

PRINTELLIGENCE™

THE ANNUAL PRINT BUYING SURVEY 2007

EXECUTIVE REPORT

OXFORD
BROOKES
UNIVERSITY

Knowledge
Transfer
Partnerships

With the support of the BPIF

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making change positive



Executive Report

The Annual Print Buyer Survey was conducted by Oxford Brookes University as part of a Knowledge Transfer Partnership and was partially funded by the DTI.

With more than 250 responses, this survey was the largest buyer survey to have been conducted in the UK market for print. The survey had a wide sample spread, with representation from buyers from a various sectors.

The majority of buyers bought brochures, leaflets, stationery and direct mail, while those who bought books, document management, newspaper printing etc, were fewer in number.

From the survey it appeared that traditional buying methods such as pricing matrices and preferred supplier pools were still the main tools employed by print buyers. A relatively sceptical attitude towards the use of Print Management firms still remained, however the future intent to use Online Print Purchasing was rather high.

Service Level Agreements, Internal Criteria and Spend Analysis were also areas that indicated a strong interest in future use. Of all the methods used, it appeared that the one that had the strongest potential for future use: Online Purchasing.

The market appeared strongly price driven. Buyers tended to optimize their buying with the tools mentioned previously and aimed to obtain the best price for a particular job. Seeing that cost structures in the supply chain vary to a considerable extent and acknowledging the relatively complex nature of print projects it is only natural that the use of multiple printers (or the sourcing of the process itself) was found to pay off. The existence of print suppliers with a need to fill capacity (and hence drop prices) was a factor that pushed buyers towards the use of multiple suppliers. As dependability and print quality were critical, it was normal for buyers to be cautious of using suppliers with whom they had no experience.

As previously mentioned, there scepticism regarding the role of Print Management companies and the value of their offerings was evident at the time. A breakdown of buyers indicated that those that used Print Management rated Print Management as superior or equal to Printers in contrast to those who did not use Print Management. Also, there was a reasonable proportion of buyers that had not experienced the use of Print Management. The buyers that used Print Management appeared more satisfied with their purchasing methods, in contrast to those who didn't.

The majority of the print buyers were relatively satisfied with the purchasing methods used, however believed that buying processes could still improve. Breaking down those "dissatisfied" versus those "satisfied" according to the tools used in print buying, the "satisfied" made a higher use of Service Level Agreements, Print Management and Spend Analysis in contrast to those "dissatisfied", who had a stronger use of Tenders.

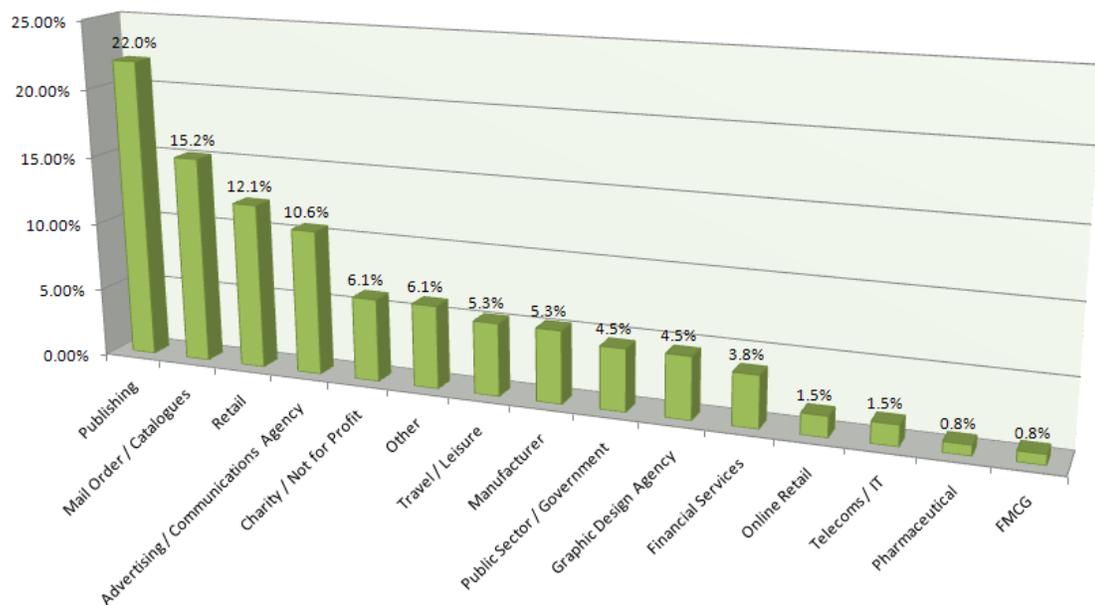
The search behaviours of buyers were relatively fragmented. Roughly 35% of buyers would sometimes search for suppliers outside the supplier pool. 44% of buyers were relatively proactive, yet the remaining 21% were rather content with their suppliers. There was a positive relationship between the importance of print and the proactivity of searching for the best alternative supplier.

Print buying behaviour, needs and attitudes were a result of the individual circumstances surrounding a particular print buying firm. For instance, the importance of print would often dictate the level of proactivity in searching for alternative suppliers.

The fact that price is key in print buying was also identified; however the fact that there were other avenues for printers to develop their services and offerings was also noted.

The fact that many buyers felt that they could improve meant that there was a high chance that more of the procurement tools addressed would be revisited and reconsidered by buyers. Online tools in particular were expected to be the area with the greatest adoption rate.

THE SAMPLE





PRINTELLIGENCE™

The UK Print Industry is one of the largest in Europe, having international leadership in areas such as print management, fulfilment, print technologies and online print platforms.

This industry, worth approximately £13 billion, is suffering from the absence of both academic and commercial research into the marketplace. As a result, print suppliers find it difficult to understand what the exact needs of the marketplace are, and how to satisfy their customers better. Whether it is data to support investment decisions, service and product directions or to understand various types of client needs to provide superior service, it is both the print buyer and the print supplier that can benefit from such information. It is this role that PRINTELLIGENCE™ is here to fulfil. Born from a Knowledge Transfer Partnership by Oxford Brookes University and WEBMART® Ltd, PRINTELLIGENCE™ aims to eradicate knowledge gaps and the risks that are inherently associated with the lack of market insight.

*“Vision without action is a daydream;
action without vision is a nightmare”*

Ancient Japanese Proverb

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PRINTELLIGENCE™

PRINTELLIGENCE™ is a specialist market research consultancy that focuses on the print industry and the market for printed media. Our aim is to drive the development of the print industry towards greater efficiency, performance and international competitiveness.

Develop your competitive advantage through market intelligence:

- Acquire more business through a better understanding of the market
- Increase client retention by improving service quality levels and the added value that you provide to clients
- Profit by identifying hidden opportunities in the market place
- Use reliable research to support strategic plans and decisions, reducing uncertainty and risk
- Find out where your business stands against competition

PRINTELLIGENCE™ can offer unique market insight based on:

- The largest commercially available database of print estimates - £3.8 billion (€5.6 billion) in print volume value
- Cutting edge market research techniques; academic rigour combined with commercial focus
- The latest analysis technology which enables us to deliver high value quality research

Tailored research services:

- Branding research
- Print buying / selling processes
- Pricing analysis and benchmarking
- Multi-client studies
- Desk research / aggregation of secondary data
- Service quality assessments / client satisfaction studies

PRINTELLIGENCE™ conducts research for:

- Printers / print management companies
- Print buyers
- The supply chain to the print industry
- The British Print Industry Federation – BPIF
- Trade media
- Academic institutions
- Other industry related organisations

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