessment of their strengths and weaknesses

Study Methodology

This study is based on the results of an in-depth telephone survey of 40 leading North American direct mail printers and large mailers. The survey was conducted in the first half of 2008, and was updated in October/November 2008 to assess the implications of the financial crisis on the direct mail business. The study also incorporates input from interviews with printing equipment and software vendors and findings from other research and work related to digital production printing recently conducted by INTERQUEST.

Who Should Buy?

- Printer Manufacturers, OEMs, Resellers of:
 - Printing systems
 - RIP/connectivity products
 - Software solutions
 - Pre- and post-processing/finishing equipment
 - Paper & substrates
- Print Providers
 - Direct mail printers
 - Transactional service bureaus
 - Digital printers
 - Commercial printers
 - Quick printers
 - Outsourcing organizations
- User Organizations
 - Print & mail services
 - Document & graphic services
 - In-plant print shops
 - MIS/data center operations
 - Marketing/communications departments
- Marketing & communications firms

For Industry Professionals Involved in:

- Sales and marketing
- Product management
- Engineering and product development
- Application and technical support
- Market research and strategic planning
- Sales and technical training
- Selection and purchase of printing solutions
- Printing and publishing operations

Order now!

Please send me _____ copy(ies) of **Digital Printing in Direct Mail: Market Analysis & Forecast (2008-2013)** Contains over 260 pages of text with 155 tables and charts (Published January 2009).

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Founded in 1989 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has more than 2,000 clients worldwide; approximately two-thirds are end-user organizations and one-fourth is outside the United States. INTERQUEST activities and services include:

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Over the last 18 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, graphic arts printing, direct mail and transactional printing, color printing and variable imaging, pre-and post-processing/finishing, and MICR printing.

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We have conducted multiple consulting projects for leading industry players around the world. These include printing and finishing equipment vendors, software companies, print providers, end-user companies, and trade organizations.

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