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**Grey House Publishing announces the Second Edition of
*The Rauch Guide to the U.S. Ink Industry***

Grey House Publishing is proud to announce the publication of the Second Edition, and the first published by Grey House, of *The Rauch Guide to the U.S. Ink Industry*. *Rauch Guides* are known worldwide for their expert industry and marketing information, and this edition is no exception. This useful guide is the most comprehensive resource covering the latest trends, economics and company information in the over \$4 Billion U.S. ink industry. The *Guide* is known worldwide as the most definitive source of marketing information on the ink business and is the perfect acquisition for producers, raw material suppliers, consultants, investment bankers and others with a stake in this fast-changing, complex industry. It is the ideal solution for research and development teams, competitive information and market shares, in-depth industry analysis for financial offices, important executive contacts in all major companies and market sales and data for building business.

This newly updated and re-designed 2006 edition is the result of extensive, yearlong research, providing in-depth, hard-to-find information, all in a single volume. The *Guide* has been brought up-to-date and features improved statistical analysis, a new personnel index and enhanced listings for each ink producing company. The *Guide* includes four "Handbook" chapters, filled with detailed industry data and written by highly regarded and experienced industry experts. These chapters cover subjects such as: Economics, Government Regulations, Foreign Trade, World Production, Technologies (including relief printing, screen printing and digital printing, letterpress plates, screen stencils and offset presses), Materials (including oils, resins, solvents, pigments and additives), Types of Inks (including lithographic, gravure, screen, ink jet, and more), Ink Processes (including digital print and waterborne inks, among others) and End Uses. Also included are discussions of everything from prices, employment and performance to ink jet printers, pigments and stationery.

The fifth chapter contains ink industry information resources, such as trade associations,

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government guidelines, magazines, journals, newsletters and trade shows. Complete contact information is provided for each listing, including descriptions and key personnel. This chapter is twice as large as in the previous addition and will be extremely useful to both the seasoned professional and the industry newcomer.

Chapter Six provides detailed profiles of over 200 companies in the ink industry, including complete current contact information and product descriptions, as well as editorial commentary on recent acquisitions, ownership changes and new product lines for larger companies. This chapter has been expanded to include nearly 300 key contacts in order to provide at-a-glance access to the major players in this vast industry.

This 2006 edition has been greatly enhanced, as showcased by its improved statistical analysis, new personnel index with almost 300 key industry executives, and more complete listings for each company (now including subsidiary, division or parent information, website addresses and email addresses, in addition to basic contact information). The amount of data contained here, and the new, more user-friendly format of *The Rauch Guide to the U.S. Ink Industry*, saves hours of research time and effort for its users.

Professionals in the field use *The Rauch Guide to the U.S. Ink Industry* to conduct market research, research trends and forecasts, source a specific supplier or key buyer, expand their client bases, find out the latest technology used in the ink industry and research important associations and conferences.

The Rauch Guide to the U.S. Ink Industry is an invaluable resource tool for anyone seeking business products or information about the ink industry, or the companies who supply businesses with the products and industry-dependent commodities they need. This one-stop reference is the premier guide in its field, containing an unprecedented amount of up-to-date information.

The Rauch Guide to the U.S. Ink Industry, Second Edition

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