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WINTER 2009

Giving Back

Discover how four local firms are opening their hearts, lending their hands to the community.

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What's cooking with vegan chef Bryan Mok.



Industry experts weigh in on what's to come in the new year

Forecast: 2010

When it comes to predicting what the trends, the tides, the overall outlook for the new year will be, we may not have a crystal ball to magically tell us all the answers. We do, however, have the next best thing: the experts. From marketing and design, to paper and print costs, some of the industry's most respected professionals give their takes on what to expect in 2010.



PAPER

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If I had to pick one big thing, it would be "differentiation." The more our world gets digitalized, the more we value true craftsmanship. In the world of paper, this means unique papers, colors and textures. In the last few months, boutique mills have produced new paper lines containing wool, cotton and silk. I expect this trend to continue.

We're also seeing several ongoing trends, including trading down, digital short runs and environmentally preferred papers. Due to budget concerns, designers and print buyers are trading down when it comes to paper grades, which means an average 12 percent cost savings per grade.

As color and image quality have improved, and designers and print buyers have become more educated, the adoption of digital short run has taken us from 24 percent of print buyers and designers who bought digital short runs in 2003 to 86 percent in 2009. This goes hand in hand with the shorter print runs for which digital printing is the perfect technology. As a result, mills will continue to expand already growing paper options for digital presses.

Beyond budget influences, the call for environmentally preferred papers, either with a specific amount of postconsumer waste (PCW) content, or some forest certification like Forest Stewardship Council (FSC), will remain strong.

The incredible variety of paper offerings will continue to inspire the creative impulse and satisfy the sustainability consciousness. This allows designers to spec the perfect paper that will enhance the design and the message of the printed piece, and differentiate their client's brand, product or service.



SPECIALTY EFFECTS

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EXECUTIVE DIRECTOR + FOIL & SPECIALTY EFFECTS ASSOCIATION

In the past, there were few choices besides foil stamping or standard UV coatings to enhance a printed piece. 2010, however, promises to bring new technologies in how foil is applied with new coating methods.

One trend with foil is applying it through a cold-foil process vs. traditional hot stamping. Although cold foil is not brand-new, the technology to apply it has become more reliable. The primary benefit of cold foil is the ability to apply it inline with the printing process, which will open up more potential applications for book covers, greeting cards, packaging, annual report covers and presentation folders.

It's worth noting that foil stamping is still the ideal choice for many applications, especially when the design calls for a metallic graphic in only certain areas of the design. Cold foil is more conducive to larger area applications where the entire greeting card or package includes the foil design.

On the coating side, a new technology for applying a clear holographic pattern to printed materials has emerged. In the Cast and Cure method, a specialty film is used with the UV coating process that lays over the coating before it's cured. The film is then stripped away, leaving the holographic effect on the sheet.

Sustainability will continue to be a hot topic in 2010. In fact, the Foil & Specialty Effects Association (FSEA) has published a study on the recyclability and repulpability of foil-decorated paper and board, which validates the recyclability of paper products decorated by both traditional hot stamp and new cold foil processes.

"No matter how it happens, the fact is, designers are tired of the limited typography on the Web..."