



FOR IMMEDIATE RELEASE

Contact: Michael Zeis
President
Blackstone Research Associates
Tel: 508-278-3449
Fax: 508-278-7975
e-mail: mike@blackstoneresearch.com

Electronic Job Submissions Drive Centralized Print Volume Increases

(Uxbridge, MA) August 22, 2001 — Electronic job submission is a key driver of print volume increases for corporate computer centers and in-plants in large businesses, according to Blackstone Research Associates. Nearly one-fifth (19%) of survey respondents who reported a print volume increase attributed the increase to electronic submission of print jobs. The demand for color, particularly from marketing departments, also is a top driver of print volume increases in Fortune-1000-sized organizations.

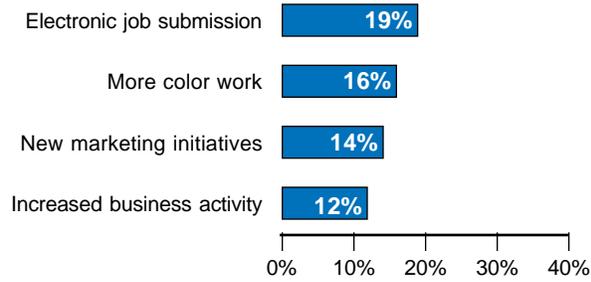
In-plant volumes are increasing by 5% per year, while at the same time, print volumes in corporate computer centers are dropping by 7% per year. Top factors driving volumes *down* include the ready availability of information on the Internet and Intranets, affecting 39% of respondents, and the on-line availability of previously printed internal reports.

Print volume trends are examined in *Corporate Color*, a research report published by Blackstone Research Associates on August 15, 2001. The report is based on in-depth interviews, which were conducted with 141 in-plant, computer center, and marketing department decision makers. The purpose of the research was to understand how receptive large companies are to digital production color printers.

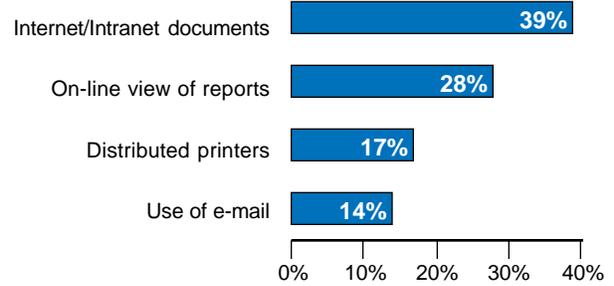
Founded in 1991, Blackstone Research Associates studies document-industry issues for the vendor community. In addition to conducting custom research studies and publishing market research reports, Blackstone Research publishes the monthly *Color Business Report* newsletter. For more information about the research effort, contact Blackstone President Michael Zeis by phone at (508) 278-3449, by e-mail at mike@blackstoneresearch.com, or visit the Blackstone Research web site at www.blackstoneresearch.com.

— more —

Top Four Factors Influencing Print Volume Increases



Top Four Factors Influencing Print Volume Decreases



Source: *Corporate Color* by Blackstone Research Associates

###