



University of Chemical  
Technology and  
Metallurgy

Department of Printing Technologies, Pulp and Paper

# YOUNG TALENT AWARD 2025

Submitted by: Yuliana Tsigova

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## How Can Print Companies Effectively Attract and Engage Younger Generations?

The print industry, a cornerstone of communication and commerce, has an exciting opportunity to redefine itself for younger generations. Despite misconceptions about its relevance and sustainability, the industry is brimming with innovation, creativity, and opportunity. To engage the next generation, print companies must take a forward-thinking approach that highlights education, technological advancements, career development, durability, and digital integration. By doing so, they can reshape perceptions and inspire young professionals to see print as a vibrant and future-focused industry.

### Challenges in Attracting Young Professionals

One of the biggest hurdles print companies face is the mistaken belief that print is outdated. Younger generations, having grown up in a digital-first world, often view print as static and less dynamic than digital media. However, what they may not realize is that print technology has evolved dramatically, incorporating innovations printed electronics, digital printing, 3D printing, advanced packaging solutions, and sustainable printing methods. In reality, print is not only keeping up with the times—it is driving progress in ways that complement digital advancements.

Additionally, many young professionals gravitate toward industries that prioritize innovation and environmental responsibility. The outdated association of print with deforestation and waste creates a barrier to attracting eco-conscious talent. Yet, in reality, many print companies are leading the way in viable practices—something that should be widely promoted. The print industry has the power to showcase how it is actively contributing to environmental solutions rather than being part of the problem.

Another challenge lies in visibility. Educational institutions rarely present print technology as a promising career path, leaving students unaware of the vast opportunities in design, engineering, marketing, and production management. Without formal training programs or strong industry-academic partnerships, print companies struggle to compete for talent against more heavily marketed fields like tech and entertainment. However, this challenge presents a unique opportunity—by stepping into the education space, the print industry can create a strong pipeline of future leaders and innovators.

## **Transforming Perceptions and Inspiring Interest**

The print industry is full of untapped potential, and one of the best ways to showcase this is through education and outreach. Collaborating with high schools, colleges, and vocational training centers can introduce students to the vast possibilities within print. Hands-on workshops, internships, and specialized programs combining print technology with design, sustainability, and engineering can open young minds to the industry's exciting prospects.

Industry leaders should take an active role in career fairs and sponsor scholarships that help students explore print-related careers. Storytelling is another powerful tool—sharing real-world examples of how print technology is being used in cutting-edge applications, such as personalized marketing and innovative packaging, can spark curiosity and challenge outdated perceptions. It's crucial to communicate that print is not a relic of the past but an evolving, indispensable part of the future.

To connect with tech-savvy generations, print companies must position themselves as innovation-driven. Emerging technologies like augmented reality (AR) in print, variable data printing for personalization, and IoT-integrated packaging solutions highlight just how advanced the field has become. These innovations not only keep print relevant but also make it an exciting space for those who crave creativity and problem-solving. There is something inherently rewarding about being part of an industry that seamlessly blends traditional craftsmanship with cutting-edge technology.

Establishing innovation hubs within organizations can attract young talent eager to work on groundbreaking projects. By providing platforms for experimentation and development, companies can foster a sense of ownership and excitement among new recruits, making them feel like key contributors to the industry's future. When young professionals feel empowered to innovate, they will naturally advocate for and enhance the industry's relevance.

Career growth and skill development are essential for young professionals. Print companies that clearly define career progression, offer mentorship programs, and provide specialized training will naturally appeal to ambitious individuals. Success stories of professionals who have thrived in the industry can serve as compelling testimonials, proving that print offers not only jobs but long-term, fulfilling careers. When young professionals see the potential for growth and creative freedom, they will be more inclined to explore what print has to offer.

Beyond this, companies must communicate the diversity of roles within the print sector. From graphic design to sustainability consulting and production management, the industry has positions that align with creativity, strategy, and technological expertise. Crafting job descriptions that highlight these aspects can make them far more appealing to young job seekers. The reality is that the print industry offers something for everyone—it's just a matter of showcasing its broad potential.

## **Championing Sustainability and Digital Integration**

Sustainability is more than just a trend—it is a priority for the next generation. Print companies that emphasize their commitment to eco-friendly practices, such as using recycled materials, reducing waste, and leveraging renewable energy, will attract environmentally conscious professionals. The print industry has the chance to be seen as a leader in sustainability, setting an example for other industries through transparency and innovation.

