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Printing Inks

US Industry Study with Forecasts for **2013 & 2018**

Study #2462 | February 2009 | \$4700 | 263 pages

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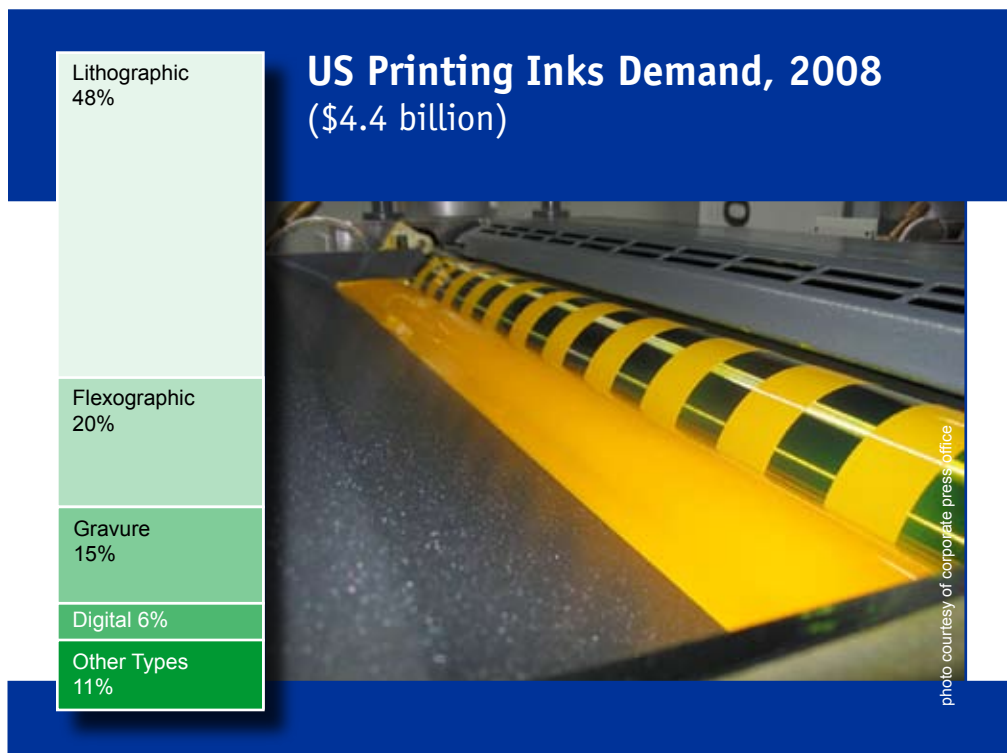
US demand for printing inks will benefit from shifts toward more environmentally friendly ink formulations and digital inks, as well as increased use of inks in the packaging market.

US demand to reach \$4.8 billion in 2013

US demand for printing inks is forecast to increase 1.8 percent annually to \$4.8 billion in 2013. Downward pricing pressures will continue to limit market value. However, demand will benefit from shifts toward more environmentally friendly ink formulations and digital inks, as well as increased use in the packaging market. Demand for printing ink raw materials is projected to expand 2.0 percent annually to \$2.1 billion in 2013. Additives and colorants are expected to experience advances, reflecting demand for better performing printing inks with brighter colors.

Lithographic inks to continue as largest market

Lithographic inks will continue to be the most widely used inks in the industry, benefitting from the strong position of lithography printing, which offers advantages such as longer plate life, higher quality print performance and lower ink consumption than other printing processes. However, gains will be limited by competition from flexographic formulations, particularly in packaging applications. Of the lithographic inks, web offset types will continue to account for the majority of demand while sheetfed offset inks are expected to register more rapid growth, reflecting increasing demand for inks used for short-run publications, such as commercial printing inserts and special event promotions.



Digital inks to stay fastest growing segment

Digital inks represent the fastest-growing product segment in the US printing ink industry. Advances will be fueled by improvements in digital technology, such as print quality and speed, which will open up new applications to digital inks. Increases also reflect a trend toward customization and shorter run lengths in applications ranging from commercial printing of inserts and direct mailings to the printing of specialized designs for the textile industry. However, more rapid market penetration will be limited by the cost of adopting the new technology, including the purchase of new equipment and training of personnel. Additionally, runs of digital printing applications tend

to be short and, hence, the quantity of ink consumed is small relative to conventional printing inks.

