



# UK PRINTING

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## THE FACTS & FIGURES



**£600 MILLION**  
P.A. CAPITAL INVESTMENT



**WORLD'S FIFTH**  
LARGEST PRODUCER OF PRINTED PRODUCTS



**£13.5 BILLION**  
TURNOVER



**122,000**  
EMPLOYEES



**£750 MILLION**  
POSITIVE TRADE BALANCE IN 2014



**£6.1 BILLION**  
GROSS VALUE ADDED



**8,600**  
COMPANIES

# WHAT IS PRINTING?

IT'S ALMOST  
IMPOSSIBLE  
TO IMAGINE  
A WORLD  
WITHOUT  
PRINT. IT'S ALL  
AROUND US  
AND PLAYS A  
VITAL ROLE  
IN OUR DAILY  
LIVES.

**Print is largely produced using sustainable materials.**

It is predominantly paper-based, with three to four trees replanted for every tree logged in managed forests. Printing companies are at the forefront of improvements in environmental performance in manufacturing, with high levels of take-up for both the ISO 14001 environmental management standard and for FSC and PEFC chain of custody accreditations.



**Print is highly effective.**

It provides the means to communicate 'messages' easily, quickly and affordably.



**Print has impact.**

It is creative, versatile and persuasive. Print engages the consumer.



**Print has longevity and authority.**

It is tactile and offers a 'real world' experience. It has a unique ability to grab and hold people's attention. In fact no other media channel can offer this combination of qualities.



**Print is an important vehicle for advertising, education, entertainment and information.**

It serves all parts of the UK economy – including central and local government, financial services, retailing, distribution, travel and tourism and manufacturing industries.



**Print is an advanced manufacturing sector.**

It utilises cutting edge information and production technologies.



**Print can be interactive and integrated.**

The use of QR codes, Augmented Reality and Near-Field Communications offers the opportunity to increase the engagement between consumers and brands and enhance the effectiveness of marketing campaigns.

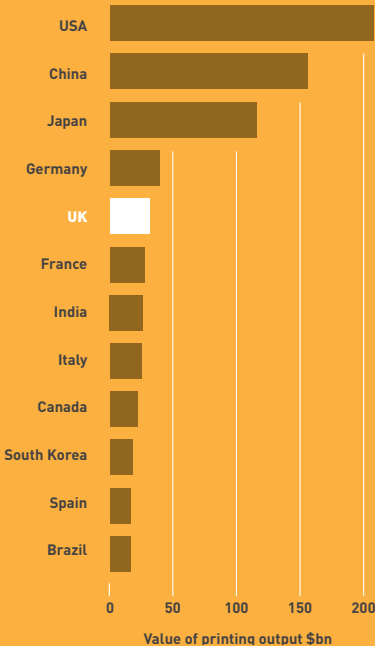


# ECONOMIC IMPORTANCE

WITH A TURNOVER OF £13.5 BILLION, GROSS VALUE ADDED OF £6.1 BILLION AND EMPLOYING AROUND 122,000 PEOPLE IN 8,600 COMPANIES THE UK PRINTING SECTOR IS AN IMPORTANT ECONOMIC CONTRIBUTOR AND EMPLOYER IN ALL UK REGIONS.

