Government In-plants Excel

By Bob Neubauer

THOUGH OUR new survey of government in-plants offers a good picture of this market segment, the data is even more illuminating when viewed next to the results of an industry-wide survey conducted by *IPG* earlier this year. For the most part, government in-plants match the trends we see among all in-plants, but there are several areas where government printers excel.

More of them are providing digital printing (97%) than in the in-plant industry at large (90.6%), and more government printers handle data center/IT printing (33% vs. 18.7%). Also, more of them have computer-to-plate (CTP) systems (74% vs. 53.2%) and color printers in the 41-99 ppm range (74% vs. 53.2%).

Of the printed products produced, government in-plants are ahead in the production of ID cards (41% make them vs. 28% in the entire industry), engineering drawings (25% vs. 14%), Annual Reports (86% vs. 62%) and directories (70% vs. 59%). They also lead in stationery (87% vs. 78%) and pocket folders (43% vs. 34%).

More government printers are insourcing (62% vs. 54.3%), more are charging back (85% vs. 72%) and more have the right of first refusal (59% vs 30%).
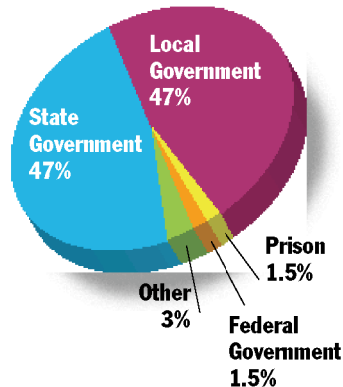
They don't lead in every way, though. Fewer government in-plants have production color printers (17%) than among all in-plants (32%). Fewer provide variable data printing (49% vs. 54%). Fewer are in charge of obtaining copyright permission (6% vs. 20%). And slightly fewer market their services to customers (57% vs. 61%).

The charts on the next couple of pages, compiled from 64 responses, will provide you with a good snapshot of the government segment of the in-plant industry.
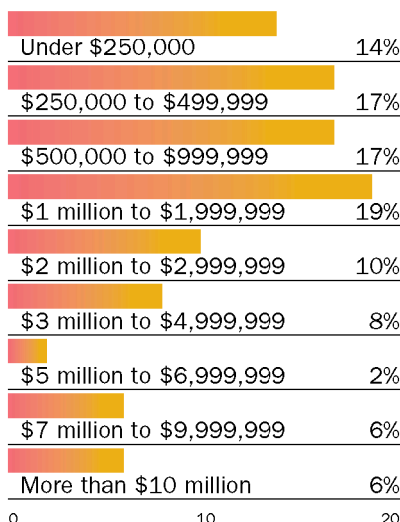
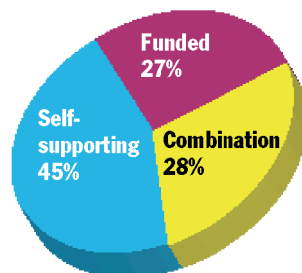## Average Number of Full-time Employees:
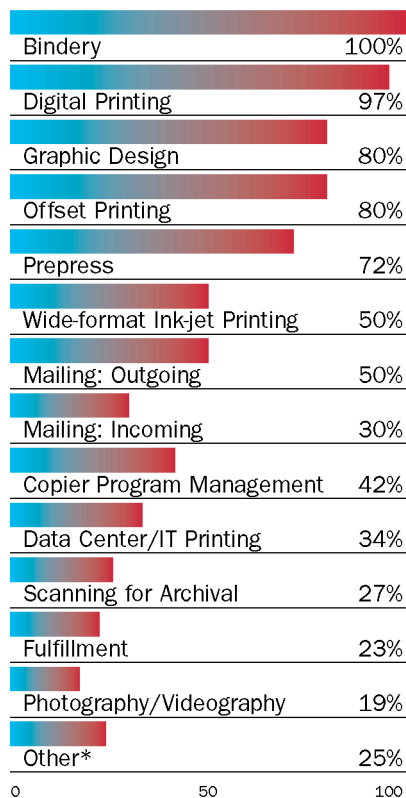
19.4

Type of Government

Local Government 47%
State Government 47%
Prison 1.5%
Other 3%
Federal Government 1.5%

Annual Operating Budget

Under $250,000	14%
$250,000 to $499,999	17%
$500,000 to $999,999	17%
$1 million to $1,999,999	19%
$2 million to $2,999,999	10%
$3 million to $4,999,999	8%
$5 million to $6,999,999	2%
$7 million to $9,999,999	6%
More than $10 million	6%

Funded or Self Supporting?