Transparency is key. Obtaining certifications, publishing stability reports, and actively participating in green initiatives will help rebuild the industry's reputation. Young professionals want to work for companies that align with their values, and a strong continuity agenda can be a major draw. When print companies actively showcase their green efforts, they shift the narrative from being seen as part of the problem to being an integral part of the solution.

Rather than competing with digital media, print should embrace it. Hybrid solutions, such as QR codes, AR experiences, and interactive packaging, bridge the gap between print and digital, making print media more dynamic and engaging for a younger audience. This fusion of mediums enhances print's appeal and demonstrates its adaptability in a digital world.

Additionally, print companies can leverage social media and digital marketing to enhance their visibility. Some platforms have powerful tools for showcasing innovation, sharing success stories, and providing behind-the-scenes glimpses into the industry's cutting-edge work. A modern and compelling online presence can attract fresh talent and position print as

a forward-thinking industry. The more the industry embraces digital communication, the more it will resonate with younger generations.

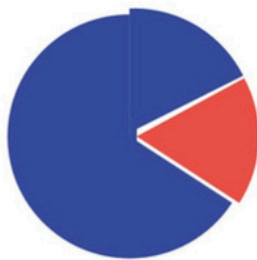
## **Securing the Future of Print**

The print industry is at a pivotal moment, and the future is bright for those willing to adapt and innovate. By addressing misconceptions, embracing technological advancements, championing consistency, and fostering strong educational partnerships, print companies can position themselves as dynamic and rewarding career options.

Bridging the gap between tradition and modernity is not just necessary—it is an opportunity. With strategic initiatives and a commitment to evolution, the print industry can inspire the next generation to become pioneers in a field that continues to shape communication, commerce, and creativity. The future of print isn't just secure—it's full of endless possibilities, and those who choose to be a part of it will find themselves at the forefront of an exciting and transformative industry.

I conducted a survey among 8 students specializing in Digital and Conventional Printing Technologies and Design to get a better pulse on their perspectives.

Do you see a future in the printing industry?



● Yes, the industry is evolving and adapting (75%)

● Maybe, but there are challenges (25%)

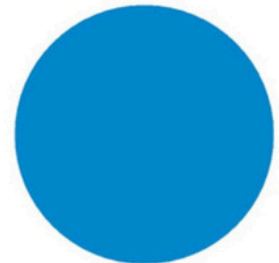
● No, I believe digitalization is replacing it

Would you consider a career in the printing industry if it offered opportunities in constantly evolving innovative technologies and sustainable development?

(100%) Yes, definitely ●

Maybe, if I learn more about it ●

No, I prefer industries focused entirely on digital technologies ●



What factor would influence your decision to work in the printing industry the most?

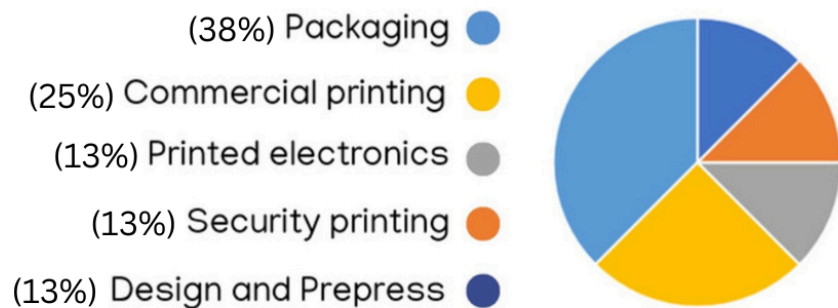


● Digitalization and technological innovations (62%)

● Career growth opportunities and the sustainability of the profession (38%)

● Competitive salary and benefits

**In which area/sector of the printing industry do you see the greatest potential for development and the opportunity to establish yourself?**



## **Conclusion**

The print industry has a bright and safe future, particularly for the next generation of workers who want to work in technology, innovation, and sustainability. The print business is changing quickly, incorporating cutting-edge technology like printed electronics, digital printing, 3D printing, advanced packaging solutions, and sustainable printing methods, and virtual reality, despite widespread beliefs that it is obsolete. In order to draw in and keep young people, print firms need to emphasize their dedication to sustainability, technology improvements, and career progression prospects.

Print companies can restore their reputation and secure their position in the future labor market by tackling issues of visibility, increasing industry-academic collaborations, and highlighting the sector's contribution to digital and sustainable developments. Creating a vibrant and fulfilling sector that attracts young people is crucial to success. This involves bridging the gap between tradition and technology.