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Promising prospects for gravure in the East

James Siever, ERA Secretary General



In the last few years the gravure industry has gone through a period of innovation with high investments in new plants and super wide presses. In publication gravure this phase is now slowing down. Against the background of a difficult market situation with certain overcapacity, some older publication gravure plants will be closed down.

However, the current process of structural adaption in publication gravure does not tell the whole story about the present status of the gravure industry.

In packaging, gravure has even strengthened its position. Particularly in the emerging markets with vigorous economic growth such as China, India and the Eastern European countries the use of gravure printing for flexible packaging has increased significantly. Whereas in Asia gravure traditionally plays a leading role in packaging printing, in Eastern Europe the large brand owners increasingly demand high quality presentation of their goods, and this is to the advantage of gravure.

The recent successful ERA Packaging Conference in Poznan, Poland with a high number of participants from Eastern Europe has shown that this positive development should continue for the foreseeable future.

But this does not apply only to packaging gravure.

Presentations from Russian magazine and catalogue publishers at the ERA Annual Meeting 2007 in Verona showed that there are promising prospects for publication gravure in both of these sectors. And I am sure that China and India will also offer similar prospects for publication gravure sooner or later.

