Print Powers OPPORTUNITY

$19.4 billion of the packaged food sector

Print accounts for:

$17.8 billion of the medical/pharmaceutical sector

$12 billion of the publishing/non-newspaper sector
Print Powers RENEWAL

The growth of U.S. forests exceeds the amount harvested by **33%**

An average of **5 million** new trees are planted each day
Print Powers RENEWAL

Globally, up to 72% of consumers will pay more for sustainable packaging
People learn more efficiently from print vs. a screen.
94% of college students (and 89% of 7-12th graders) say paper is **vital to accomplishing educational goals**
Print Powers INNOVATION

New and amazing use of custom-printed wallpaper, tiles, flooring and fabric
Print is more beautiful thanks to digital embellishments like 3D texture, metallic, and embossed effects.
Americans purchase 6.5 billion greeting cards each year.
Printed signs and banners in a neighborhood give a sense of place & community.