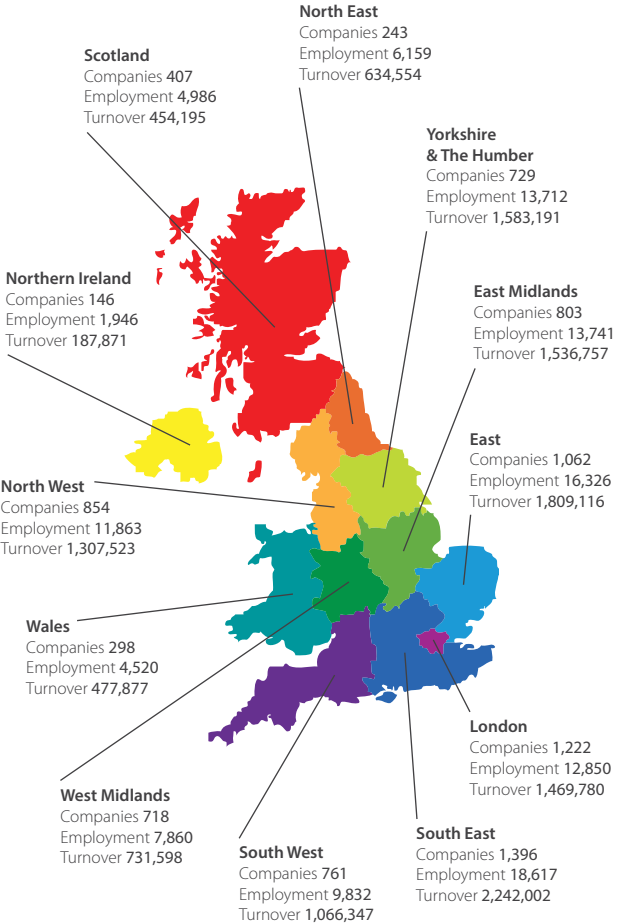
The UK is the fifth largest producer of printed products in the world; printed matter contributed £750 million to the UK's balance of trade in 2014.

## THE UK IS THE FIFTH LARGEST PRINTING COUNTRY IN THE WORLD



# REGIONAL UK PRINTING

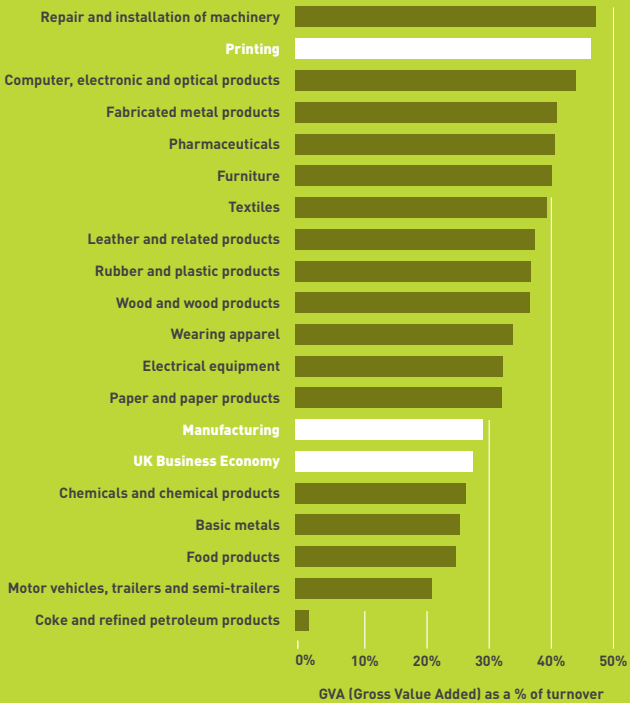
COMPANIES, EMPLOYMENT, TURNOVER (£000S).



<b>England</b>	<b>UK</b>
Companies 7,788	Companies 8,639
Employment 110,960	Employment 122,412
Turnover 12,380,868	Turnover 13,500,811

# VALUE ADDED IN PRINT

PRINTING ADDS RELATIVELY MORE VALUE THAN ALL BUT ONE OTHER MANUFACTURING INDUSTRY.



**Gross Value Added (GVA)** represents the amount that individual businesses, industries or sectors contribute to the economy. It is the difference between the value of goods and services produced by businesses (output) and the cost of raw materials and other inputs which are used up in production of those goods and services (intermediate consumption). Here, GVA is what the industry adds in value by its activities – essentially its direct contribution to the UK economy.

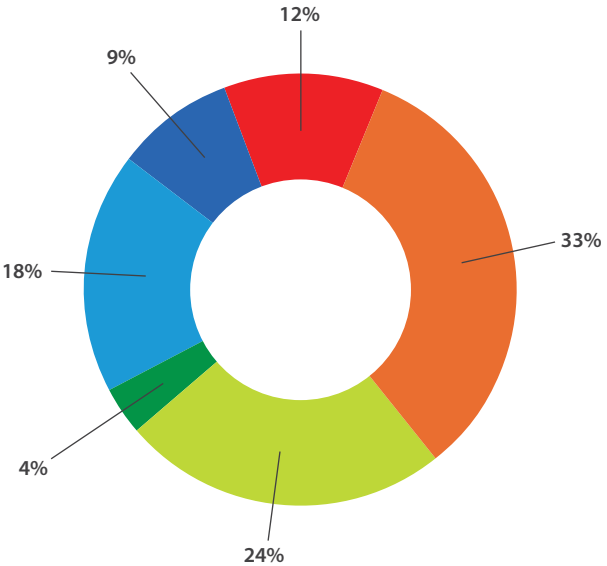
**GVA as a % of turnover** is calculated to show the performance of each sector, relative to its size.