Packaging remains key use

Packaging represents both the largest and the fastest-growing market for printing inks. Gains will be fueled by growth in the flexible packaging segment, as more advanced ink formulations are required for the brighter colors and wider range of substrates used in this sector. Water-based and energy-curable inks will benefit from greater concern for environmental issues as well as improvements to these formulations which make them suitable for use in an increasingly wide range of applications.

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Sample Text, Table & Chart

MARKETS

Metal Cans: Demand for inks used on metal can packaging is forecast to rise less than in other packaging markets. Gains will be restrained by the demand for plastic packaging, the result of plastic container inks used in paint packaging, which has been strong. Nonetheless, growth is a result of aluminum bottles, which are used for nonalcoholic beverages due to their ability to keep beverages cold longer than other container types. The relative importance of inks used on various packaging substrates is often based on technical factors. Specifically, approximately 95 billion beverage cans (predominantly aluminum) are produced each year in the US. Dry lithographic offset inks (which are used in a hybrid printing process that is a combination of lithography and letterpress) are typically used to print the decorative labels. However, because the aluminum substrate cannot absorb excess ink (as can paper substrates), the use of inks for metal decorating is highly efficient. A single pound of metal decorating ink can print roughly 8,000 to 10,000 cans.

The increase in sophisticated graphics and the desire for more color have boosted demand for inks specially designed for metal decorating. For example, INX International offers the AP series of metal decorating inks for printing on cans. The series includes fluorescent, phosphorescent and low-volatile organic compound (VOC) inks for use on two-piece cans. The company's TP series of metal decorating inks can be formulated in both conventional and UV technologies for three-piece cans.

**SAMPLE
TEXT**

TABLE IV-1

PRINTING INK DEMAND BY TYPE & FORMULATION (million dollars)

Item	1998	2003	2008	2013	2018
Gross Domestic Product (bil 2000\$)	9,000	11,000	13,000	15,000	17,000
lb ink/mil \$ GDP	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Printing Ink Demand (mil lb)	1,000	1,200	1,400	1,600	1,800
\$/lb	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Printing Ink Demand					
By Type:					
Lithographic	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Flexographic	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Gravure	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Digital	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Letterpress	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Other	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
By Formulation:					
Solvent-Based	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Water-Based	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000
Other	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000

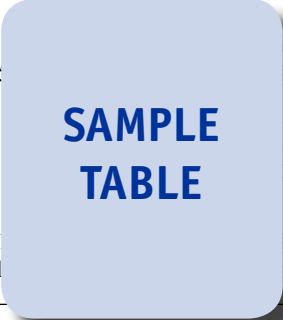
**SAMPLE
TABLE**

“Demand for digital inks, primarily ink jet formulations, is projected to increase 8.4 percent per annum to \$405 million in 2013, driven by rapid growth in new applications. Advances will be fueled by improvements in digital technology, such as print quality and speed, which will open up new applications to digital inks. Increases also reflect a trend toward customization and shorter run lengths in applications ranging from commercial printing of inserts and direct mailings to the printing of specialized designs for the textile industry. More rapid market penetration will be limited by ...”
 --Section IV, pg. 96

Sample Profile, Table & Forecast

TABLE V-17
RETAIL BAG & SACK MARKET FOR PRINTING INKS
 (million dollars)

Item	1998	2003	2008	2013	2018
Retail Bag & Sack Shipments (bil \$)					6
\$ ink/000\$ bags & sacks					3
Retail Bag & Sack Ink Demand					10
Plastic					35
Paper					75
% bags & sacks					9
Total Packaging Ink Demand	1				50



COMPANY PROFILES

Van Son Holland Ink Corporation of America
 185 Oval Drive
 Islandia, NY 11501
 631-715-7000
 http://www.va

Annual Sales:
 Employment:

