



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

New Study Examines Current & Future Role of Digital Printing in Direct Mail

Charlottesville, VA (January 28, 2009)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, has released a comprehensive new study of the use of digital printing in the direct mail market. The study is based on in-depth interviews with leading direct mail printers and major mailers. Collectively the direct mail producers surveyed for the study generate nearly 20% of the total digital direct mail impressions produced in North America.

According to Gilles Biscos, Director of INTERQUEST, “Direct mail printing has been a generally bright spot in the printing industry for a number of years. Given the dramatic advancements in digital printing technology in recent years we felt the time was right to take a serious look at how it was being used in direct mail, and what the future may bring, particularly for the latest generation of equipment.”

The topics examined by the study include the current and future state of the direct mail market; the use of black-and-white and color digital printing in direct mail, including technologies and applications; pertinent business issues such as postage, the environment, and legislative considerations; the roles played by laser and ink jet printing in direct mail; the impact of promotional transactional applications on direct mail inserts; and the impact of the current financial downturn on direct mail. In addition to market size and forecasts through 2013, recent developments in hardware, software, paper handling, and finishing are examined.



“Direct mail printing certainly is not immune to economic downturns,” continued Mr. Biscos, “but our findings suggest that digital providers may very well be in a stronger position to weather the storm. Many of the macro trends providers report—increased customer segmentation and targeting, shorter print runs, and full-color personalized direct mail—play right into the hands of those direct mail printers who have already seriously adopted the technology. Mailers will be even more cognizant of higher return rates on advertising in a challenging economic environment.”

The study finds that over 90% of digital printing in direct mail currently involves overprinting monochrome elements on preprinted offset shells. Yet more than three-quarters of the respondents to this study already have full-color digital equipment, and full-color digital equipment is high on their acquisition lists. Despite the preponderance of black-and-white output, color digital printing is currently growing about two-and-a-half times faster. High-speed ink jet printing is also poised to take hold in this market, moving upstream from the mail lines into single-pass production. The study forecasts that by 2013 full-color digital output will account for nearly one-third of digital direct mail impressions.

Digital Printing in Direct Mail: Market Analysis & Forecast (2008-2013) contains over 250 pages of text and more than 150 tables and charts illustrating the findings. For more information, or to order the study, visit www.inter-quest.com, or call 434-979-9945.

About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past eighteen years INTERQUEST has published numerous multi-client studies related to digital printing and print-on-demand in corporate, graphic arts, and industrial markets.