

More Power to You

MOST IN-PLANTS wouldn't get much work done without their local utility companies providing the power. And many utility companies would likewise have a tough time getting by without their in-plants.

To get a closer look at the many crucial services those in-plants provide, *IPG* recently surveyed utility company in-plants. Among the facts we turned up:

- 71% have the right of first refusal for all printing.
- 64% produce variable data printing.
- 57% have expanded their in-plants in the past two years.
- 57% have implemented an online ordering/job submission system.
- 50% insource printing.
- 32% of all printing is four color.

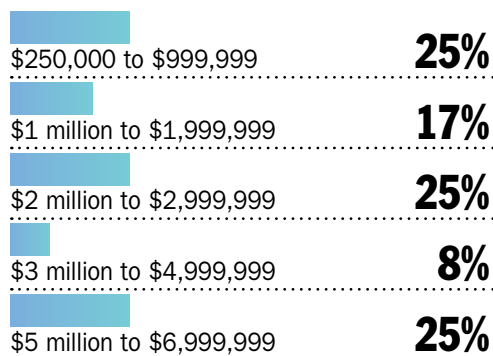
The charts on the following pages will give you an even better picture of this segment of the in-plant industry.

Average Number of Employees:

9.4

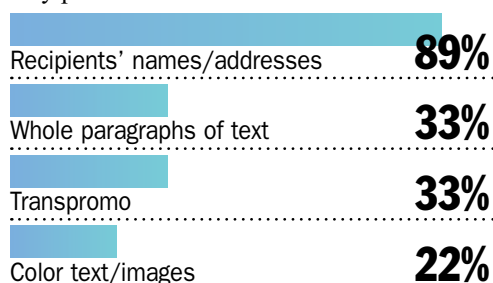
By the Numbers

Three quarters of utility company in-plants have annual operating budgets of \$1 million or more.



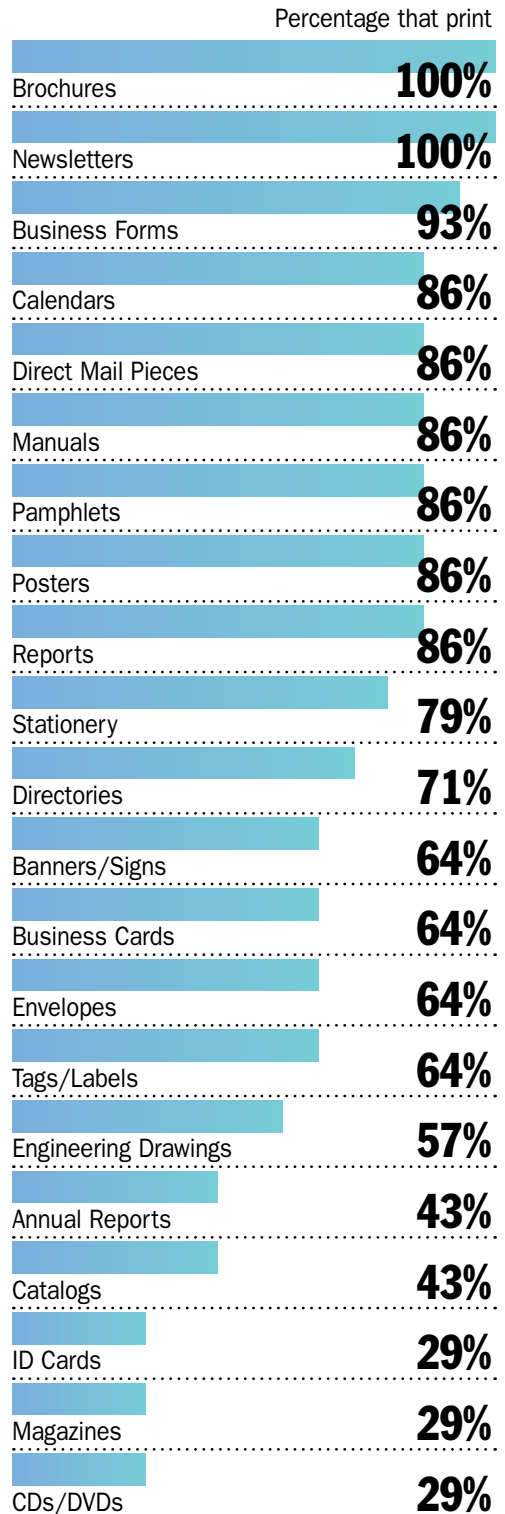
Variable Data Printing

The 64% of in-plants at utility companies that produce variable data printing say that 33.4% of their digital print jobs contain personalized information. Here is the type of variable data they print:



