

The background is a dark grey gradient. On the left side, there are several large, glossy, 3D-rendered spheres in various colors: a light blue one at the top left, a large purple one below it, a large yellow one further down, and a black one at the bottom left. In the center-right, there is a horizontal line of five smaller, glossy spheres: a black one, a yellow one, a purple one, and a light blue one, with a thin blue line extending from the text below to the right.

Revenue Capture

growing technology businesses

European  
Printing Industry  
Report  
Introduction

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## BACKGROUND

- In 2005 the European Consultancy group GAIN published a major report on the European print and publishing industry.
- The consultancy utilised it's members across Europe to research and pool their knowledge to produce this comprehensive and definitive report.
- During the second half of 2008 and into 2009, the GAIN consultants have been updating this research to reflect the current state of the industry sectors and forecasts through to 2013
- The European Print Industry Report is now published and available from [www.revenuecapture.com](http://www.revenuecapture.com)



## WHAT IT CONTAINS

- The sectors researched include
  - Print and Publishing
  - Commercial Color
  - Labels
  - Folding Cartons
  - Quick Printing
  - Sheet fed Offset
  - Web fed Offset
  - Flexo
  - Gravure
  - Screen
  - Digital Printing
- The data for each sector is by country and includes,
  - Numbers of companies
  - Production volumes
  - Trends
  - Forecasts
  - Adoption of digital printing
  - Key concerns
  - Market opportunities and more.
- Additional sections contain vital information on consumables, Inks, Paper and Board and Chemicals



## WHO IT IS FOR

- The EPIR is for any company that supplies products or services in the European Print and Publishing industry
- Companies may be based outside of Europe and supply direct or through channels into the region
- As the information and data is also by Country, those companies supplying into just one country or are based in Europe and sell only into their home market, will also benefit
- Those requiring the status of a wide range of sectors or trends through to 2013 for business planning purposes
- Those companies at an early stage of development right through to major Corporations
- Consultants needing to add to their knowledge to support clients
- Companies servicing the industry, such as research, finance and investors
- Industry Associations



## HOW MUCH IS IT AND HOW CAN I ORDER

- The report is available electronically at GBP 980
- Further information and full content details are available at [www.revenuecapture.com](http://www.revenuecapture.com) which is the consultancy of Chris Baker, the UK GAIN representative
- The report can be ordered from Revenue Capture Ltd at the above address
- The report is sent on receipt of payment



## ABOUT CHRIS BAKER

- Chris Baker has 30 years international sales and marketing experience with a proven track record in growing value in early stage businesses and divisions of global companies.
- During this time he has built direct sales teams, distribution channels and OEM business and is experienced in Europe, Israel, the USA, Japan and China. Chris has an extensive international network
- Chris graduated with a BA Honours in Chemistry from the University of York. He joined the Kodak graduate training program in sales and marketing and went on to be a successful sales executive.
- Chris had a highly successful sales and marketing career at Crosfield, both in the UK and USA
- In 1993 Chris joined Indigo NV, an Israeli high technology company developing the world's first commercial digital press. Chris was the first European employee and as the General Manager grew the UK operation to be a highly successful company with multi £Million turnover and 70 employees.
- Chris went on to lead the sales and marketing operation for Indigo Europe and took it to become the European market leader. In 2002 the company was sold to Hewlett Packard for +\$750M after which Chris ran the European division for HP.
- In early 2006 Chris joined Intense Ltd, a private equity funded Opto-Electronics company with less than £1M turnover, to lead growth and transformation into a customer focused commercial organization.
- Within 2 years the company had grown to £11M turnover and ebitda break even. This was supported by the development of a strong brand, a new direct sales team, dynamic marketing, a network of distributors and growing sales in new regions.
- Chris founded **Revenue Capture Ltd** in 2008 and as an independent consultant, brings his experience, range of contacts and record of success to a wider number of companies within technology sectors.

## ABOUT GAIN



- The European consultancy, Graphic Arts Intelligence Network, is an association of independent consultants based in the main European countries
- All the GAIN consultants have extensive experience within the industry as well as the European region
- Members offer complementary specializations so are able to bring value to a wide range of companies within print and publishing
- GAIN is led by Ricard Casals [www.rccsa.net](http://www.rccsa.net)
- Chris Baker is the UK representative of GAIN
- For more information see [www.gain-europe.eu](http://www.gain-europe.eu) or [www.revenuecapture.com](http://www.revenuecapture.com)