



# Focus Topic:

## AFPA 2007 Annual Shipment Trends

June 2008



# Summary Notes

The AFPA publishes the Coated Printing Papers Survey annually. It contains a breakdown of US shipments by the following categories

- Basis Weight
- Finish
- Rolls vs. sheets
- Distributor vs. direct sales
- Method of Print

In the next several slides the data is represented graphically for a small portion of the information that is available.

The most significant trends appear to be:

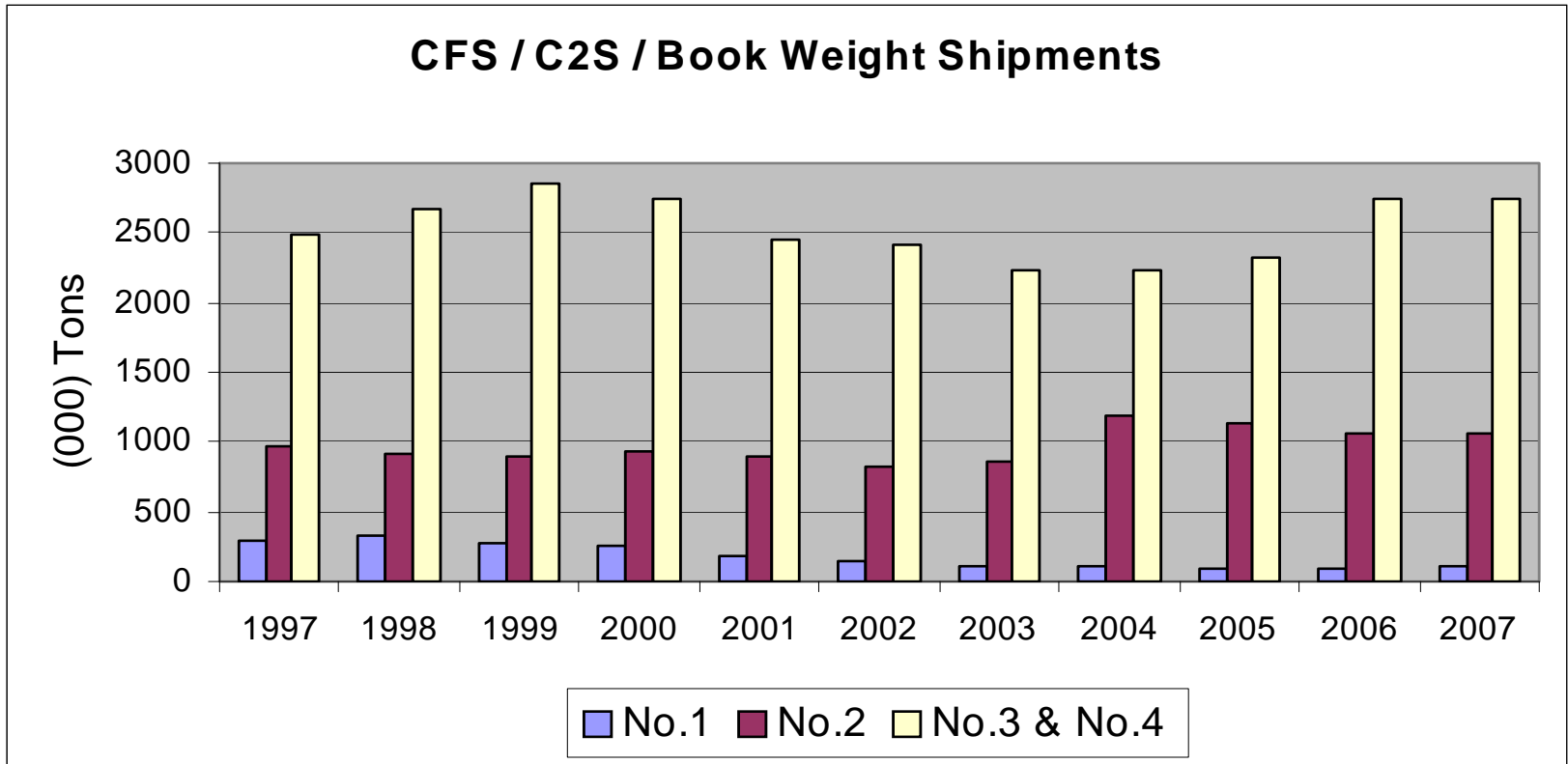
1. No. 4s share of CGW products continues to grow as No. 5 declines.
2. No. 4 CGW appears to continue to shift heavier in basis weight, while the shift to lighter weights in No. 5 CGW has slowed.
3. The percentage of rolls (vs. sheets) for CFS grades continues to grow.
4. Alternative finishes (Matte and Dull) share of shipments declined in CFS and CGW last year.
5. The percentage of shipments of CGW gravure surged upward in 2007.

