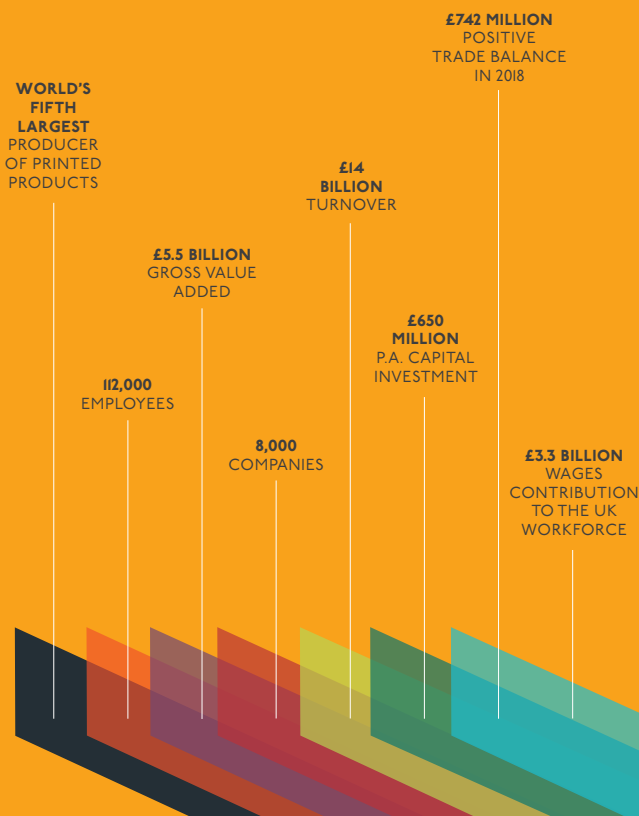


# BPIF

EST-1901

# UK PRINTING FACTS & FIGURES

BRITISHPRINT.COM



# IT'S ALMOST IMPOSSIBLE TO IMAGINE A WORLD WITHOUT PRINT. IT'S ALL AROUND US AND PLAYS A VITAL ROLE IN OUR DAILY LIVES.

## **Print is largely produced using sustainable materials.**

It is predominantly paper-based, 80% of which is sourced from European forests - which are growing by over 1,500 football pitches every day! Printing companies are at the forefront of improvements in environmental performance in manufacturing, with high levels of take-up for both the ISO 14001 environmental management standard and for FSC and PEFC chain of custody accreditations.

## **Print is highly effective.**

It provides the means to communicate 'messages' easily, quickly and cheaply.

## **Print has impact.**

It is creative, it engages, it is versatile and it is persuasive.

## **Print has longevity and authority.**

It is tactile and offers a 'real world' experience. It has a unique ability to grab and hold people's attention. In fact no other media channel can offer this combination of qualities.

## **Print is an important vehicle for advertising, education, entertainment and information.**

It serves all parts of the UK economy - including central and local government, financial services, retailing, distribution, travel and tourism and manufacturing industries.

## **Print is an advanced manufacturing sector.**

It utilises cutting-edge information and production technologies.

## **Print can be interactive and integrated.**

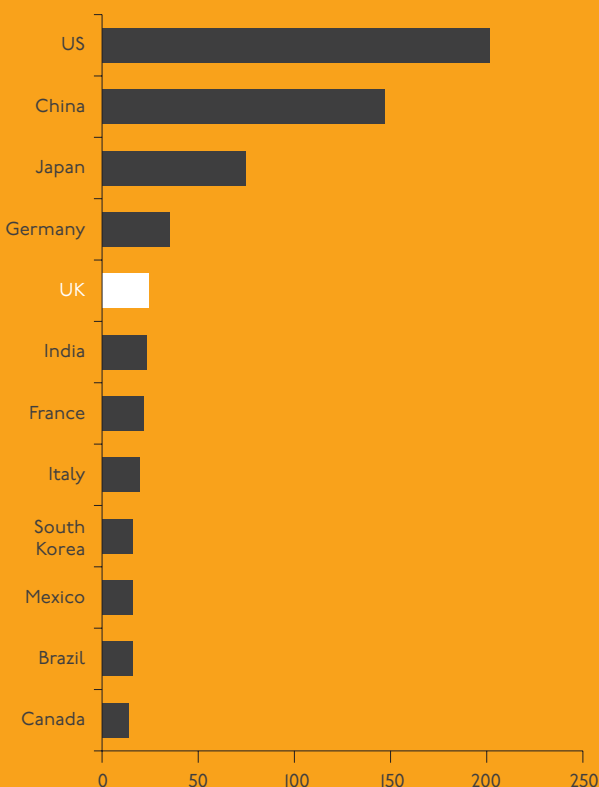
The use of Augmented Reality and Near-Field Communications offers the opportunity to increase the engagement between consumers and brands and enhance the effectiveness of marketing campaigns.

