

Looking Into INSURANCE

Our recent survey of insurance company in-plants may not have drawn a record response (just 28) but those who did reply run some very large operations. A third of them have more than 50 full-time employees. The median number of employees is 14 and the average is 50.

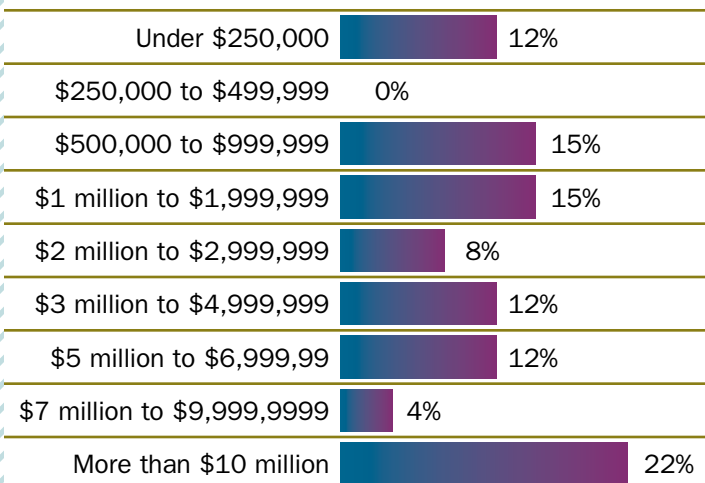
Digital printing tops the list of services provided by insurance company in-plants. This may not seem surprising in the digital age, but in our industry-wide survey a year ago, just 91 percent of all in-plants said they offered digital printing. Also notable is how high fulfillment is on the list of services. More than 60 percent are offering fulfillment—more than handle design, data center printing or wide-format printing.

While no respondents have earned FSC/SFI chain-of-custody certification, all say environmental issues are at least somewhat important. Here are some other notable figures:

- 79% charge back for printing/copying/binding.
- 79% compare their charges with outside printers.
- 57% market their in-plants.
- 54% provide training opportunities (beyond on-the-job training).
- 43% insource work from customers outside the company.
- 36% have the right of first refusal for all printing/copying.

Big Budgets

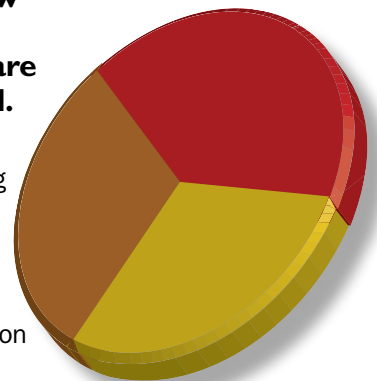
The majority of insurance company in-plants have budgets in excess of \$2 million.



Most Pay for Themselves

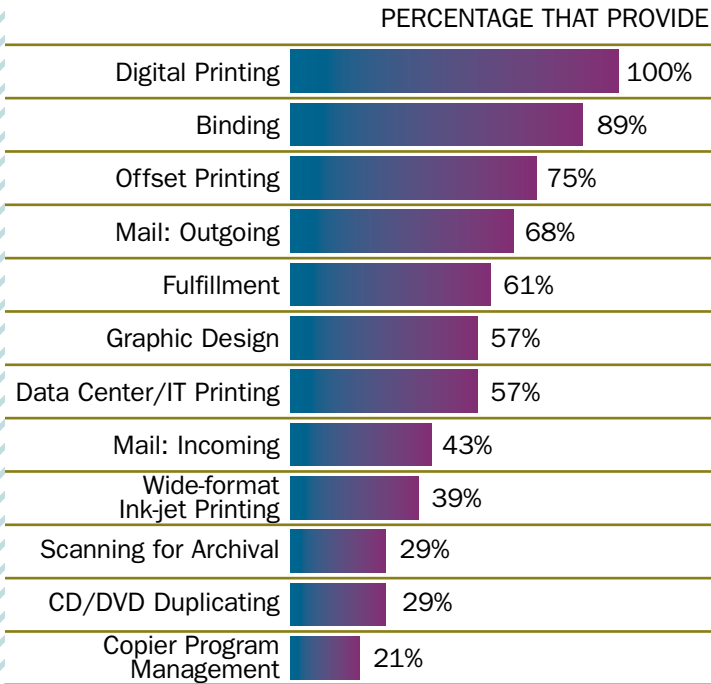
Here's how insurance in-plants are supported.