**Verso simple.**



# CFS Shipments by Grade Category

Over the last 11 years No.1 shipments have steadily declined, No.2 shipments spiked in '04 but have since declined, and No.3/No.4 shipments are near an 11 year high.



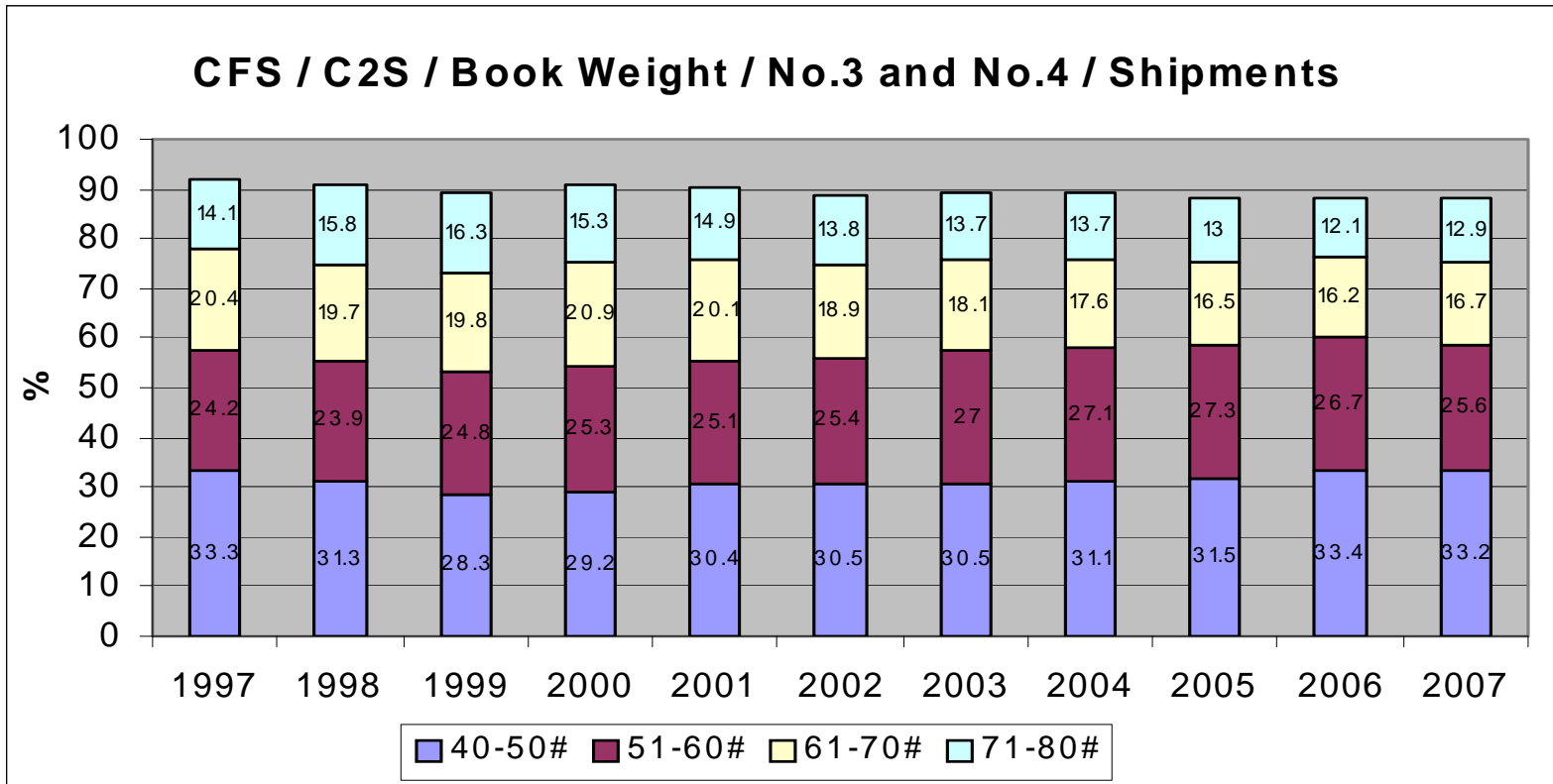
Verso simple.

