PRINT POWERS OPPORTUNITY

The printing industry is an economic driver in more ways than one. It provides jobs, generates revenue for other industries, and has a great return on investment! Learn more about how print powers opportunity below.

- Globally, the print industry is worth $898 billion!
- The printing industry is 8 times the size of the video game industry.
- Print powers $19.4 billion of the packaged food sector, $17.8 billion of the medical/pharmaceutical sector, and $12 billion of the publishing/non-newspaper sector.
- Combined, the print, paper, and mail value chain supports 7.5 million jobs in the United States.
- Print provides well-paying jobs! The average salary of employees in the printing and related support industries is $23.21/hr.
- There are 42,060 printing plants in the United States employing more than 810,000 American workers.
- When it comes to shipping costs, the U.S. print and packaging industry generates $166.2 billion in annual sales.
- Print impacts every state! There are at least 100 print facilities or 1,000 print industry employees in every state in the U.S.
- Looking ahead, the 3D printing industry is expected to bring 3-5 million skilled jobs back to U.S. shores in the next decade. This will yield up to $900 billion in total economic value.
- Print provides great bang for your buck. On average, every $167 spent on direct mail results in $2,095 sales of goods or a 1,300% return on investment!

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7. Alliance Business Services, https://alliancebusinessservices.net/resources/blog/10-print-marketing-statistics-you-should-know.html
The print industry in the United States is increasingly environment- and sustainability-focused! From renewable energy production to responsibly raised forests to jobs provided by paper recovery, Print Powers Renewal.

- The growth of U.S. forests exceeds the amount harvested by 33%! In fact, an average of 5 million new trees are planted every single day.

- Paper recovery and recycling were estimated at a record high of 68.1% in 2018. This is nearing the goal of 70% recovery in 2020, set by the Better Practices, Better Planet sustainability initiative.

- Recycling isn’t just good for the environment. Every 1,000 tons of collected paper that is processed and remanufactured creates 7 jobs.

- Recovered paper provides a significant cost and energy savings for paper mills, and 77% of those in the United States rely on recovered fiber to make some or all of their products.

- Print provides landowners a financial incentive to maintain, sustainably manage, and renew their forests: privately-owned forests account for 91% of all the wood harvested in the United States.

- About 66.6% of all printmaking facility energy needs came from carbon-neutral biomass and other renewable fuels in 2016.

- Print facilities don’t just use renewable energy—22% of paper mills produced more energy than they needed and “sold” it back to the grid in 2016.

- Water can be reused and recycled at least 10 times throughout the pulp and paper mill process, thanks to innovation and improved technology in the industry.

- Globally, up to 72% of consumers are willing to pay more for products with sustainable packaging!

- Environmentally-friendly inks do not emit Volatile Organic Compounds (VOCs), unlike traditional inks.

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1. The University of Georgia Center for Invasive Species and Ecosystem Health, Bugwood Network, “Forest Tree Planting,” 2016
When you think of school, you think of books and handwritten notes, right? There are so many ways outside the school building where print plays an important role in our education.

- Research shows people learn more effectively from print than a screen! Printed materials allow for annotation while reading, quick navigation, and flexibility of layout. With print, readers can deepen their understanding of a text, create a plan for writing, easily cross-refer other documents, and interleave reading and writing.¹

- College students, often thought of as fluent in technology and social media, still show a strong preference for paper and printed materials. 94% agree that paper is an essential part of achieving academic goals.²

- Similarly, 89% of students in 7-12 agree that paper materials are a crucial part of achieving educational goals.²

- Reading print has proven to bring great benefits to older adults, including providing mental stimulation to the brain, slowing memory decline, reducing stress and enhancing sleep, and possibly delaying the onset of dementia and Alzheimer’s disease.³

- Giving patients and caretakers written information is vital to reinforce verbal communications and instructions. Patient education with written communication is more critical than ever, to help lower healthcare costs.⁴

- Print is key in powering civic educations. Thousands of citizens rely on printed voter information guides to help make decisions at the ballot box, and sixteen states are required by law to publish and distribute such pamphlets.⁵

- Kindergarteners learn the alphabet through print-writing exercises typically learn faster and more thoroughly (and become better readers) than those learning the alphabet through hard work.⁶

- When assigned to compose essays by hand, students typically express more ideas and produce more words more quickly, than those assigned to do their thinking at a keyboard.⁶

- A study conducted by Pam Mueller and Dan Oppenheimer found that people remember lectures better when they've taken handwritten notes, rather than typed ones.⁷

- 81% of college students report always or often using paper tools, such as notecards, handouts, study sheets or printed lectures/slides, to prepare for exams, a practice that makes learning easier and improves memory.²

PRINT POWERS INNOVATION

Society is changing at lightning speed, and it may seem like print products are being left in the dark. That is most certainly not the case! Even though new technology is coming, print is a key ingredient for our future. There are so many ways print powers innovation in America.

• New and amazing use of custom home décor, including wallpaper, tiles, and flooring.
• Fashion-forward printing techniques for digitally-printed apparel.
• Semi-conductors and batteries printed with leading technologies.
• Brands now have the chance to personalize packaging, thanks to print innovation.
• Customized NFC (near field communication) enabled printed products allow for stronger network and team branding.
• Printed products can benefit from embedded AR (augmented reality), a cutting-edge feature in demand for many services and brands.
• Print is more beautiful than ever thanks to digital embellishment printing technologies like 3D texture and metallic and embossed effects.
• Developments in high-speed inkjet and software have led to new levels of personalized and irresistible direct mail.
• Expanded gamut technology brings fresh, fun brilliantly colored labels and packages.
• Printed food packaging is greater catering to the needs of consumers. Single-serve, multi-serve, and multi-pack packages respond to changing needs in food packaging services.

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PRINT POWERS COMMUNITY

Without realizing it, American consumers use print products to foster community every single day. Whether they send a greeting card, leave a note for a coworker, or hang that “Will You Marry Me” banner from the side of their apartment building, print powers our community. Life’s accomplishments are celebrated with print!

• When was the last time you bought a greeting card? Americans purchase 6.5 billion greeting cards each year! Cards are also sent to bring cheer to troops overseas, patients at hospitals, and seniors at retirement homes.

• Imagine the excitement of putting your wedding invitations in the mail and receiving the RSVP. Print made that happen!

• Proud graduates display their accomplishments like printed certificates and diplomas on the walls of their home and office.

• Printed signs and banners hung around a neighborhood give a sense of place and community to residents and visitors alike.

• Increase team pride! Signs at high school basketball games, college football games, and professional soccer matches alike bring fans united under a common goal.

• Holidays always bring a community together – including with cards, gift wrap, banners, and even cardboard storage when the fun is put away until next year.

• Board games, jigsaw puzzles, scrapbooking – these are just a few ways to come together in community with friends and neighbors.

• Print is for all ages! Children come together with printed trading cards like Pokémon and Major League Baseball.

• Print keeps your loved ones close, even when they aren’t around. Printed photos can give homes a sense of community no matter if the family is near or far.

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1. Greeting Card Association