# ECONOMIC IMPORTANCE

WITH A TURNOVER OF £14 BILLION, GROSS VALUE ADDED OF £5.5 BILLION AND EMPLOYING AROUND 112,000 PEOPLE IN 8,000 COMPANIES, THE UK PRINTING SECTOR IS AN IMPORTANT ECONOMIC CONTRIBUTOR AND EMPLOYER IN ALL UK REGIONS.

The UK is the fifth largest producer of printed products in the world; printed matter contributed £742 million to the UK's balance of trade in 2018.

## TWELVE LARGEST NATIONAL PRINT MARKETS 2018 VALUE \$ BILLION

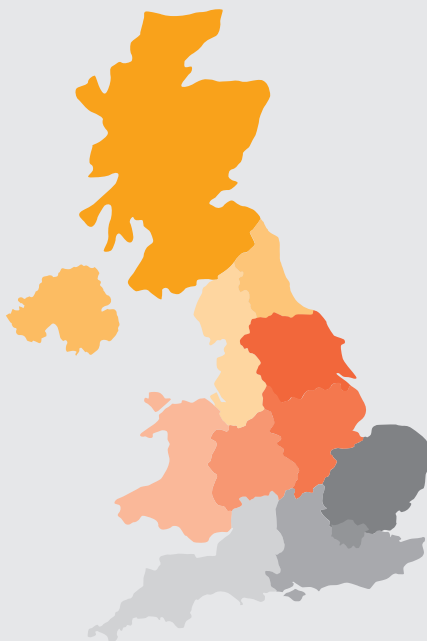


# REGIONAL UK PRINTING

## UK PRINTING - 2018

COMPANIES, EMPLOYMENT, TURNOVER.

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### ◆ NORTH EAST

Companies 235  
Employment 5,009  
Turnover £783m

### ◆ EAST

Companies 933  
Employment 12,788  
Turnover £1,461m

### ◆ ENGLAND

Companies 7,162  
Employment 99,759  
Turnover £12,483m

### ◆ NORTH WEST

Companies 810  
Employment 12,188  
Turnover £1,351m

### ◆ LONDON

Companies 1,153  
Employment 11,579  
Turnover £1,665m

### ◆ WALES

Companies 282  
Employment 4,669  
Turnover £626m

### ◆ YORKSHIRE AND THE HUMBER

Companies 691  
Employment 13,536  
Turnover £1,670m

### ◆ SOUTH EAST

Companies 1,224  
Employment 14,608  
Turnover £1,945m

### ◆ SCOTLAND

Companies 395  
Employment 5,389  
Turnover £644m

### ◆ EAST MIDLANDS

Companies 725  
Employment 12,070  
Turnover £1,520m

### ◆ SOUTH WEST

Companies 747  
Employment 9,934  
Turnover £1,197m

### ◆ NORTHERN IRELAND

Companies 158  
Employment 2,185  
Turnover £248m

### ◆ WEST MIDLANDS

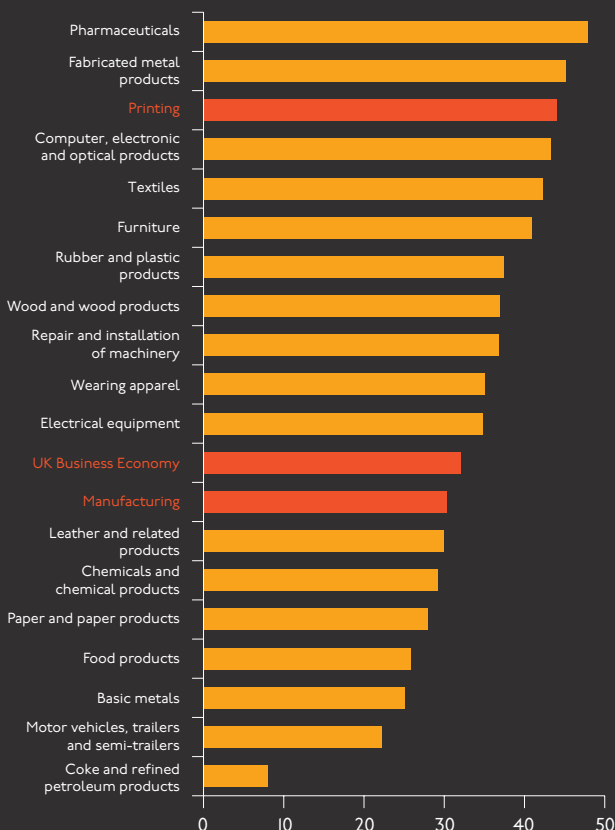
Companies 644  
Employment 8,047  
Turnover £891m