# PRODUCTS BY SECTOR

THE VAST MAJORITY OF PRINTED PRODUCTS HAVE AN IMPACT ON MARKETING.

The relationship is vital – not just for the directly related point-of-sale, direct mail and poster advertising material but also in the channels provided through newspapers, magazines and brochures; brand identity on printed packaging and labels; and, even the additional programme and ticket marketing collateral surrounding events.

**TURNOVER SHARE BY PRODUCT SECTOR – MARKETING IS IMPORTANT WITH A SIGNIFICANT DIRECT AND INDIRECT IMPACT**



- Advertising literature, business stationery, event programmes, tickets etc.
- Newspapers, magazines, books, brochures etc.
- Security printing
- Printed packaging (cartons and labels)
- Printing onto non paper/board
- Other printing

# WHY PRINT MEDIA?

## Add print, add power

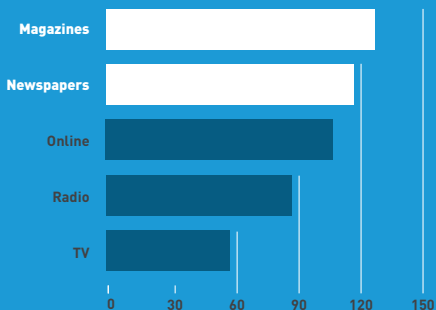
In many ways, print is the ideal marketing medium: it's available in both large and small numbers, can be accessed easily, and is engaging, versatile and creative. Each type of print media has its own unique quality and role in their readers' lives. Newspapers become part of their readers' day as they educate and inform with credibility and trust, while consumer and customer magazines create engagement through entertaining content. Direct mail uses its ability to gain access to people's homes and lives to deliver a targeted sales message, while door drops have an enviable reach and ROI. Finally, catalogues provide inspiration for customers before leading them online to make the purchase. On their own, each channel fulfils a vital marketing role. When combined with other media, print is a highly effective force for any campaign, for any brand.

## Adding print increases the ROI

An effective marketing campaign works best when print is used with other media as one element of an integrated solution. Research has shown that adding print to the advertising media mix will increase the Return On Investment (ROI) of the overall campaign. Print media will not only add to the ROI, it will also enhance the ROI of TV or online in the mix. BrandScience analysis of 500+ European cases shows that, in the case of FMCG, TV's ROI increased to 61% when used in combination with print advertising and the campaign ROI increased to 57% with the combination of TV and print media.

Source: Print Power, [www.printpoweruk.co.uk](http://www.printpoweruk.co.uk)

## ROI INDEX – EVERY £100 INVESTED IN MAGAZINE ADS DELIVERS A RETURN OF £130



Source: GfK cross-media ROI study 2013, [www.gfk.com](http://www.gfk.com)