Source: AFPA



# CFS Shipments by Basis Weight

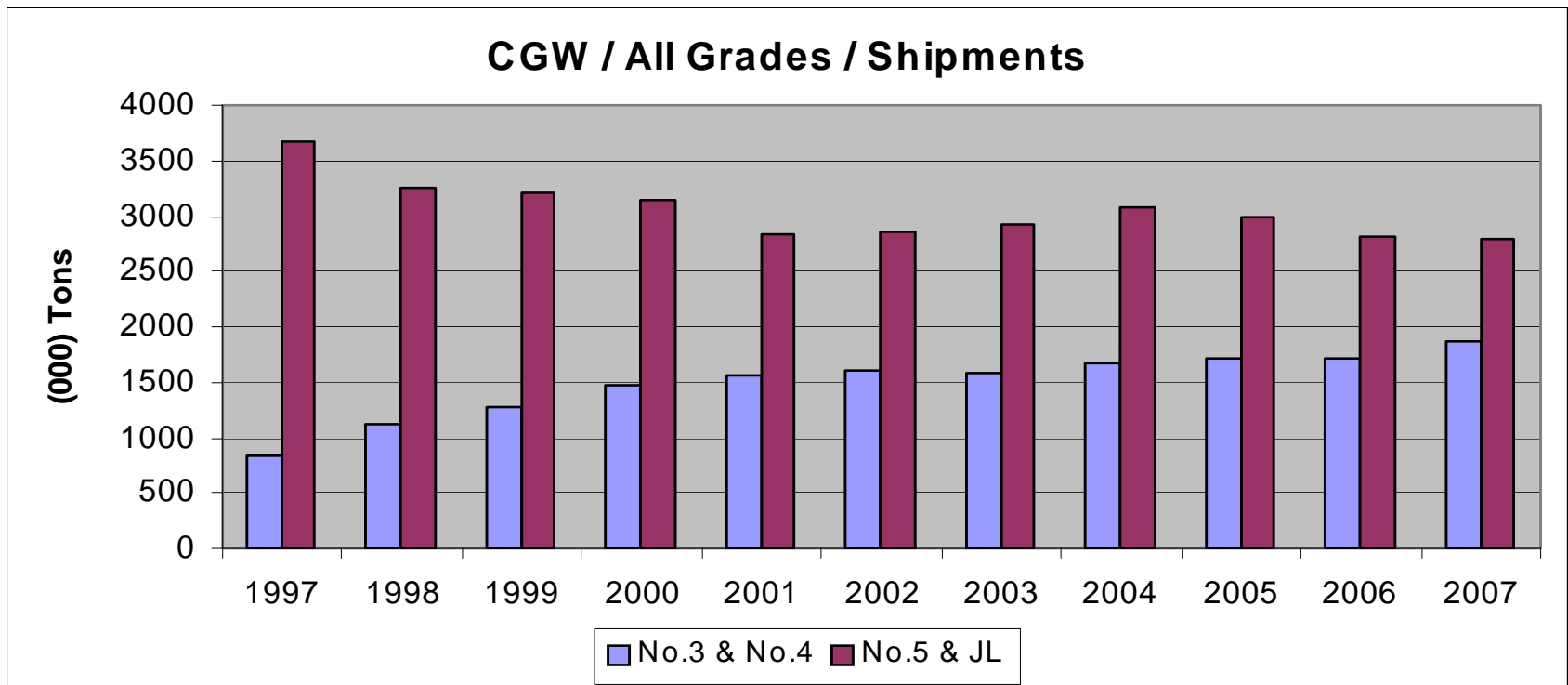
Over the last 11 years, within the No.3 and No.4 CFS category, there has been a minor shift away from 61 – 70# and 71 – 80# categories, while the 40 – 50# and 51 – 60# categories have remained relatively constant.