### ◆ UK

Companies 7,997  
Employment 112,002  
Turnover £14,001m

# VALUE ADDED IN PRINT

PRINTING ADDS RELATIVELY MORE VALUE THAN  
MOST OTHER MANUFACTURING INDUSTRIES.  
GVA (GROSS VALUE ADDED) AS A % OF TURNOVER



**Gross Value Added (GVA)** represents the amount that individual businesses, industries or sectors contribute to the economy. It is the difference between the value of goods and services produced by businesses (output) and the cost of raw materials and other inputs which are used up in production of those goods and services (intermediate consumption). Here, **GVA** is what the industry adds in value by its activities - essentially its direct contribution to the UK economy. **GVA as a % of turnover** is calculated to show the performance of each sector, relative to its size.

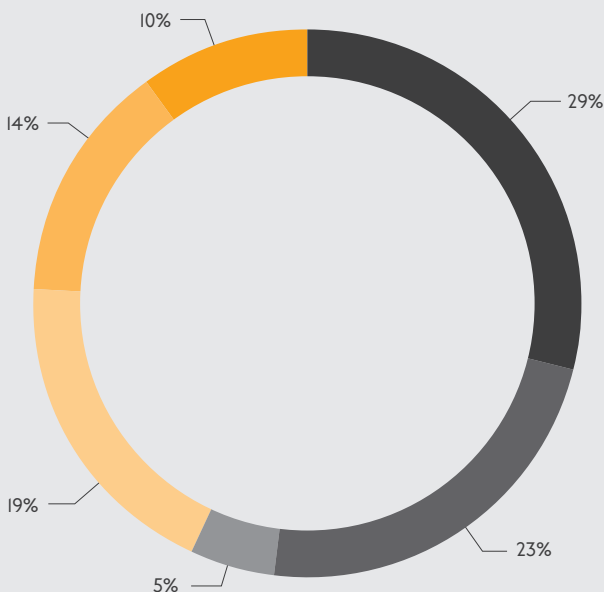
# PRODUCTS BY SECTOR

**THE VAST MAJORITY OF PRINTED PRODUCTS  
HAVE AN IMPACT ON MARKETING.**

The relationship is vital - not just for the directly related point-of-sale, direct mail and poster advertising material but also in the channels provided through newspapers, magazines and brochures; brand identity on printed packaging and labels; and, even the additional programme and ticket marketing collateral surrounding events.

**TURNOVER SHARE BY PRODUCT SECTOR**  
MARKETING REMAINS IMPORTANT WITH A  
SIGNIFICANT DIRECT AND INDIRECT IMPACT

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- ◆ Advertising literature, business stationery, event programmes, tickets etc.
- ◆ Newspapers, magazines, books, brochures etc.
- ◆ Security printing
- ◆ Printed packaging (cartons and labels)
- ◆ Printing onto textiles, plastic, glass, metal, wood & ceramics
- ◆ Other printing

# THE POWER OF PRINT MEDIA

According to the evidence - and the experts - print advertising is an engaging and effective part of the campaign mix. The question for marketers isn't print vs digital, but what each medium brings to the overall effectiveness of a campaign.

## Print is engaging

- ◆ For 60% and 50% of the time we spend reading newspapers and magazines respectively, our focus is spent solely on that medium.
- ◆ Newspaper ads are viewed 2.5 times longer than the average digital ad.
- ◆ 81% of people have bought an item or visited a place after reading about it in a magazine.

## Print is effective

- ◆ Advertising in newspapers and magazines generates £2.43 for every £1 invested over three years.
- ◆ 21% of all addressed mail and door drop items go on to create a commercial action.

