

# Vision for the European Graphic Industry

Policy paper

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member of the board

**INTERGRAF**

International confederation for printing and allied industries a.i.s.b.l.

# INTERGRAF

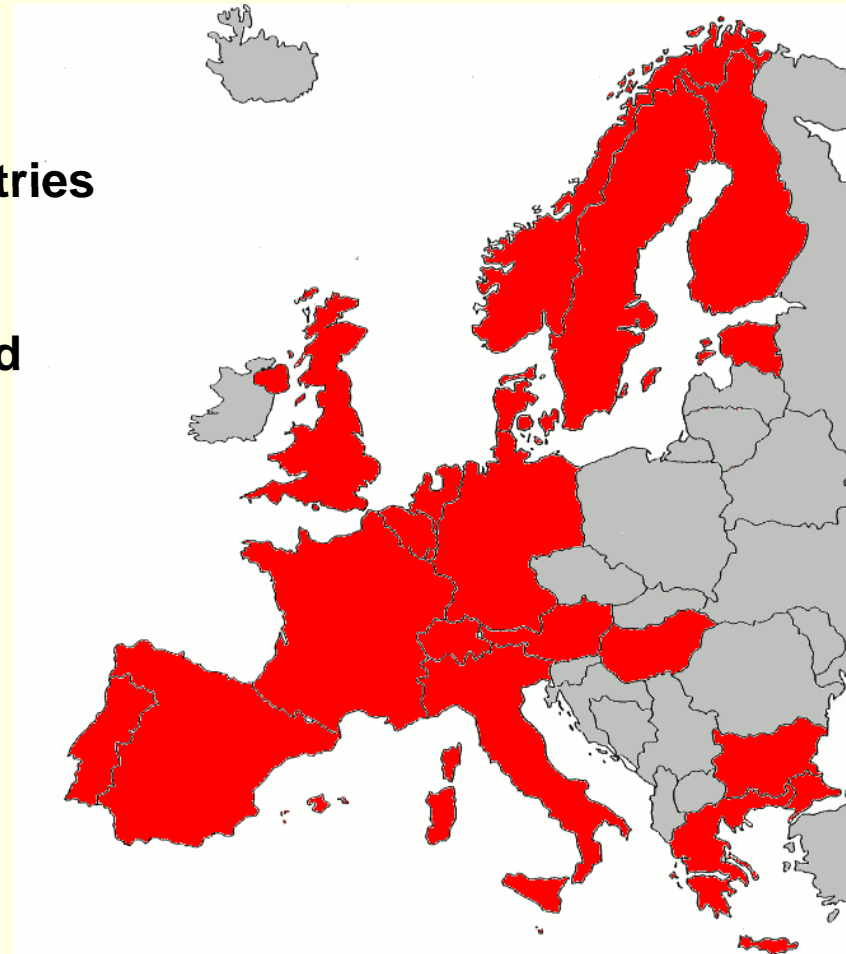
European confederation for printed and digital communication a.i.s.b.l.

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**23 member associations in 20 countries  
2 Associate members**

