



## **An International View of the Print Industry from a Student's Perspective**

*Nicholas Gawreluk is a student at Rochester Institute of Technology (RIT) and an EDSF scholarship recipient who just completed an internship with Heidelberg in Germany. Nicholas will graduate in Spring 2013 with a degree in New Media Publishing.*

By Brenda Kai, EDSF

### **What is the document and print industry like in Germany? What have you learned about the industry from this experience?**

Based on my Prinect project management experience so far I feel the industry in Germany is quite similar to that of the United States in that we share similar concerns and pursue similar strategies. It's still a difficult and competitive environment and companies here and on a global basis are examining how to reduce expense and optimize processes. One difference I have noticed is the fact that European companies appear to be making larger capital investments in new equipment and technology. On the other hand, "Web to Print" functionality is more active in the US and is now becoming a major area of interest for European printers.



I really feel that being involved as a solutions provider as well as on the functional side of the print industry has give me a number of new ideas and insights. I can't say enough about my experience with Heidelberg because it forced me to expand my knowledge of the industry and get outside of my traditional comfort zone. It all starts with understanding existing products and services, the current trends and your customer's current needs and then moving into forecasted trends and predicting what your customer will eventually need to be successful



### **What are the biggest trends in the industry from your perspective?**

While there are many interesting trends, in terms of greatest impact and continued growth, I believe it's quite clear that the move to a digital environment is the

strongest trend. It was interesting to see the predominance of digital solution vendors at Graph Expo this year. This is not to say that offset printing is dead or anything like that, on the contrary this continues to be a vital part of the industry.

### **What's the future of the industry and print?**

The future of the industry is really bright and I am personally excited to be a part of the advances in technology and print solutions that will take place. It's difficult to pin point one thing that will be "the future" of the industry and print but certainly digital and the flexibility it brings is going to have a strong influence on other advances that develop. I would also venture to say that continued process optimization and the use of JDF is going to be a major factor in those companies that will be competitive and expanding in the future.



### **How do mobile, QR codes, multi-media communications and the Internet factor into the future of print.**

These things have definitely had an impact with how people interact with media but I think that how they will interface with the print industry is still developing. Just as with the advent of all technology these new developments will influence and, perhaps enhance, what we do in the print industry. I think the key is to look at the "New Media" as an opportunity for print to advance and prosper.

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