## Print boosts campaign ROI

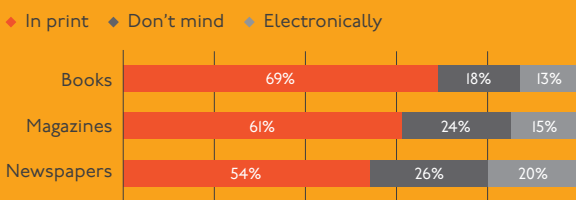
- ◆ Newspapers can increase campaign ROI by 280% for retail, 70% for the automotive sector and 570% for finance.
- ◆ Campaigns including print are 67% more effective at delivering new customers than those without.

Source: Print Power, [www.printpower.eu](http://www.printpower.eu)

## A MATTER OF CHOICE

In today's digital world, the power of print is becoming more apparent than ever. Consumers love reading in print, with many understanding the importance of "switching off". Consumers feel strongly about their right to receive printed communications from their banks, governments and other service providers and efforts by these organisations to force their customers to digital, often citing misleading environmental claims, may just backfire.

## WHICH FORMAT IS THE MOST ENJOYABLE WAY TO READ?



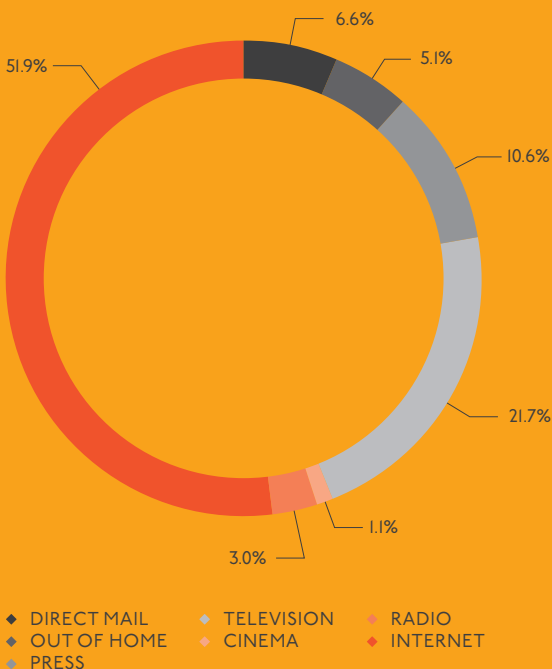
Source: Busting the Myths 2019, Two Sides, [www.twosides.info](http://www.twosides.info)

# ADVERTISING IN PRINT

THE INTERNET NOW HAS A MAJORITY SHARE OF MEDIA ADVERTISING EXPENDITURE (51.9%). HOWEVER, PRINTED MEDIA (DIRECT MAIL, OUT OF HOME AND PRESS) REMAINS SECOND (22.3%). CLOSELY FOLLOWED BY TV (21.7%).

The internet (including search, online display and online classified) has been expanding rapidly. However, print media remains an important and effective channel for a significant amount of advertising. The latest Advertising Association / Warc Expenditure Report reveals that advertising expenditure grew by 6.3% in 2018, and is forecasted to grow by 4.8% in 2019 and 5.5% in 2020.

## UK ADVERTISING EXPENDITURE 2018 % SHARE OF £23.6 BILLION



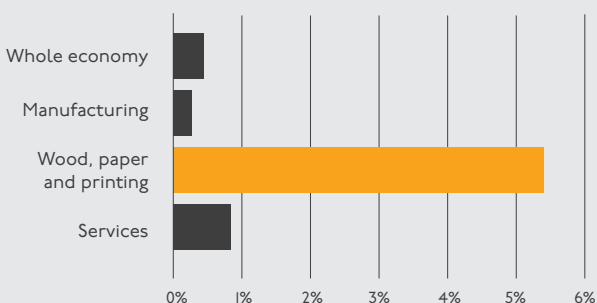


# PRODUCTIVITY IN PRINT

THE UK'S 'PRODUCTIVITY CONUNDRUM' CONTINUES AND THE PRINTING INDUSTRY HAS NOT BEEN IMMUNE TO THIS. HOWEVER, THE LATEST PRODUCTIVITY STATISTICS FROM THE OFFICE FOR NATIONAL STATISTICS REVEAL THAT THE PRINTING INDUSTRY IS A BEACON OF LIGHT.

