

Gravure Market Mix

Bob Whitton
Principal, Arellton Group, LLC



GAA 2011 Packaging & Products Technology Conference

Agenda

- “Panelists Four”
- Discussion
- Break for Lunch



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Who

- **James Tenorio**, Professor, University of Wisconsin-Stout
- **Bob Kikkert**, Manager, Packaging Services, Altria Group
- **Mike Impastato**, VP Strategic Marketing, Flint Group Packaging & Narrow Web
- **JD Harris**, Technical Consultant, Gravure Association of America



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Let's Get To It

- Service provider and process that best meets a customer's needs
- The competition: merits of each process
- Something called Market Share

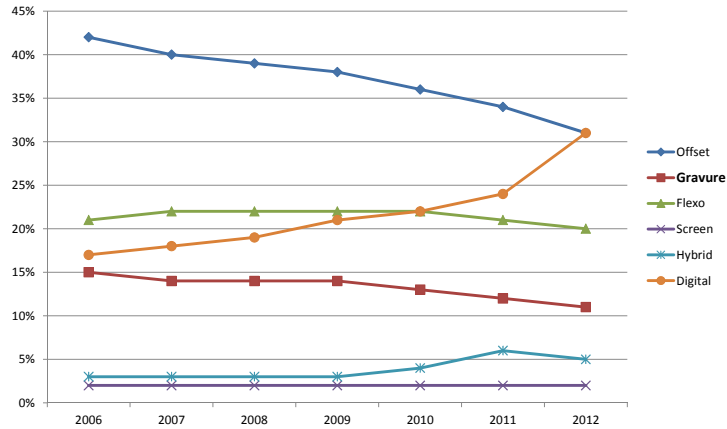


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High Level

- My friend Bill Lamparter is a score-keeper



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There are caveats

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Caveats

- Share of Shifting – Growing market (sales 2010 \$ excluding substrate and NVA services. Obviously all print media segments (and periodical, catalog hard hit). And obviously some of the mega-trends at work
- Package printing (though excludes direct print on cans and plastic containers)
- No Product (metal decorating, wallpapers, gift wrap, auto parts). No brown corrugated, fabric printing of any kind. No wide format digital.
 - More detailed Share of Market slides from our presenters



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Our Panelists



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