

VII. SUMMARY

The area of interest consists of 35 counties of upstate New York and 5 counties of western Pennsylvania. Manufacturing is the largest business sector for the area, and printing and publishing is the second largest group of the sector. During the last recession, the printing industry of the area had some significant losses with more than 260 firms closing and approximately 4,000 jobs lost.

The end of the recession should mean improving trends in the United States, particularly for the printing and publishing industry. Certain sectors of the industry are expected to see growth rates of up to 9.0% in 1994. However, costs are expected to rise for U.S printers due to environmental regulations, capital improvements and employee training.

In addition to the rising costs, the relative competitiveness of U.S. firms has been shown to be weakening due in the most part to the deteriorating value of the Canadian dollar relative to the U.S. dollar. The exchange rate has been especially noticeable in the comparisons of changes unit labor costs.

In order to remain informed about the U.S. printing market, numerous sources of information are available. These sources include federal and state government agencies, trade associations, and industry publications. Lists contained in Appendix D for reference. The types of information that can be readily accessed includes labor rates and costs, distributions of printing firms by sizes within specific geographic regions, regular economic measures such as employment and work force figures, industry news and features, and business trends and forecasts.