

the expected real growth in the printing industry and lists the 25 most promising vertical markets in the United States. Similarly, the July 1993 issue (v. 211) ranks the top 100+ printing companies in North America. The listing includes sales volume and growth, sales per employee, primary business, as well as plant openings and closings.

American Printer frequently discusses sales promotion campaigns. The July 1993 (v. 211) issue discusses sales promotions from three different printers and why these promotions have been successful. The May 1993 (v. 211) issue also describes successful promotion campaigns, including a description of the efforts of The Printer in Halifax, Nova Scotia.

Graphic Arts Monthly Magazine, another American based trade publication has run a similar array of articles in the past year. Three times in the past year, *Graphic Arts Monthly* published intent to buy surveys. In July 1993 (v. 65), the subject was large format sheet presses; in May 1993 (v. 65), it was heatset web offset presses; in March, the subject was standard size sheet fed. All of these surveys included data on industry growth, average order size, and percentage of sales volume from different types of printers.

Specific examples and case studies have also been featured in *Graphic Arts Monthly*. The May 1993 issue (v. 65) examines the case of Smith Lithograph of Rockville, Maryland. The firm with sales of \$25 million (US) was expanding its capacity in the heatset web format to meet an anticipated demand for nonpublication work. The April 1993 issue (v. 65) illustrates the strategy of Quantam Color Graphics of Niles, Illinois. Quantam established a clean room environment of its shop floor that, along with its existing continuous improvement process and statistical process control, was responsible for much of its success.