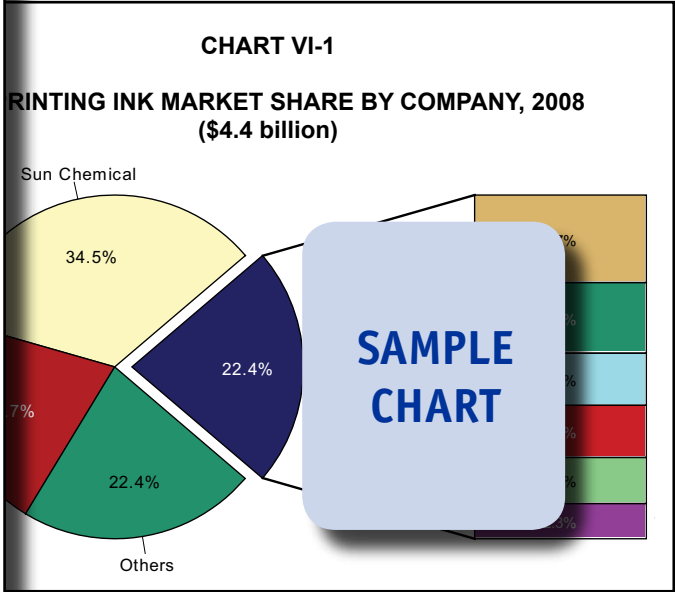
Key Products: /specialty inks

Van Son Holland Ink is a Dutch Printing Inks (Netherlands) graphic, duplicating and digital inks as well as printing supplies. The privately held company operates a manufacturing facility in Islandia, New York and maintains a central distribution centers in Chicago, Illinois.

The Company participates in the US printing ink industry through the manufacture of oil- and rubber-based, oxidizing, waterless and specialty inks. Oil-based inks are marketed primarily under the QUICKSON brand name. For example, QUICKSON SIGNATURE inks are pre-mixed with a varnish that prevents the water that is released during the ink transfer from remaining on the newly printed substrate; instead, the water is absorbed into the press blanket, thereby making the ink more concentrated and clearer with very vibrant hues. The QUICKSON SIGNATURE inks also produce glossy finishes that resist scuffing. The QUICKSON line also includes QUICKSON MULTIFRESH inks, which are designed to provide high color strength and perform efficiently on offset presses; QUICKSON PLUS inks, which feature enhanced rub resistance and fast drying properties on coated, uncoated and matte paper substrates; and QUICKSON PRO inks, which are engineered with consistent color, brilliant gloss, faster setting and sharp dot retention characteristics.

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OTHER STUDIES

Waxes

The US market for waxes is analyzed in this study. It presents historical demand data (1998, 2003, 2008) and forecasts to 2013 and 2018 by wax type (e.g., petroleum and mineral waxes such as paraffin, microcrystalline and montan; synthetic waxes such as polymer and Fischer-Tropsch; vegetable and animal waxes) and market (e.g., industrial, consumer, commercial). The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry competitors.

#2456 03/2009..... \$4600

World Textile Chemicals

Global demand for textile chemicals will reach \$19 billion in 2012. Colorants and auxiliaries will remain the biggest product segment, while faster gains will be seen in finishing chemicals. The Asia/Pacific region, particularly China and India, will remain the largest consumer of textile chemicals, and is also forecast to grow the fastest. This study analyzes the \$16.6 billion world textile chemical industry, with forecasts for 2012 and 2017 by type, world region and for 22 countries. It also evaluates market share and profiles industry players.

#2426 12/2008..... \$5700

Paint & Coatings

US demand for paint and coatings will rise 3.1% annually through 2012, aided by an improving outlook for construction and manufacturing activity and favorable export opportunities. A rebounding residential market will pace the dominant architectural paint segment, with interior paint outpacing exterior. This study analyzes the \$19.7 billion US paint and coating industry, with forecasts for 2012 and 2017 by market, application, end use and formulation. It also evaluates company market share and profiles industry players.

#2386 08/2008..... \$4600

Automotive Coatings, Adhesives & Sealants

US demand for automotive coatings, adhesives and sealants will reach \$5.3 billion in 2012. Slow gains in the dominant coatings segment will offset faster growth in adhesives and sealants. Design trends will favor adhesives over mechanical fasteners and liquid over mechanical gaskets. This study analyzes the \$4.6 billion US automotive coating, adhesive and sealant industry, with forecasts for 2012 and 2017 by product, application and market. It also evaluates market share and profiles industry competitors.

#2317 05/2008..... \$4500

World Architectural Paints

Global demand for architectural paints will grow 3.9% annually through 2011. Gains will be paced by developing Asia/Pacific countries, especially China and India. Water-based paints will continue to supplant solvent-based types to claim 73% of demand. This study analyzes the 17.8 million metric ton world architectural paint industry, with forecasts for 2011 and 2016 by formulation, market, end user, world region and for 23 major countries. It also evaluates company market share and profiles major players.

#2311 02/2008..... \$5600

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