

Press release  
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### An Acimga-ICE survey provides a snapshot of growth opportunities in the US

The Italian industry of printing and converting machinery can still grow in the US, already the sector's largest export market. 37% of US users (manufacturers of flexible packaging material, print professionals, converters, manufacturers of rigid and corrugated packaging) plan to make investments within the next two years - mainly in flexo printing technology - to integrate or renovate a machinery pool that for 46% of them is ten years old or more.

This data is supplied by a research carried out by Acimga and ICE Chicago with the objective of investigating barriers and opportunities for Italian manufacturers of printing and converting machinery on what is the leading destination market for Italian exports in the industry. According to Acimga data in 2014 exports reached a total value of € 172.5 million (equal to 11% of total exports), up by 12.6% compared to 2013.

The results of the survey show that 12% of all installed machinery in the US today is made in Italy (against 60% made in USA and 23% made in Germany) with UTECO as the first Italian brand in the ranking; other top-ranking companies include the American Mark Andy with 20% and W&H with 8.6%.

The research was performed by means of phone interviews between September and November 2015 and involved over 5000 industry professionals (members of the Flexible Packaging Association, a selection of brokers associated to the magazine Packaging World and drawing from a database of the most representative Food Processing companies with revenues ranging between \$ 2 and 100 million).

Most widely employed materials include paper and plastic film (over 60%) followed by rigid plastic (26%) and corrugated cardboard (13%). Machine types see a major prevalence of flexo machines (70%) followed by digital printing machines (28%) and converting machines (24%); the total exceeds 100 as the question allowed for multiple answers.

What will users planning to invest in machinery within the next two years choose, and based on what criteria (this includes about one-third of the sample, considering that 63% are not planning to renew their technology before the next 24 months)? Three respondents out of four will purchase flexo printing machinery while others will go for digital technology, the primary focus being price (priority in 30% of answers), quality (22%) and technology (19%).

Smaller companies with revenues below \$ 10 million have the oldest installations, 70% of which are aged over 10 years; these show high propensity (56% of favourable answers) to make new investments in the next two years.