Inside Jobs

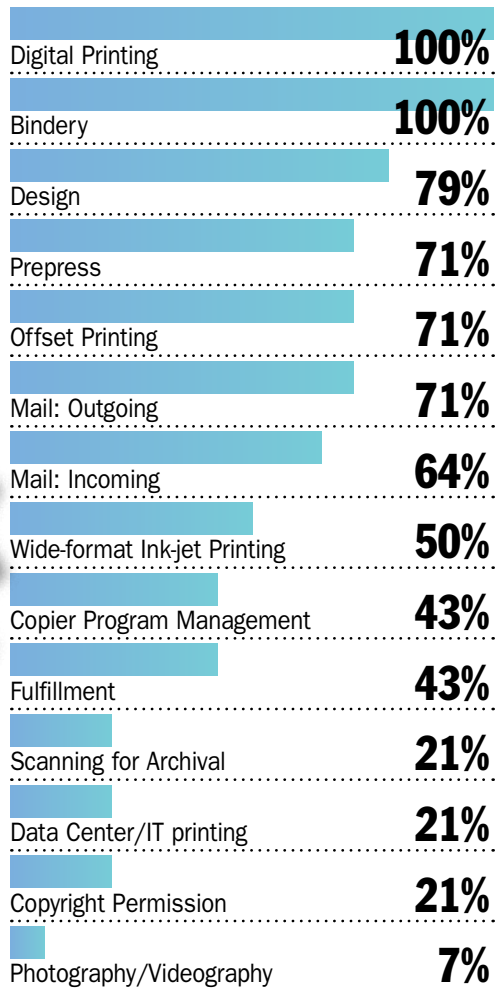
Brochures and newsletters are a part of life at every utility company's in-plant. Here are some of the other items commonly produced:



A Range Of Services

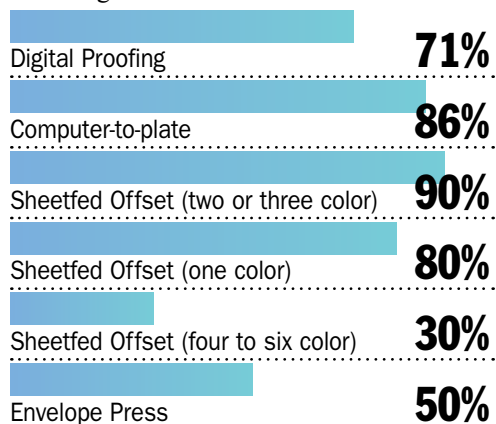
In-plants at utility companies provide the following services:

Percentage that provide



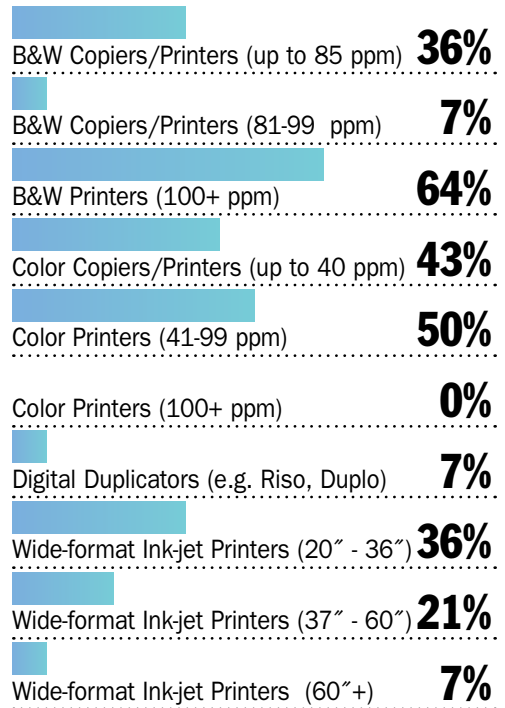
Prepress and Offset

Percentage of respondents who use the following:



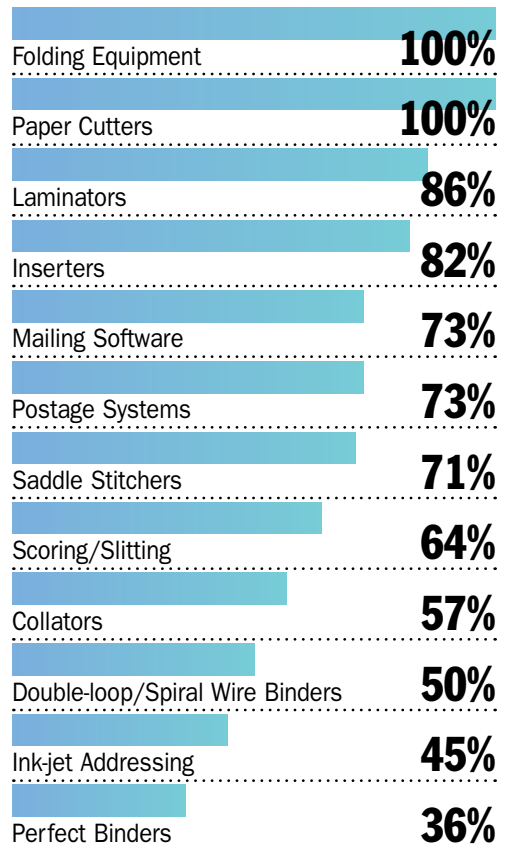
Toner and Ink-jet

Percentage of respondents that use the following copiers/printers:



Binding & Mailing

Percentage of respondents that use the following:



71%

of utility company in-plants have the right of first refusal for all printing.