Continued investment in training, technology and process improvements have ensured that productivity improvements remain well above national averages.

## PRODUCTIVITY (OUTPUT PER HOUR) % CHANGE 2018



# PRINT IS SUSTAINABLE - BUSTING THE MYTHS

When it comes to the sustainability of print and paper, it's important to separate the facts from the myths. The European paper industry is a world-leader when it comes to sustainably-sourced raw materials, renewable energy and recycling rates. Yet the myths around paper are still prevalent amongst consumers. Often the source of these misconceptions is the abundance of misleading information about paper and its impact on the environment.

**59%**

believe European forests are shrinking

- ◆ European forests have been growing by over 1,500 football pitches every day.
- ◆ These forests supply over 90% of the wood used by the European paper industry.

**63%**

believe only recycled paper should be used

- ◆ Because fibre degrades after time, virgin fibre is essential to European paper production.
- ◆ 53% of the fibre used by the European paper industry comes from paper for recycling.

**53%**

believe electronic communication is better for the environment

- ◆ The ICT industry accounts for around 2.5-3% of global GHG emissions and this is predicted to rise to 14% by 2040.
- ◆ Phones accounted for 435,000 tonnes of e-waste in 2016.

**53%**

believe paper production uses an excessive amount of water

- ◆ Most paper production takes place in locations with low water stress.
- ◆ 93% of water is returned to the environment after treatment.

**33%**

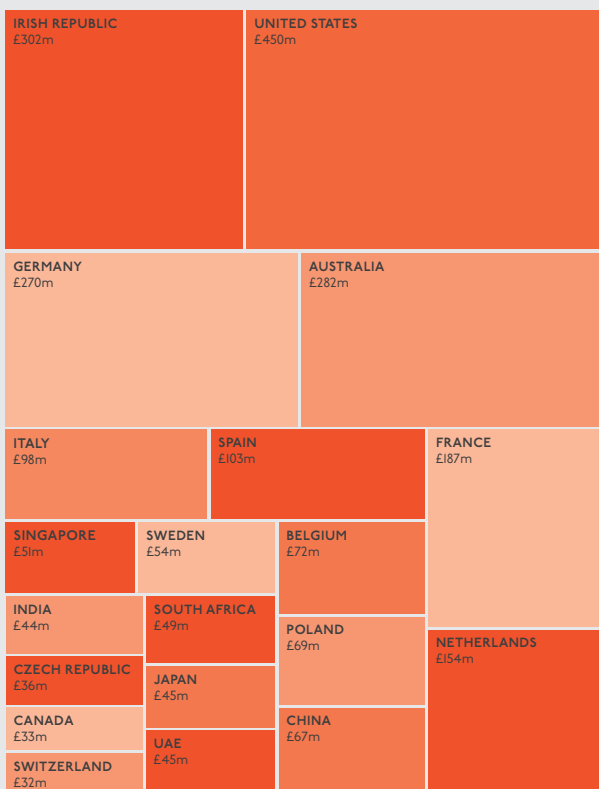
believe paper is a wasteful product

- ◆ 72.3% of paper is recycled in Europe - close to the practical maximum of 78%.
- ◆ In Europe, paper fibres are re-used 3.6 times on average.

# TRADE

- ◆ The UK is a big exporter of printed products - to the value of £3.1 billion in 2018.
- ◆ The UK is also a large importer of printed products - almost £2.4 billion in 2018.
- ◆ This trade data means that the UK printing industry has a considerably positive contribution to the UK's trade balance - £742 million in 2018.
- ◆ The book sector forms the main component of UK trade in printed matter - in 2018 exports of books were valued at around £2 billion, imports of books were around £1 billion.
- ◆ The UK exports more printed matter than it imports to all but 11 countries in the world.

## UK PRINTED PRODUCTS EXPORT DESTINATIONS 2018



(Note: the data refers to trade in printed matter - in many cases it may not be the printing company doing the exporting but their client or a publisher.)

Source: BPIF Research analysis of HM Revenue and Customs data

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## ABOUT US

The BPIF is a thriving, best-in-class trade association invigorating a modern, progressive print industry. It inspires those within the UK print, printed packaging and graphic communication industry to see opportunities for growth.

Visit our website to find out more about us, follow us on Twitter, or contact us at the address below.

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**BRITISHPRINT.COM**

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Print and Paper  
have a great  
environmental  
story to tell



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