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The projection of the world of print

A projection sector, a sector of change and renewal, about the topic discussed six directives from the world of print



Last February, two years since the last meeting, six directives met again to discuss the industry and share opinions. The last meeting was held in Fuenlabrada, Holmen Paper Factory, and this time, the meeting was in Templa, International Industry About, two companies chosen for their reference and relevance in the sector, taking into account the paper and envelope are two primary raw materials in the graphic arts.

At both meetings, our Director General, Carmen Soriano, was present, along with other industry partners, Arantxa López, Commercial Director Nexea; Manuela Ramirez, Director of Production Emphasis mailing & billing services; Marta de la Serna, Director of Docalia; Marta Matute, Director-General of Böwe Systec and Paloma Belmonte, CEO of Xerox.

The theme of the meeting focused on several points on the future of print such as mailing, billing, TransPromo, digital delivery, multichannel, diversification and concentration

Concerning the mailing, agreed that still exist when the economy returns to normal, but not really spectacular growth as in other countries (USA, Finland, etc..) Will be expected. Growth is not expected in the short to medium term, given that the recovery in Spain is different from other European countries.

As for the billing and transactional argue that her days are numbered and that bodes billing black future. However, TransPromo, it makes sense, whether in paper or digital, as part of the documentation available to the client. Also, ensure that no one thinks of sending paper but to share data and within two years, everything will be very different. We're really at the transition from traditional virtual shipping by shipping.

Furthermore, the issue of multi-channel shipping will disappear concept. The information will reside in a place where the client can access, and security, it will be encrypted. The multi-channel is one of the priorities of senior executives of corporations.

According to the directives, another major issue, given the situation, is the issue of diversification, it is time to offer other services and adapt or die. And over the concentration seems to be a general agreement, agree that motivated occur because customers have greater potential, in addition to printing.

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