

STATISTICAL CLASSIFICATION PRINTED PRODUCTS

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Intergraf represents 21 national printing federations in 19 countries in Europe. Intergraf's main task is to promote and protect the interests of the European printing industry. The printing industry in the 28 European countries comprises some 113,000 firms and employs around 620,000 people. The turnover in the printing industry is about € 80 billion. The industry throughout Europe consists mainly of small enterprises, as 90% of them employ fewer than 20 persons.

The reliability of European and international statistics is of great interest to the European graphic industry. We rely very much on the timely availability of statistics from Eurostat services.

The main issues that our sector has with the current statistical classification relates to (1) the distinction between 'printed products' and 'publishing products' and (2) the classification of commercial printing products

Activity and production statistics

The printing industry is classified under NACE as a **manufacturing**:

Manufacturing:

C18.1 - Printing activities

C18.11 - Printing of newspapers

C18.12 - Other printing

C18.13 - Pre-press and pre-media services

C18.14 - Binding and related services

Printing activities are distinct from publishing activities, which are classified under NACE as **information and communication services**:

Information and communication:

J58 - Publishing activities

J58.1 - Publishing of books, periodicals and other publishing activities

J58.1.1 - Book publishing

J58.1.2 - Publishing of directories and mailing lists

J58.1.3 - Publishing of newspapers

J58.1.4 - Publishing of journals and periodicals

J58.1.9 - Other publishing activities

PRODCOM Classification has an entry for ‘printed products’ as products from the printing industry but does not have an entry for ‘publishing products’:

18.11	Printing of newspapers
18.11.10	Newspaper printing services
18.11.10.00	Printed newspapers, journals and periodicals, appearing at least four times a week
18.12	Other printing
18.12.11	Printing services for postage stamps, taxation stamps, documents of titles, smart cards, cheques and other security papers and the like
18.12.11.00	Printed new stamps, stamp-impressed paper, cheque forms, banknotes, etc
18.12.12	Printing services for advertising catalogues, prospects, posters and other printed advertising
18.12.12.30	Printed commercial catalogues
18.12.12.50	Printed trade advertising material (excluding commercial catalogues)
18.12.13	Printing services for journals and periodicals, appearing less than four times a week
18.12.13.00	Printed newspapers, journals and periodicals, appearing less than four times a week
18.12.14	Printing services for books, maps, hydrographic or similar charts of all kinds, pictures, designs and photographs, postcards
18.12.14.07	Printed books, brochures, leaflets and similar printed matter, in single sheets
18.12.14.14	Printed books, brochures, leaflets and similar printed matter (excluding in single sheets)
18.12.14.21	Printed children's picture, drawing or colouring books
18.12.14.28	Printed dictionaries and encyclopaedias, and serial instalments thereof
18.12.14.35	Printed maps, hydrographic or similar charts, in book-form
18.12.14.42	Printed maps, hydrographic or similar charts (excluding in book-form)
18.12.14.49	Printed postcards, whether or not illustrated
18.12.14.56	Printed cards bearing personal greetings, messages or announcements, whether or not illustrated, with or without envelopes or trimmings
18.12.14.63	Printed pictures, designs and photographs
18.12.19	Other printing services n.e.c.
18.12.19.10	Printed calendars of any kind, including calendar blocks
18.12.19.20	Printed music (including braille music)
18.12.19.30	Printed transfers (decalcomanias)
18.12.19.90	Other printed matter, n.e.c.
18.13	Pre-press and pre-media services
18.13.10	Pre-press services
18.13.10.00	Composition, plate-making services, typesetting and phototypesetting
18.13.20	Printing plates or cylinders and other impressed media for use in printing
18.13.20.00	Printing components
18.13.30	Ancillary services related to printing
18.13.30.00	Other graphic services
18.14	Binding and related services
18.14.10	Binding and related services
18.14.10.10	Bookbinding and finishing of books and similar articles (folding, assembling, stitching, glue, cutting, cover laying)
18.14.10.30	Binding and finishing of brochures, magazines, catalogues, samples and advertising literature including folding, assembling, stitching, gluing, cutting cover laying
18.14.10.50	Binding and finishing including finishing of printed paper/cardboard excluding finishing of books, brochures, magazines, catalogues, samples, advertising literature

Trade statistics

The distinction between ‘printed products’ and ‘publishing products’ is problematic when it comes to trade statistics. In HS (Harmonised Classification) and CN (Combined Classification), both products are mixed under **Chapter 49**:

