

# Digital MICR Printing: Market Analysis & Forecast (2008-2013)



**This new study examines market trends, technology developments, applications and issues, and leading vendors and solutions for check and MICR printing. The report covers the market from desktop to production applications with a worldwide perspective.**



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### What you will find in the report

- A discussion of the “hot topics” including the emergence of ink jet MICR printing, color, the impact of electronic bill payment, as well as market opportunities
- A detailed forecast for the U.S. market through 2013 broken down by unit shipments, unit installed base, and print volume
- The results of a survey of large check and MICR documents producers analyzing MICR volume projections and equipment acquisition plans
- A perspective on check and MICR printing trends, key issues and leading players in the major regions of the world.
- An analysis of the leading MICR printer vendors and their solutions.

## Study Methodology

This study is based on the results of in-depth telephone surveys of 50 check printing producers (large transactional service bureaus, direct mail print printers, check printers, and in-house corporate operations) conducted in the first half of 2009 in North America and Europe. This is complemented by a series of interviews with MICR printing manufacturers/developers and distributors around the world. The study also incorporates input from other research and work related to transactional, direct mail, and MICR printing recently conducted by INTERQUEST.

### Who Should Buy

- Printer Manufacturers, OEMs, Resellers of:
  - Printing systems
  - Software solutions
  - Pre- and post-processing/finishing equipment
  - Paper & substrates
- Print Providers
  - Security printers
  - Direct mail printers
  - Transactional service bureaus
  - Digital printers
  - Commercial printers
  - Outsourcing organizations
- User Organizations
  - Print & mail services
  - IT/data center operations
  - Purchasing departments

### 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

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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:

### **Multi-client Market Research Studies & Industry Reports**

Over the last 20 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, and pre- and post-processing/finishing. We have been following MICR printing since 1991 when we published the study *MICR Printing: Beyond the Niche!* We also published *Electronic MICR Printing and Check Processing*, a reference book for industry professionals over the past 15 years.

### **Consulting Services**

We have conducted multiple consulting projects — including many on transactional and MICR printing markets and issues — for leading industry players around the world. These include printing and finishing equipment vendors, software companies, print providers, end-user companies, and trade organizations.

### **Seminars and Industry Forums**

Since 2003 INTERQUEST has conducted numerous seminars covering topics such as color variable data printing and personalized communications in graphic arts and vertical markets—such as bank, finance, insurance, and higher education. Since 2006, INTERQUEST organizes the Digital Book Printing Forum and the Digital Printing in Government Forum, two annual events which take place in New York and Washington D.C., respectively. In 2008 and 2009 we launched digital printing forums in Canada and in France.

### **Books & Guides**

We offer books and guides that are being used by many organizations including equipment vendors, print providers, and user companies to educate their sales, marketing, and technical staff as well as their customers and resellers.

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