



PRESS RELEASE
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Contact: Alvin Keene
President, IMI
Email: imi@imiconf.com

Thermal Printing for 2013 and Beyond **A comprehensive industry assessment & 5-year projection**

Carrabassett Valley, Maine, USA – Information Management Institute announces that Schofield Imaging Associates is preparing an all new comprehensive market intelligence report that details the current status of thermal printing from both a technology and industry perspective.

Complete program information is available on IMI's web site www.imiconf.com

According to IMI President Al Keene, “After 40 years and many predictions of its demise at the hands of ink jet and electrophotography, thermal printing is a larger and more diversified industry than ever! Also, the thermal printing industry is more volatile than ever. The hand held computing revolution poses both threats and opportunities; POS receipts and tickets are under siege from virtual receipts and email images; photo prints are being challenged by social media and smart phone image sharing; color thermal transfer has been marginalized by ink jet and electrophotographic advancements.”

“Yet thermal printing continues to experience steady growth in all aspects of label and tag printing as well as POS applications. It also enjoys continued growth in an ever expanding array of mobile workforce applications driven by hand held computing - and most recently by cloud computing. Specialization in thermal transfer printing has expanded its usage in industrial and decorative printing.”

Report author and thermal printing industry expert Harold Schofield says, “This comprehensive report is based on several years of vertical market research in the core applications for thermal printing and projects five year volume and revenue trends in the global market.”

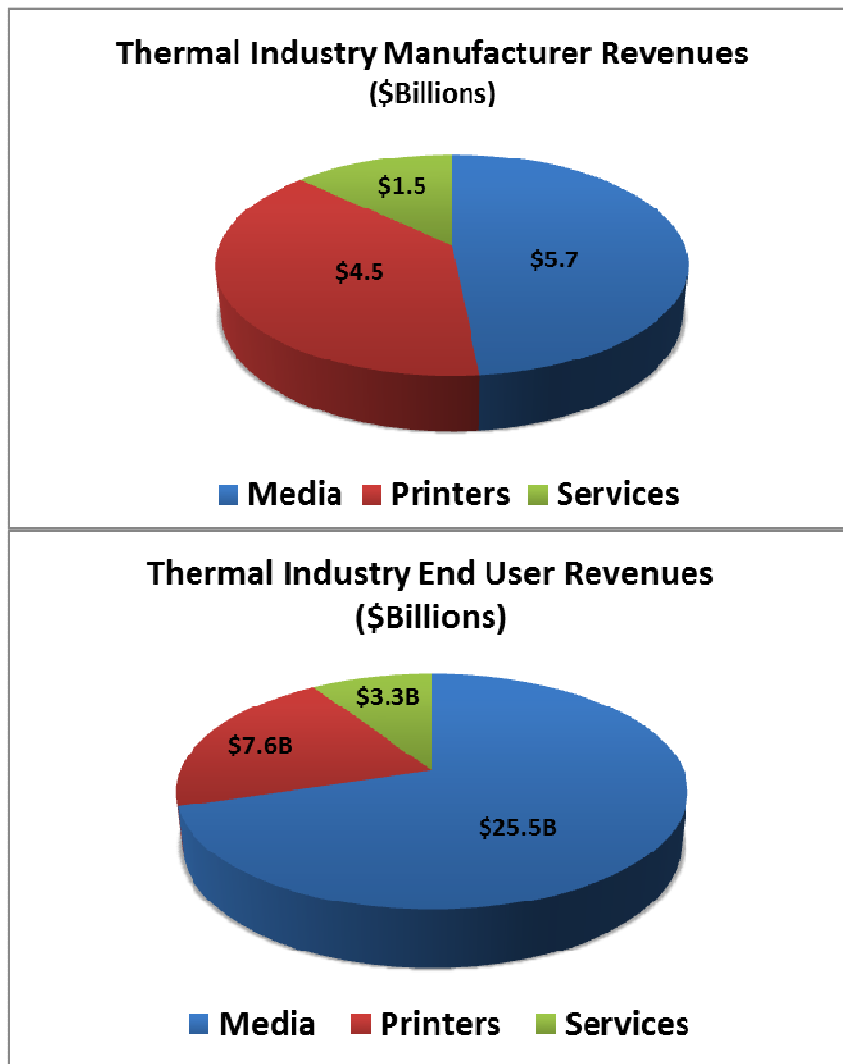
“As a starting point, the study uses a 2012 sales assessment of all levels of the supply chain. The report surveys the competitive product landscape for printers and supplies across the classes of thermal media:

- Labels and Tags
- POS Receipts, Coupons and Tickets
- Graphics, Images and Photos”

Information Management Institute
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Phone: +1-207-235-2225 Fax: +1-207-235-2226
Web Site: www.imiconf.com Email: imi@imiconf.com

“The report discusses developing technology trends that impact the future usage and dependence on variable data printing, as well as advances in competing digital technologies. Special focus is given to high growth vertical markets for labeling such as health care, retail and commercial services, as well as major markets such as POS that are undergoing significant change.”

Schofield concludes: “With nearly \$12 billion in Manufacturer Revenues and over \$35 billion in End User Revenues, the Thermal Printing Industry provides opportunities in numerous product areas, market sectors and end use applications.”



A complete Table of Contents for [Thermal Printing for 2013 and Beyond](#) is available on IMI's web site www.imiconf.com

Information Management Institute
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Phone: +1-207-235-2225 Fax: +1-207-235-2226
Web Site: www.imiconf.com Email: imi@imiconf.com

Contacts:

Alvin Keene, President
Information Management Institute
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Phone: +1-207-235-2225
Fax: +1-207-235-2226
Email: al@imiconf.com
Web Site: www.imiconf.com
Twitter: @IMI_conf https://www.twitter.com/IMI_conf
LinkedIn Profile: www.linkedin.com/in/alvinkeene

Harry Schofield
Schofield Imaging Associates, LLC
9 Atlantic Avenue
Narragansett, RI 02882
Phone: 401-575-3598
Email: hschofield@cox.net

Information Management Institute
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Phone: +1-207-235-2225 Fax: +1-207-235-2226
Web Site: www.imiconf.com Email: imi@imiconf.com