Funded 27%
Self-supporting 45%
Combination 28%

A Range of Services

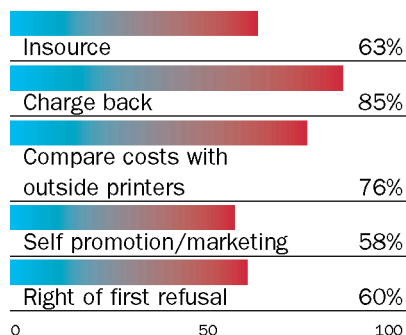|	
Bindery	100%
Digital Printing	97%
Graphic Design	80%
Offset Printing	80%
Prepress	72%
Wide-format Ink-jet Printing	50%
Mailing: Outgoing	50%
Mailing: Incoming	30%
Copier Program Management	42%
Data Center/IT Printing	34%
Scanning for Archival	27%
Fulfillment	23%
Photography/Videography	19%
Other*	25%

* Includes CD burning, letterpress, ID cards, microfilm scanning, print buying, promotional products, paper sales, records management, signs, engraved plaques, mounting, laminating
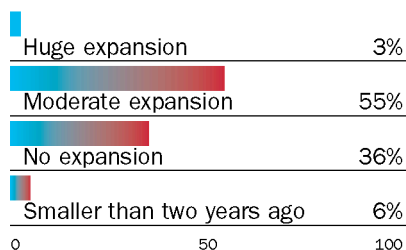
Best Practices

Percentage of government in-plants that do the following:

Insource	63%
Charge back	85%
Compare costs with outside printers	76%
Self promotion/marketing	58%
Right of first refusal	60%

In-plant Expansion

In the past two years, 58% of government in-plants have expanded.

Huge expansion	3%
Moderate expansion	55%
No expansion	36%
Smaller than two years ago	6%

Products Produced

As usual, brochures, forms and newsletters top the list.

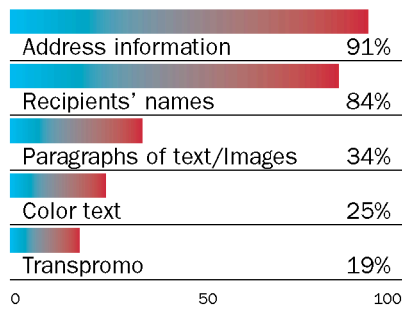| Product	%
Brochures	98%
Business Forms/Newsletters	95%
Reports	92%
Manuals	91%
Annual Reports	86%
Pamphlets/Stationery	84%
Business Cards	80%
Envelopes	78%
Posters	75%
Course Materials	72%
Tags/Labels	70%
Directories	69%
Calendars	67%
Banners/Signs	64%
Direct Mail Pieces	58%
CDs/DVDs	48%
ID Cards/Pocket Folders	41%
Catalogs	36%
Engineering Drawings	23%
Magazines/Packaging	11%
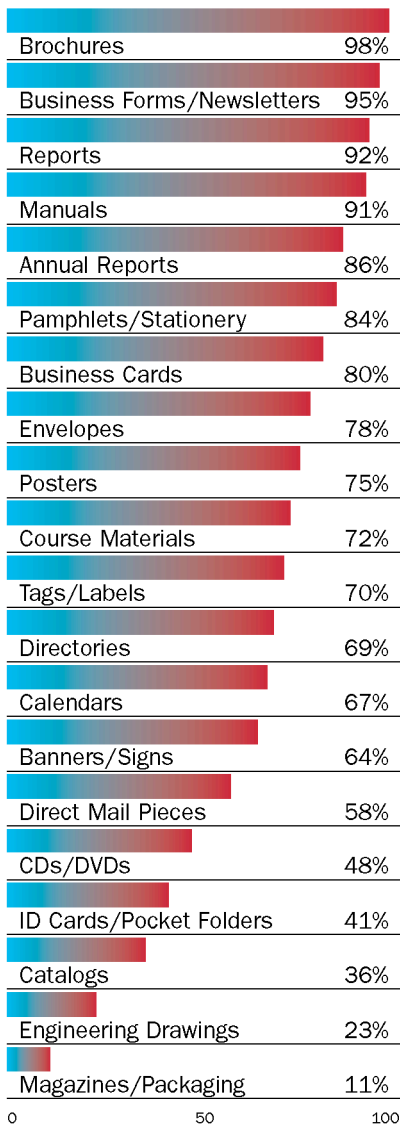
Color Printing Growing

Four-color printing in government in-plants has increased more than 61 percent since 2004. This chart breaks down the amount of color they print, using offset or toner.