**Secretariat and Member of the World  
Print & Communication Forum**

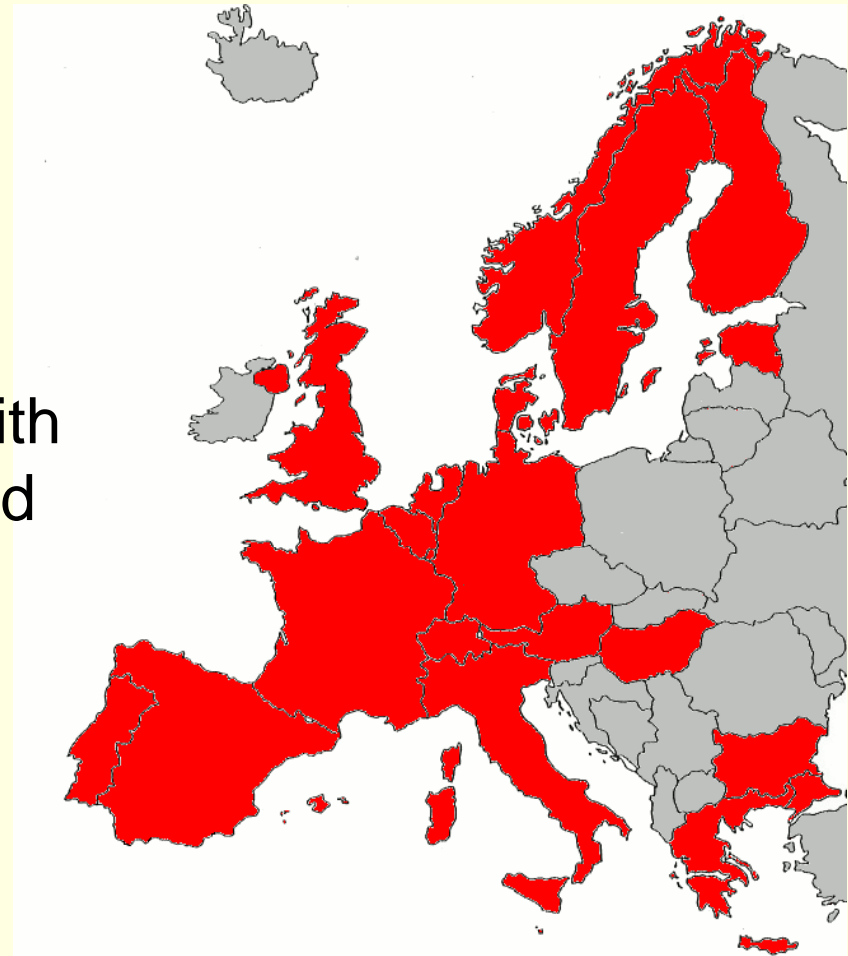
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Brussels**



# INTERGRAF

European confederation for printed and digital communication a.i.s.b.l.

Intergraf's main task is to promote and protect the interests of the printing and related industries, working with the European Institutions, and to enhance the sector's competitiveness through lobbying, informing and networking.



INTERGRAF  
published its new  
policy brochure,  
in March 2012



Vision for  
the European  
Graphic Industry  
Policy paper

## *Vision for the European Graphic Industry*



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Print is an important vehicle for education, entertainment, advertising and information. It serves all parts of the economy including: central and local public authorities, financial services, retailing, distribution, travel and tourism, and manufacturing industries.

Print has impact, it is creative, it engages, it is versatile and persuasive. It has longevity and authority. It is tactile and enables the sharing of real world experiences. It has a unique ability to grab and hold people's attention. It therefore offers a unique combination of qualities.

Print is based on a renewable and recyclable raw material and thus it performs outstandingly regarding sustainability criteria.

# At the centre of the communication industry

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## **1. A leaner, more dynamic industry**

The European graphic industry is undergoing great structural change. Due to the rapid pace of technology and the advent of new media, the industry is characterised by structural overcapacity. However, within the volatility of change lies opportunity. Intergraf aims to facilitate re-orientation and restructuring of the industry in a progressive and socially responsible way. By working with unions and employers across Europe, this necessary change can be achieved in the least damaging manner possible. Intergraf has made great strides in this area with its EU project on Socially Responsible Restructuring which was carried out in 2010. Working with all affected partners can ensure a responsible change and a more efficient industry in the future.

# At the centre of the communication industry

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## **2. An environmentally friendly industry, supported by Europe**

The average consumer is often under the impression that the graphic industry, due to its reliance on paper, is inherently damaging to the environment. The logic seems to make sense – paper does not grow on trees, it is made from them. The reality though, is that through renewing forests and evaluating carbon emissions the industry is self sustaining and environmentally friendly. More than half the paper used in Europe today is from recovered sources. The industry needs the help of the European Union to correct preconceived ideas that new means of communication (e-books, iPads etc) are inherently more environmentally friendly than print when in fact, the opposite is often the case.

# At the centre of the communication industry

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## **3. An industry focused on standards**

Intergraf has been instrumental in promoting the use of standards in the creation of printed products. Studies have shown that customers like knowing that their products conform to a recognised, consistent standard. It also benefits the industry as it provides a more reliable product and increases the predictability and efficiency of a print job for customers. This allows a better relationship with a customer as it makes it easier to communicate the results of a project. Standards also add the benefit of job consistency if consumers plan to use several different print companies. Intergraf oversees the Printing Standard Network which is a cooperation of European Print and Media Organisations who aim to support and strengthen the use of ISO standards in print production.



