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.

$250,000 to $999,999	25%
$1 million to $1,999,999	17%
$2 million to $2,999,999	25%
$3 million to $4,999,999	8%
$5 million to $6,999,999	25%

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:

Recipients' names/addresses	89%
Whole paragraphs of text	33%
Transpromo	33%
Color text/images	22%

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:

	Percentage that print
Brochures	100%
Newsletters	100%
Business Forms	93%
Calendars	86%
Direct Mail Pieces	86%
Manuals	86%
Pamphlets	86%
Posters	86%
Reports	86%
Stationery	79%
Directories	71%
Banners/Signs	64%
Business Cards	64%
Envelopes	64%
Tags/Labels	64%
Engineering Drawings	57%
Annual Reports	43%
Catalogs	43%
ID Cards	29%
Magazines	29%
CDs/DVDs	29%

A Range Of Services

In-plants at utility companies provide the following services:

	Percentage that provide
Digital Printing	100%
Bindery	100%
Design	79%
Prepress	71%
Offset Printing	71%
Mail: Outgoing	71%
Mail: Incoming	64%
Wide-format Ink-jet Printing	50%
Copier Program Management	43%
Fulfillment	43%
Scanning for Archival	21%
Data Center/IT printing	21%
Copyright Permission	21%
Photography/Videography	7%

Prepress and Offset

Percentage of respondents who use the following:

Digital Proofing	71%
Computer-to-plate	86%
Sheetfed Offset (two or three color)	90%
Sheetfed Offset (one color)	80%
Sheetfed Offset (four to six color)	30%
Envelope Press	50%

Toner and Ink-jet

Percentage of respondents that use the following copiers/printers:

B&W Copiers/Printers (up to 85 ppm)	36%
B&W Copiers/Printers (81-99 ppm)	7%
B&W Printers (100+ ppm)	64%
Color Copiers/Printers (up to 40 ppm)	43%
Color Printers (41-99 ppm)	50%
Color Printers (100+ ppm)	0%
Digital Duplicators (e.g. Riso, Duplo)	7%
Wide-format Ink-jet Printers (20″ - 36″)	36%
Wide-format Ink-jet Printers (37″ - 60″)	21%
Wide-format Ink-jet Printers (60″+)	7%

Binding & Mailing

Percentage of respondents that use the following:

Folding Equipment	100%
Paper Cutters	100%
Laminators	86%
Inserters	82%
Mailing Software	73%
Postage Systems	73%
Saddle Stitchers	71%
Scoring/Slitting	64%
Collators	57%
Double-loop/Spiral Wire Binders	50%
Ink-jet Addressing	45%
Perfect Binders	36%