- Self-supporting 40%
- Funded 30%
- Combination 30%



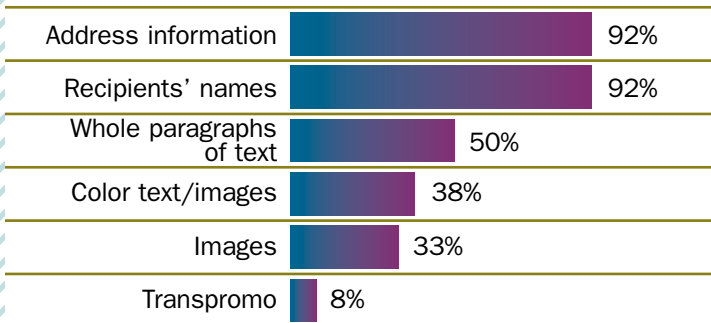
Services Provided

Digital printing tops the list of services provided by insurance in-plants.



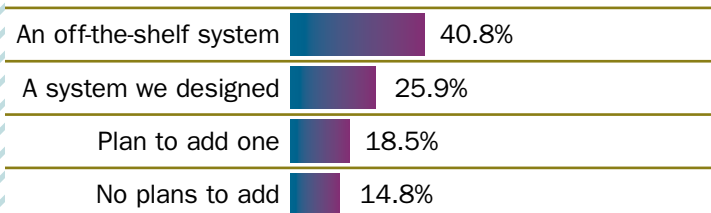
VDP On the Rise.

In 2005, 75% of insurance in-plants produced variable data printing. Today, 89% are doing it. Those that do say 32 percent of their digital print jobs contain VDP. Here's the type of VDP they provide.



Web-to-Print

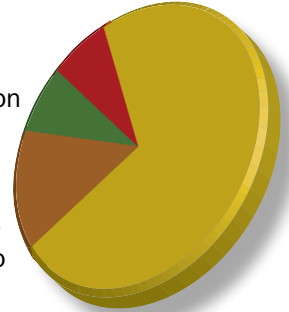
Almost 70% have an online ordering system.



Recent Expansion

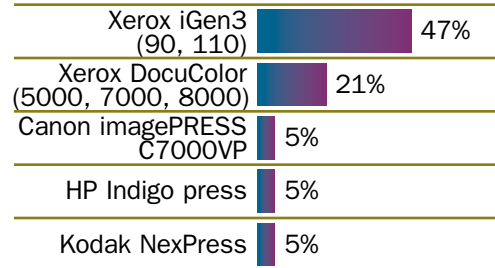
In the past two years, more than 78% of insurance in-plants have expanded.

- Large expansion 7.14%
- Moderate expansion 71.43%
- No expansion 14.29%
- Somewhat smaller than two years ago 7.14%



Digital Color

Almost 68% say they have installed a high-speed digital color printer. Here are some of the models being used:

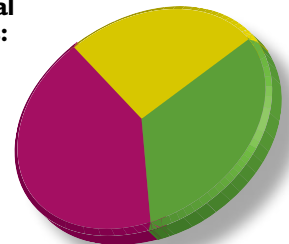


Color vs. Black-and-White

Most of the pages coming off of offset presses contain color, but on the digital side, black-and-white dominates.

Percentage of annual offset-printed pages:

- Four-color or more 42.25%
- Two- or three-color 25.9%
- Black-and-white 31.85%



Percentage of annual digitally printed pages:

- Four-color or more 33.4%
- Two- or three-color 5.4%
- Black-and-white 61.2%

