

PRESS RELEASE

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Strong Turnout at the INTERQUEST 2016 Amsterdam Digital Book Printing Forum

Over 110 Book Industry Professionals Participated in this Inaugural Event

Charlottesville, VA and Amsterdam, the Netherlands (April 5, 2016) —

INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced the tremendous success of its 2016 Amsterdam Digital Book Printing Forum. This inaugural event, which was held Tuesday, March 22 at the Amsterdam Public Library—Openbare Bibliotheek Amsterdam (OBA), attracted over 110 book industry professionals.

The program was kicked off by Gilles Biscos, President of **INTERQUEST**, who provided an overview and analysis of the key trends and developments occurring in the book market. He also presented the findings of his firms' latest research on the current and future use of digital printing in the book market, globally and in Europe, as well as in the Netherlands.

“The publisher survey we conducted prior to the event confirms that the Netherlands is very advanced in its use of digital printing for book manufacturing. Nearly two thirds of the respondents in charge of production cite the growth of print-on-demand (POD) as a key trend in the market—which compares with 29% and 23% of the respondents in the U.K. and France, respectively. Also, about 20% of the book volume produced by the survey participants is printed on digital equipment, and three quarters of the respondents indicate that digital printing has had a major impact on their supply chain—which are much higher percentages than in any of the larger European countries.” said Gilles Biscos.



During the next session, two leading international printers presented their book manufacturing and digital printing activities. Adam DeMaestri, President of **BR Printers** in the U.S., discussed the success of his firm's use of full-color inkjet presses in the educational book market; while Emanuele Bandecchi, Business Development Director at **Rotolito Lombarda** in Italy, explained how his firm is now using digital printing not only to produce school, professional/STM, and trade books; but also customized magazines and catalogues, as well as fashion brand coffee table books.

The following session was dedicated to ways in which digital printing is being used to streamline the supply chain. Robbert Bosch, Sales Manager at **CPI - Koninklijke Woermann B.V.**, and Eelko Huizing, Director of **Dedact**, described how their two companies have worked together to develop a complete solution that enables them to produce on-demand personalized school books that contain user generated content. Mathijs Suidman, Business Unit Manager Media for **Centraal Boekhuis (CB)** then provided a detailed presentation of how digital printing has been fully integrated into the supply chain at CB and how rapidly POD is growing. He said: "We started offering in-house single copy POD production in 2011; we now have nearly 19,400 titles—more than 22% of all our titles—available through POD, and this is growing at about 20% per year." Finally Lynn Kaplanian Buller, Director of the **American Book Center**, gave an update on the two Espresso Book Machines (EBMs) she has been using to produce books in her stores over the last few years. She acknowledged that print volume has not grown as she initially hoped, but believes that is mainly due to the limited number of titles made available by publishers.



After the break, executives from leading digital printing equipment suppliers discussed specific topics that are key to the growth of digital printing in the book market. Frank Huigen, Channel Director Commercial Printing at **Canon** Netherlands discussed the positioning of toner and inkjet technology. Erwin Busselot, Commercial Print Solutions Director, Production Printing at **Ricoh** Europe gave a preview of a new fully integrated workflow solution to be demonstrated at drupa. Alwin Stadler, Vice President Sales Digital, **manroland web systems** GmbH described how FTD Sao Paulo, in Brazil, is using the manroland FormerLine folding technology for book-block production. FTD's digital printing solution, which includes a high-speed inkjet press inline with the FormerLine, produces books in runs of 100 to 1,500 copies over a two-shift operation (soon to become three-shift). According to Stadler, ROI with this finishing solution can be achieved within three years in two-shift operations and less than two years in three-shift operations.

The seminar wrapped up with a session during which Dutch and international book manufacturers and publishers discussed how technology innovations and emerging applications help them expand their digital printing business. Robert Bosma, Founder and CEO of **Mybestseller** talked about the solution his company has developed to take advantage of the move to mobile publishing; while Francis Atterbury, Joint Partner at **Hurtwood Press** in the U.K., showed how he is using digital printing technology to produce unique and limited edition, very high quality books. Rombout Eikelenboom, Managing Partner at **Printforce**—jointly with Emile Kranendonk, Team Leader Production & Logistics at **Brill**—discussed their successful three-year digital printing partnership. Brill, a leading international academic publisher founded in 1683 in the Netherlands, is now using digital printing for 90% of its front list titles. Rombout Eikelenboom also explained how his new Canon Océ ImageStream 2400 inkjet platform has expanded the reach and flexibility of digital printing with its ability to print on standard offset-coated paper stock.



The afternoon ended with a cocktail reception which provided forum attendees with an opportunity for networking.

The 2016 Amsterdam Digital Book Printing Forum was sponsored by leading players in the market, including: Arctic Paper, Canon, CPI, Crown Van Gelder (CVG), Hunkeler, manroland web systems, Meccanotecnica, Rotaform, Rotagraphic, Rotolito Lombarda, Ricoh, Tecnav, and Xerox. It was supported by The Association of Learned and Professional Society Publishers (ALPSP), the European Publishers Council (EPC), The Federation of European Publishers (FEP), Intergraf, Koninklijke KVGGO and The International Association of STM Publishers (STM). For more information about the Forum visit www.inter-quest.com.

About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its most recent studies are *Digital Book Printing in Europe: Market Update & Forecast, 2015-2020* (2015) and *Digital Book Printing in North America: Market Update & Forecast, 2015-2020* (2016).

Since 2006 INTERQUEST has organised Digital Book Printing Forums in New York, Paris, London, Frankfurt, Toronto, Montreal, Brussels and Lucerne. INTERQUEST can be reached by calling 00-1-434-979-9945, by fax at 00-1-434-979-9959, or by email at iquest@inter-quest.com.