- Black and White 65.2%
- Two or Three-color 15.92%
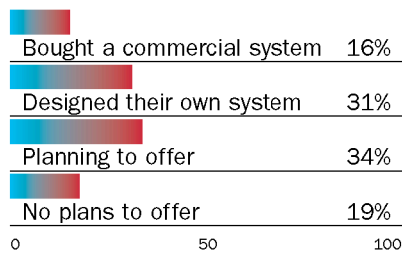- Four-color 18.88%
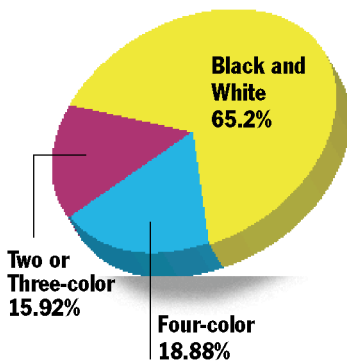
Variable Data Printing

More than half (52%) of government printers are providing variable data printing now. An estimated 26.3% of their digital print jobs contain variable data. Here's the type of variable information they are printing:
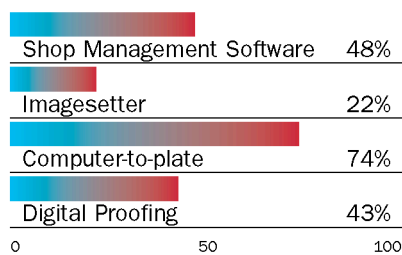
Type	%
Address information	91%
Recipients' names	84%
Paragraphs of text/Images	34%
Color text	25%
Transpromo	19%

Online Ordering

Nearly half of government printers now offer online job submission. Here's how they went about it:

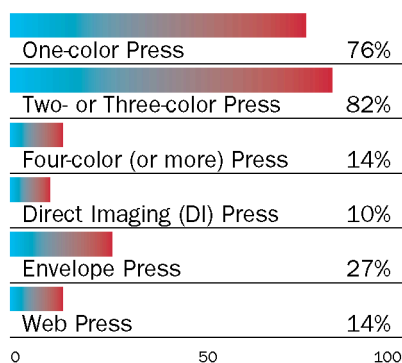| Method	%
Bought a commercial system	16%
Designed their own system	31%
Planning to offer	34%
No plans to offer	19%

The Front End

Percentage that use these systems:

System	%
Shop Management Software	48%
Imagesetter	22%
Computer-to-plate	74%
Digital Proofing	43%

Offset Offerings

Percentage that use these presses:

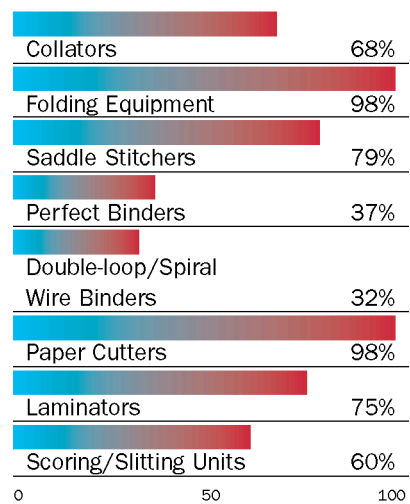| Press	%
One-color Press	76%
Two- or Three-color Press	82%
Four-color (or more) Press	14%
Direct Imaging (DI) Press	10%
Envelope Press	27%
Web Press	14%

Digital Printers

About 17% of government in-plants have a high-speed digital color printer. Of those that don't, 19% have plans to install one. Below is the percentage that use these systems:

System	%
B&W Printers (up to 80 ppm)	32%
B&W Printers (81-99 ppm)	30%
B&W Printers (100+ ppm)	81%
Color Printers (up to 40 ppm)	37%
Color Printers (41-99 ppm)	75%
Color Printers (100+ ppm)	5%
Digital Duplicators	17%
Wide-format Printers (20-36″)	27%
Wide-format Printers (37-60″)	35%
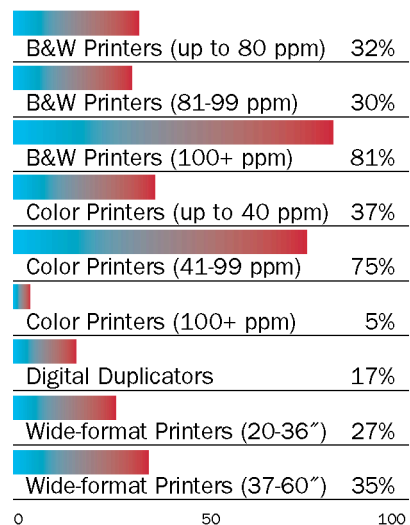
Bindery & Finishing

Percentage that use these systems:

System	%
Collators	68%
Folding Equipment	98%
Saddle Stitchers	79%
Perfect Binders	37%
Double-loop/Spiral Wire Binders	32%
Paper Cutters	98%
Laminators	75%
Scoring/Slitting Units	60%

Addressing & Mailing

Percentage that use these systems:

System	%
Mailing Software	54%
Ink-jet Addressing	49%
Inserters	69%
Labeling Systems	37%
Postage Systems	63%
Tabbing Equipment	66%