# CGW Shipments by Grade Category

There continues to be growth in shipments of No.3 and No.4 CGW products and decline in No.5 and Job Lot CGW shipments. No. 3s and 4s made up approximately 20% of this grade category 11 years ago and now represent 40%.



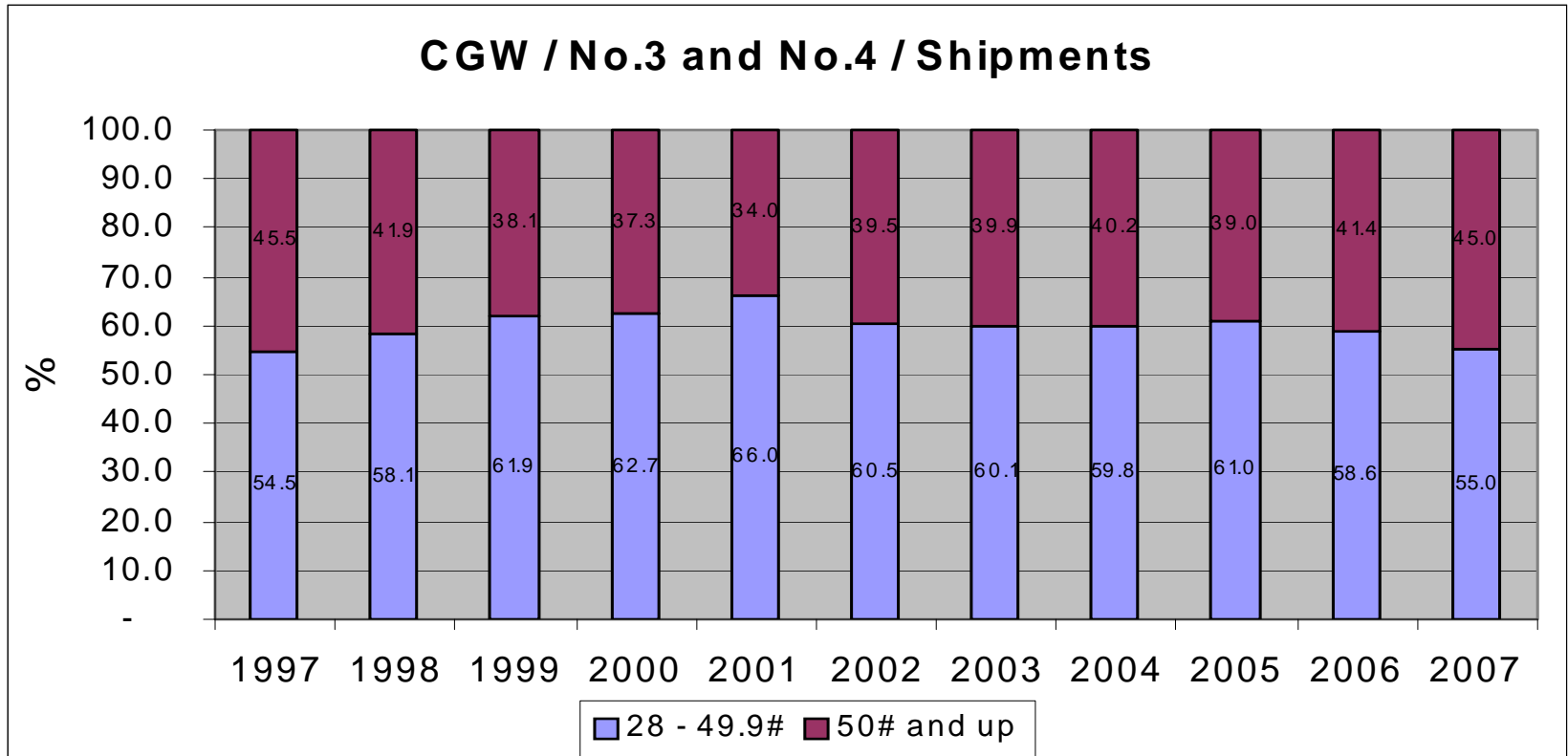
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Source: AFPA



# No.3 and No.4 CGW Shipments by Basis Weight

There has been a recent trend towards a greater percentage of 50# and greater basis weights in the CGW No.3 and 4 categories which nearly returns the ratio to what it was 11 years ago.