49	CHAPTER 49 - PRINTED BOOKS, NEWSPAPERS, PICTURES AND OTHER PRODUCTS OF THE PRINTING INDUSTRY; MANUSCRIPTS, TYPESCRIPTS AND PLANS
4901	Printed books, brochures, leaflets and similar printed matter, whether or not in single sheets
4901 10 00	In single sheets, whether or not folded
	Other
4901 91 00	Dictionaries and encyclopaedias, and serial instalments thereof
4901 99 00	Other
4902	Newspapers, journals and periodicals, whether or not illustrated or containing advertising material
4902 10 00	Appearing at least four times a week
4902 90 00	Other
4903 00 00	Children's picture, drawing or colouring books
4904 00 00	Music, printed or in manuscript, whether or not bound or illustrated
4905	Maps and hydrographic or similar charts of all kinds, including atlases, wall maps, topographical plans and globes, printed
4905 10 00	Globes
	Other
4905 91 00	In book form
4905 99 00	Other
4906 00 00	Plans and drawings for architectural, engineering, industrial, commercial, topographical or similar purposes, being originals drawn by hand; handwritten texts; photographic reproductions on sensitised paper and carbon copies of the foregoing
4907 00	Unused postage, revenue or similar stamps of current or new issue in the country in which they have, or will have, a recognised face value; stamp-impressed paper; banknotes; cheque forms; stock, share or bond certificates and similar documents of title
4907 00 10	Postage, revenue and similar stamps
4907 00 30	Banknotes
4907 00 90	Other
4908	Transfers (decalcomanias)
4908 10 00	Transfers (decalcomanias), vitrifiable
4908 90 00	Other
4909 00 00	Printed or illustrated postcards; printed cards bearing personal greetings, messages or announcements, whether or not illustrated, with or without envelopes or trimmings
4910 00 00	Calendars of any kind, printed, including calendar blocks
4911	Other printed matter, including printed pictures and photographs
4911 10	Trade advertising material, commercial catalogues and the like
4911 10 10	Commercial catalogues
4911 10 90	Other
	Other
4911 91 00	Pictures, designs and photographs
4911 99 00	Other

DISTINCTION ‘PRINTED PRODUCT’ AND ‘PUBLISHING PRODUCTS’

Although the physical description of both products is the same, they are different products as they originate from different economic operators along the value chain and therefore have different values. The value of a ‘**publishing product**’ includes the cost of manufacturing it as well as other costs, like intellectual property rights or advertisement, distribution, that have to be borne by the publishing company. By contrast, the value of a ‘**printed product**’ only covers the cost of manufacturing.

As an example, we can take books imported to the European Union from the US and from China. The total value of imported books into the European Union covers on the one hand, American books printed and published in the United States and imported by a European retailer and on the other hand, books printed in China and imported by a European publisher. In the case of the American books, ‘**publishing products**’ are traded. In the case of books printed in China, ‘**printed products**’ are traded. They are different products with different values.

This makes the comparison between imports’ values from different countries not comparable and does not allow for transparent statistics.

This also prevents from any correlation between PRODCOM classification and HS/CN classification.

There is a need to create separate entries for **publishing products** and **printed products**.

STATISTICS OF COMMERCIAL PRINTING PRODUCTS

What is commonly referred to as ‘commercial printing’ in the printing industry is not reflected in HS and CN classifications, although it is a significant part of the industry’s production.

From the perspective of the printing industry, **brochures**, **leaflets**, **trade advertising material** as well as **catalogues** do belong to the same umbrella category. It would be beneficial to provide a single entry to these as well as separate entries.

Brochures and **leaflets** are classified as **4901 Printed books, brochures, leaflets and similar printed matter, whether or not in single sheets**.

Trade advertising material and **commercial catalogues** are classified as **4911 Other printed matter, including printed pictures and photographs**.

These 4 categories of products should be reclassified under one single new entry (**commercial printing**).

In addition to its industrial logic, this approach also has the merit to keep books in a separate entry. Books are a separate type of printed products. Moreover, the trade of books follows different trends and serves very different markets than brochures and leaflets.

Moreover, this approach would also reduce the size of the large category *4911 Other printed matter, including printed pictures and photographs*, which encompasses a broad range of printed products which has gained significant market shares overtime.

Commercial printed products, including trade advertising material, commercial catalogue, brochures and leaflets can either be classified under a new 4-digit category or could take over an existing entry for which the trade volume is no longer significant.