# At the centre of the communication industry

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## **4. An industry working with the latest technology – not against it**

The rapid pace of technology can be worrisome for any manufacturing based industry. It is the responsibility of the graphic industry, working in tandem with the European Union, to ensure that these changes are met with a positive attitude. Whether this means printing companies expanding their marketing capabilities, or availing of digital print techniques, they must be assisted. Intergraf currently supports two separate print promotion campaigns. These are 'Print Power', which emphasises the effectiveness of print and highlights its potential cutting-edge applications, and 'Two Sides' which focuses on the inherent sustainability of print being based on a renewable raw material.



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The brochure compiles all of Intergraf's lobbying activities into one clear, concise document.

It focuses on four main areas:

- business competitiveness
- environment and energy
- skills, employability and labour market,
- promoting print.



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“While there is plenty the industry can do itself, it also needs the support of an informed and sympathetic Europe.

The graphic industry has a future and potentially bright one, but the framework conditions can only be made possible with appropriate support.

This brochure is another step in Intergraf’s continuous efforts to ensure that decision makers understand the power and sustainability of print.”

Beatrice Klose  
Intergraf Secretary General

# Improving business environment

## Stimulating competitiveness

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### Background

The graphic industry has been severely hit by the economic crisis and is only slowly recovering. However, turnover is not expected to increase to pre-crisis levels in European countries. The economic crisis adds to the structural crisis the industry is already facing due to new media and imports from low-cost countries. This in consequence leads to a reduction in turnover of the industry, in the number of companies and in the number of employees.

A favourable business environment must be ensured.

# Improving business environment

## Stimulating competitiveness

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### **Co-operation with DG Enterprise on follow up measures linked to the Study on the Competitiveness of the European printing industry**

The European Commission financed the study on competitiveness much to the appreciation of the industry. Furthermore the European Commission recognised the Intergraf Action Plan as a necessary consequence of the issues presented in the study and signalled willingness to support follow-up actions.

Follow-up activities include the organisation of a conference for “Young Leaders in Print” with the objective of sharing information on successful management policies and helping to reposition the industry.

Support was also ensured for a project on “Socially Responsible Restructuring” providing guidance and tools for companies facing restructuring problems or wanting to re-orient their company.

# Improving business environment

## Stimulating competitiveness

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### Socially Responsible Restructuring of the printing Industry

Intergraf received funding from DG Employment for the project of EUR 255,000. The workshops provided a platform for an open and honest exchange of information, experiences and opinions between trade union and employer representatives at company level as well as at national and European level.

The two extensive documents were well received: A study on the situation of the Industry and a “Toolkit” for companies to help in restructuring and reorientation. The study also includes a section on best practice cases. The collaboration during the project led to the decision to continue and reinforce cooperation between Intergraf and UNI Europa-Graphical at European level.

# Improving business environment

## Stimulating competitiveness

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### Contribution to the Forest-Based Industries Platform for Research and Innovation

The Forest-based industries platform is an industry initiative supported by the European Commission and functions as the European umbrella of all national working groups on forestry and paper. Together with the paper industry

Intergraf included recent innovations such as QR codes, RFID etc. in the Strategic Research Vision of the Platform. This document serves as input to DG Research when compiling new framework programmes and calls for tender for research funding.



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## **B. Environment - Energy - Chemicals**

Towards sustainability efficiency and flexibility

## **C. Skills, employability and labour market**

Ensuring effective and flexible work conditions

## **D. Promoting print**

Powerful sustainable effective





## Download:

[http://www.intergraf.eu/AM/TextTemplate0ff6.html?Section=Vision\\_for\\_the\\_European\\_Graphic\\_Industry&Template=/CM/ContentDisplay.cfm&Contentl](http://www.intergraf.eu/AM/TextTemplate0ff6.html?Section=Vision_for_the_European_Graphic_Industry&Template=/CM/ContentDisplay.cfm&Contentl)

Thank you for your attention!

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