

AND PERHAPS YOU NEED PRINT MORE THAN YOU THINK?

THINK PRINT HAS NO PLACE IN YOUR LIFE?

Print surrounds us and plays a starring role in our daily life. Print is the things we love, such as books, newspapers and magazines, as much as the things we need, like packaging, advertising, ballots, passports and banknotes. We also use print to express ourselves, through posters, art and wallpaper. Although digital provides quick and easy solutions, print continues to be a lasting, reliable and tactile part of our lives.

THINK READING FROM A SCREEN IS THE BEST OPTION?

Print is tangible and accessible to all. It plays a vital role in promoting culture, democratic debate, social inclusion, civic engagement and education in Europe. Research shows that learning and the retention of information is more effective in print – especially for school students.

THINK PRINT IS NOT ENVIRONMENTALLY FRIENDLY?

Don't believe the myth that paper destroys forests: European forests are growing by an area of 1.5 million football pitches every year. Paper is one of the few truly sustainable products – and one that doesn't need electricity to use after purchase. It is one of the most recycled materials in the world and Europe is the global paper recycling champion.

THINK THE JOBS OF THE FUTURE ARE ALL IN BIG TECH?

Employers in the printing industry are increasingly looking for people with creative, digital and technical skills to continue developments in smart manufacturing. And there are plenty of opportunities: printers currently provide jobs for more than 620,000 workers in the EU. It is a large-scale industrial sector, with more than 100,000 companies. Over 90% are SMEs which are innovating and providing the jobs of the future.

**The European printing industry is
looking forward to working with you!**

