

Paper and Digital Printing: What You Should Know

ENTIRELY UPDATED!



**What every
professional in the
digital printing
industry should
know about paper
and substrates.**

A powerful tool for understanding key technology, marketing issues and trends related to paper and digital printing, the reference guide is invaluable to anybody involved in the electronic printing industry. The Guide to Paper and Digital Printing is a must for those who sell, buy, and/or use digital printers, papers and other substrates.

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Benefits of the Guide

- Helps users and designers to enhance the appearance and quality of their documents
- Assists buyers in making the right purchasing decision
- Helps equipment and paper vendors educate and train their employees

Who Will Benefit?

Manufacturing/Vendor Companies

- Paper and other substrates
- Printing systems
- Pre- and post-processing/finishing equipment

End users

- MIS/data centers/network specialists, etc.
- In-plants/reprographic centers, etc.
- Purchasing departments
- Print providers
 - Commercial printers
 - Quick printers
 - Digital service bureaus
- Graphic arts/advertising professional

Educational organizations

Industry trade associations

About the Authors

Tamara D. Pope has tracked technology developments and their implications for paper and print over the last 15 years.

Ms. Pope has extensive expertise in strategic planning, marketing, and product strategy. Having worked in the paper industry as Marketing Manager for Noranda Forest Recycled Papers, and Vice President of Marketing for Avenor's White Paper Group, Ms. Pope most recently held a variety of positions within Xerox Corporation's Supplies Business Group including Manager, Worldwide Product Planning and Marketing Strategy and Manager, Strategic Initiatives.

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Gilles Biscos, the founder and President of INTERQUEST, has spent over 25 years in the information processing industry. He has extensive expertise in strategic planning, market research, competitive analysis, and the development of educational and training programs related to electronic printing/publishing and document management.

Gilles Biscos is the co-author of the *Digital Printing: The Reference Handbook*, published in 1993 and updated in 1998 and 2004.

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Established in 1990 and located in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm specializing in digital printing and publishing. INTERQUEST activities and services include:

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Over the past 16 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, graphic arts printing, corporate printing, multi-function devices, 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, service bureaus, end user companies, and trade organizations. Trade organizations who have commissioned INTERQUEST to conduct market research studies include Xplor International, The Print Industry Market Information & Research Organization (PRIMIR) formerly GAMIS, and Printing Industries of America (PIA) Digital Printing Council.

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Since 2003 INTERQUEST has conducted seminars covering color production printing and variable imaging, "Profiting with Color Variable Print," "Focused Forums," and "Color Printing & Personalized Communications" in major U.S. and Canadian cities. These half-day seminars - sponsored by leading industry vendors and trade publications - have been targeted at graphic arts and transactional print providers, as well as corporate users, print buyers, and ad agencies. In 2006 and 2007 in partnership with BookTech and Book Business - INTERQUEST organized the "Digital Book Printing Forum" in New York City. At the end of 2006, we conducted the "Digital Printing in Government Forum" in Washington D.C., and in early 2007 we organized—jointly with the Association of College & University Printers (ACUP)—The "Personalized Communications & Variable Data Printing in Higher Education Forum" in San Francisco.

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