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Innovation Voucher Scheme - Allander Litho Printers

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A POST-IT NOTE

NOT A DRY
MARKETING
REPORT

**What is it that
drives and industry
forward?**

A

EMERGING
TECHNOLOGIES

B

EMERGING
WAYS OF
THINKING

A

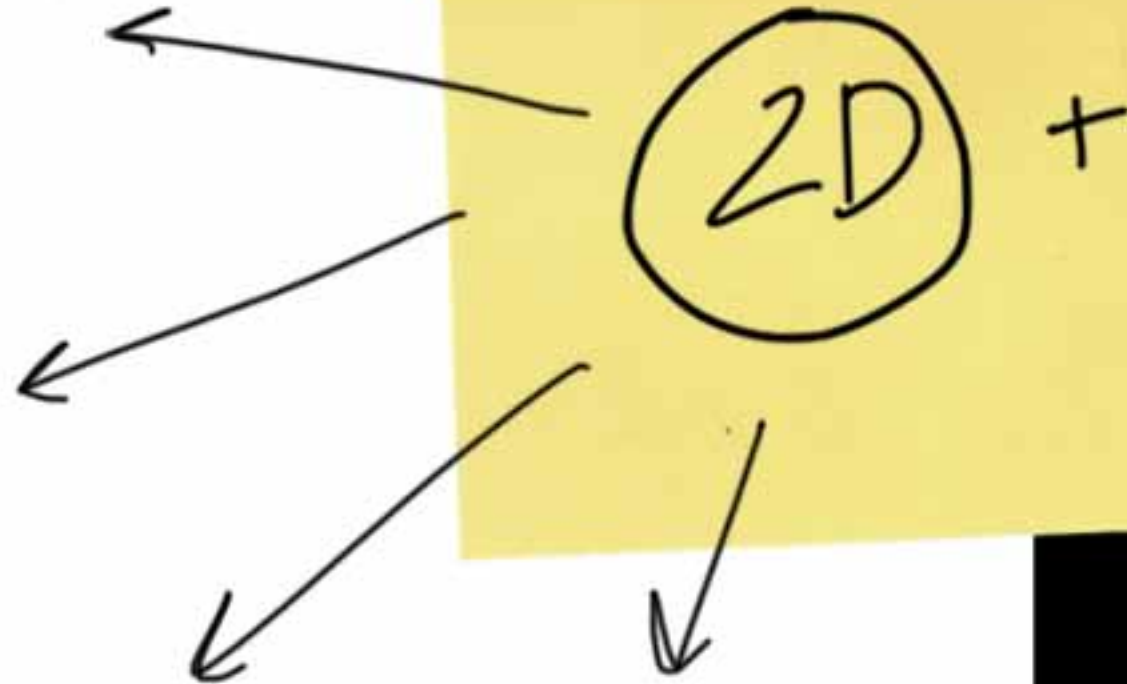
EMERGING
TECHNOLOGIES

Ink + Paper

Digital

Litho

Hybrid



Ink + Paper

2D +

Digital

Litho

Hybrid



B

EMERGING
WAYS OF
THINKING

New ways of

INTERACTION +

COMMUNICATION

11 people

Tim Bremner

Bremner Design

Stephen Connor

Bigmouth Media

Derek Green

gawr-juhs

Bob Lovie

The Leith Agency

Ross Lowe

Callprint

Robert McNeillie

Xerox

Matthew Parker

Print and Procurement

Matthew Scharf

GFSmith

Rufus Spiller

Line

Sonia Viridi

University of Edinburgh

Andrew Wolffe

gp//wolffe

4 main conclusions

Where is print going?

1



are the print industry

ONLINE
PRINTING
SERVICES



Moo cards
Blurb
Printing.com
Vistaprint
etc.



DIGITAL
TECHNOLOGY



FAST, EFFICIENT, CHEAP

2

**People don't print
much anymore.**

**Information spreads quicker
through the Internet.**

3



**(People don't want to pick up
the phone anymore either.)**

4

**Even the poorest
presses are good
enough.**

**Focus is now on software
development.**

+1

People know you.