



Trends – Crystal Ball into 2021 for the Printing Industry

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Looking into my Crystal Ball

- Business – what may this look like..
- Extended Producer Responsibility – the big elephant in the room?
- Regulatory Landscape

All Under the
“What the heck is going to happen with COVID-19?”

Business

2019: Strong Year

Q1 2020: Continue to see strong growth

COVID-19: Defining moment



Shining moments..

- COVID signage and graphics
- Floor graphics
- Banners & Billboards



KEY WORD: PIVOT to new markets



Megatrends...



Branded Hand Sanitizers...



Future of Touchless Retail



Graphics for Vehicles



Home Office Environment

Extended Producer Responsibility...

- Strategy to place a shared responsibility for end of life management
- Focus: State Legislative/Regulatory agenda
- Focus: Plastic Packaging and Printed Materials

What is the big deal for printing?

- End of life discussions... will they include printing?
- Printed materials – definition could expand
- Rising costs... both for the consumer as well as within supply chain

Regulatory Landscape...

- Environmental
- Labor
- Safety & Health

My final word





Thank you for listening!

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