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Le visage de l'imprimerie

Canadian Printing Industries Sector Council

Conseil sectoriel de l'imprimerie du Canada

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## Redefining today's printing industry in Canada

Printing industry demographics in Canada have been redefined by changing technologies and business practices, a new HR report by the Canadian Printing Industries Sector Council (CPISC) shows.

The report: *An industry redefined*, highlights the changing scope and diversity of the printing industry in Canada and recognises the 25,981 companies and 240,017 employees that are part of the sector.

CPISC Co-Chair, Duncan Brown, says the redefinition significantly expands the list of companies and employees who are considered part of the printing industry.

"Our research shows the traditional definition of the printing industry is narrow and fails to capture the number of companies that produce printed products or those that specialise in prepress or finishing and bindery services.

"CPISC's updated definition recognizes that companies and employees providing a wider variety of services are part of the printing and graphic communications industry in Canada today."

Companies now included in the industry definition are: converted paper-product manufacturers; graphic design companies; business support service providers; newspaper, periodical and book printers; and suppliers of packaging and labelling services.

Fellow CPISC Co-Chair, Jeff Ekstein, says advances in technology have expanded the domain of the traditional printer, with greater overlap between industry segments.

"As a result, the redefined printing industry considered in our report is effectively three times bigger than previously recognised - although the human resource issues remain the same.

"The report shows that companies from copy shops to newspaper printers and packaging firms to commercial printers all need to deal with the same human resource challenges. The key issues are the recruitment and retention of employees, succession planning, managing the impact of technology and striving to become high-performance workplaces."

In response to the HR issues identified in the report, CPISC has also developed and released a series of four papers that include straightforward advice, examples of best practice and tips and links for dealing with the key issues.

"This latest CPISC HR report highlights the increasing scope and diversity of our industry and recognises the need for printing sector companies to have access to up-to-date data on the activities, equipment and employment strategies of their peers," Jeff Ekstein said.

"We feel the report and accompanying issue papers provide this necessary information, and in doing so can help industry companies create and maintain a competitive advantage."

### **For further information and interviews, please contact:**

Melissa Hein, CPISC Marketing and Communications manager, 613-688-0293.

## About CPIISC

The Canadian Printing Industries Sector Council, funded by the Government of Canada's Sector Council Program, is a not-for-profit organization responsible for spearheading the human resources strategy of Canada's printing and graphics communication sector.

## About the new CPIISC HR report

- The latest report, *An industry redefined: An examination of Canada's modern printing and graphic communications industry and its human resource challenges*, is the culmination of the CPIISC HR Study project.
- The CPIISC HR Study project was funded by Human Resources and Skills Development Canada.
- The report is an update of the 2003 Sector Study completed by CPIISC, and it also builds on the industry definition included in the Labour Market Information report released last year.
- The 2009 CPIISC HR Study is the product of extensive research and stakeholder consultation. Data was obtained from a variety of CPIISC resources, and two custom queries of Statistics Canada's socio-economic database. The statistical data collection was complemented with information gathered in working group discussions and one-on-one interviews with industry insiders.
- The four HR issue papers will be profiled by CPIISC through its electronic updates. Interested industry members can sign up to receive the updates by sending an email to: [info@cpisc-csic.ca](mailto:info@cpisc-csic.ca)
- A full copy of the report and issues papers are available at: <http://www.cpisc-csic.ca/hrstudy.html>