

A Vision of the Global Industrial Printing and Decorating Markets 2009-2014

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Abstract

Digital technology and printing have revolutionised our lives in the office and at home, and they are now carving out their share of the graphics printing market. However, the traditional printing and imaging technologies utilised in the *industrial* printing and decorating sectors have proved remarkably resilient, often adopting digital technology in design and pre-press to improve their efficiency. But what does the future hold for the world of printing?

Will digital printing spread to industrial application, and annihilate the existing analogue technologies in use there? Will analogue technologies such as offset, flexo, screen, and gravure resist the attack and maintain their strong market shares? Will there be winners and losers, depending on application needs? Or will emerging technologies such as electronic display technology, RFID, and electronic paper lead to the demise of printing per se?

The speaker will use historical examples of how disruptive technologies have influenced printing and

imaging markets to construct a model of the future, and will use this model to describe his vision of the printing and imaging landscape, digital and non-digital, in 2009 and 2014.

Biography

Stewart Partridge is managing director of Web Consulting with offices in the UK, US, and China. His experience embraces 17 years in graphics, textile, and Industrial printing (technical, marketing, and strategic management roles) followed by 12 years digital printing consultancy. For four years he has directed Web Consulting's market research and client programmes within China and Europe.

Partridge holds a BSc in Chemistry from the University of Wales and a Diploma in Marketing, has published more than 50 reports and 200 articles on digital printing and its interaction with the analogue printing industry, and has organized or spoken at more than 140 digital seminars throughout the world.