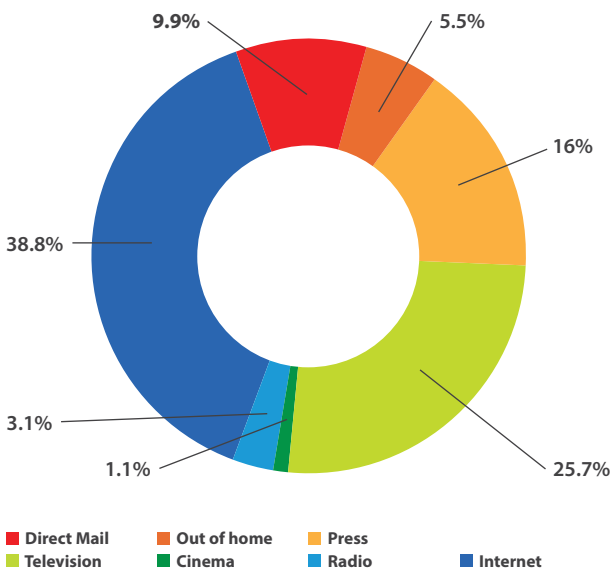


# ADVERTISING IN PRINT

THE INTERNET HAS BECOME THE TOP RANKED MEDIA IN TERMS OF SHARE (38.8%). HOWEVER, PRINTED MEDIA (DIRECT MAIL, OUT OF HOME AND PRESS) IS SECOND (31.4%). AND, OF COURSE, THE INTERNET FIGURES INCLUDES DIGITAL EXPENDITURE BY NEWS AND MAGAZINE BRANDS.

While print media has been under threat from the rapidly growing internet sector, the latest Advertising Association / Warc Expenditure Report reveals that advertising expenditure grew by 3.2% in 2013, 5.8% in 2014, and is forecasted to grow by 5.7% in 2015.

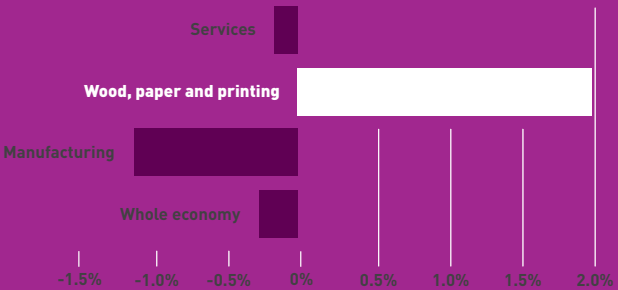
## UK ADVERTISING EXPENDITURE 2014, % SHARE OF £18.6 BILLION



# PRODUCTIVITY IN PRINT

NOT MANY PRINTING COMPANIES CAN GENERATE THE SCALE EFFICIENCIES THAT MANY OF THE LARGEST MANUFACTURERS CAN. HOWEVER, IN A TIME PERIOD BESET BY PRODUCTIVITY DECLINES, THE INDUSTRY HAS BEEN A BEACON OF LIGHT AS CONTINUING INVESTMENT IN TRAINING, TECHNOLOGY AND PROCESS IMPROVEMENTS HAVE DRIVEN ABOVE AVERAGE EFFICIENCY GAINS.

PRODUCTIVITY (OUTPUT PER HOUR): % CHANGE 2012 - 2013



# PRINT IS SUSTAINABLE

Unlike TV or digital, print conjures up a number of preconceptions powered by a series of myths about the use of paper. Consumer demands, Corporate Social Responsibility programmes and the constantly developing area of legal compliance all put sustainability firmly in the spotlight. The creation of print can be split into three stages: paper, printing and consumption. For each point along this journey, there are a large number of processes, assessments and safeguards that significantly reduce the environmental impact of print.

## Paper

The production of the raw material for print media – paper – is perhaps the most obvious and emotive area for environmental concern. But while it's assumed that making paper destroys forests, the opposite is true: European forests have actually grown by over 30% since 1950. Forests used in the paper-making industry are also well managed and sustainable, with certification schemes such as the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC) ensuring that paper comes from sustainable forest sources.

## Printing

The printing process is constantly becoming more environmentally friendly, refining its materials and processes to reduce its impact. One of the major ways printers do this is through 'environmental printing', a commitment whereby they strive to reduce their carbon footprint across the entire company. This is done through the use of vegetable-based inks, recycling cleaning solvents and waste, sourcing paper from sustainable and well-managed forests and offsetting any remaining carbon emissions.

## Consumption

Paper is one of the world's most recycled materials – far more than plastics or glass – and is one of the few materials that's able to be completely recycled. The European recycling rate for paper continues to lead the world; it reached 72% in 2013. There's understandably a consumer concern about the waste of paper, but studies are emerging about the environmental impact of digital media compared to print. Indeed, a report by the Swedish Royal Institute for Technology stated that reading a newspaper can consume 20% less carbon than viewing the news online.



# ABOUT US

The BPIF is the principal business support organisation for the UK print, printed packaging and graphic communication industry and is one of this country's leading trade associations.

Visit our website to find out more about us or contact us at the address below.

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