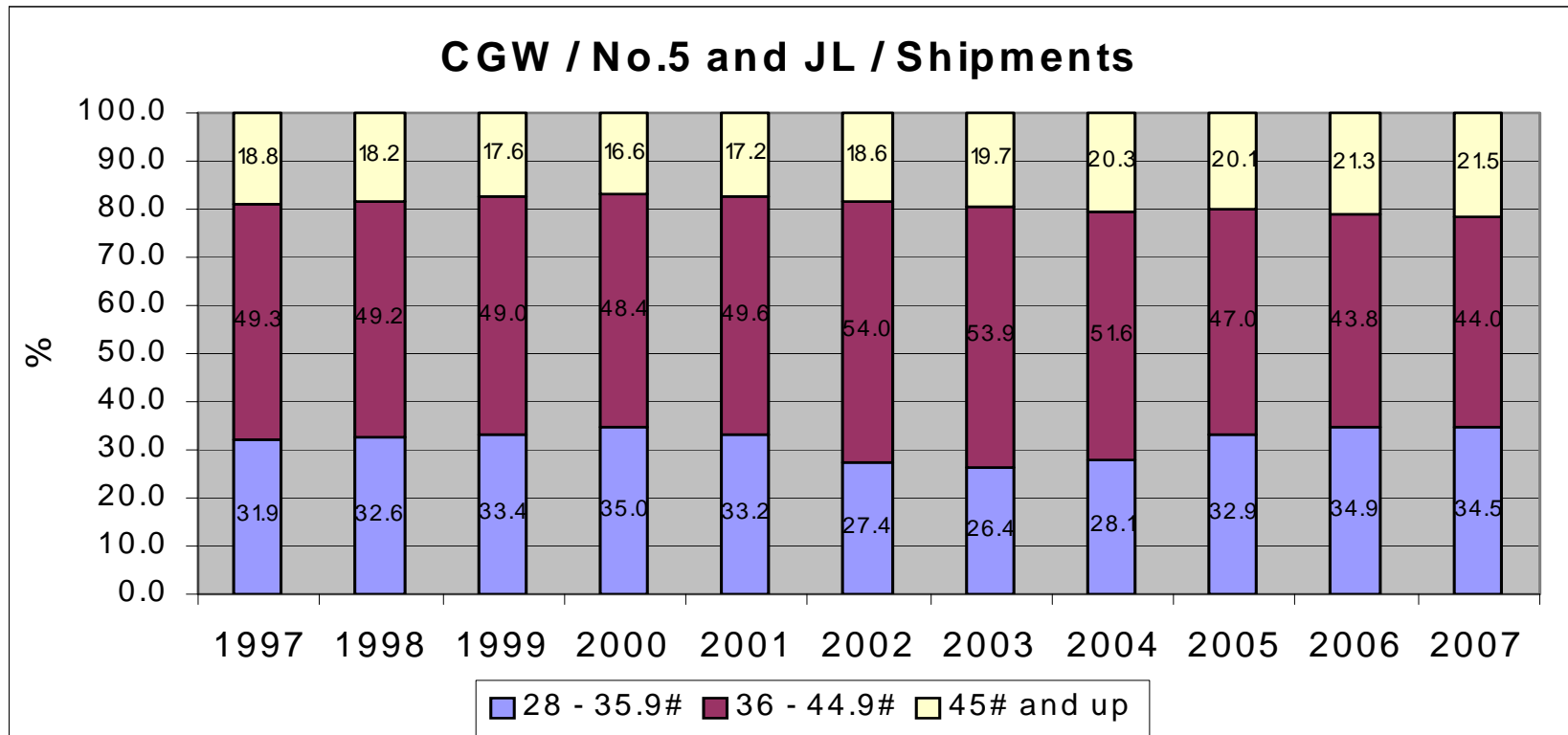
Verso simple.

Source: AFPA



# No.5 & JL CGW Shipments by Basis Weight

From 2002 – 2006, shipments of No.5 and JL CGW show the medium weights declined primarily at the expense of lighter weights but to a smaller extent heavier weights as well. 2007 data suggests this trend has slowed.



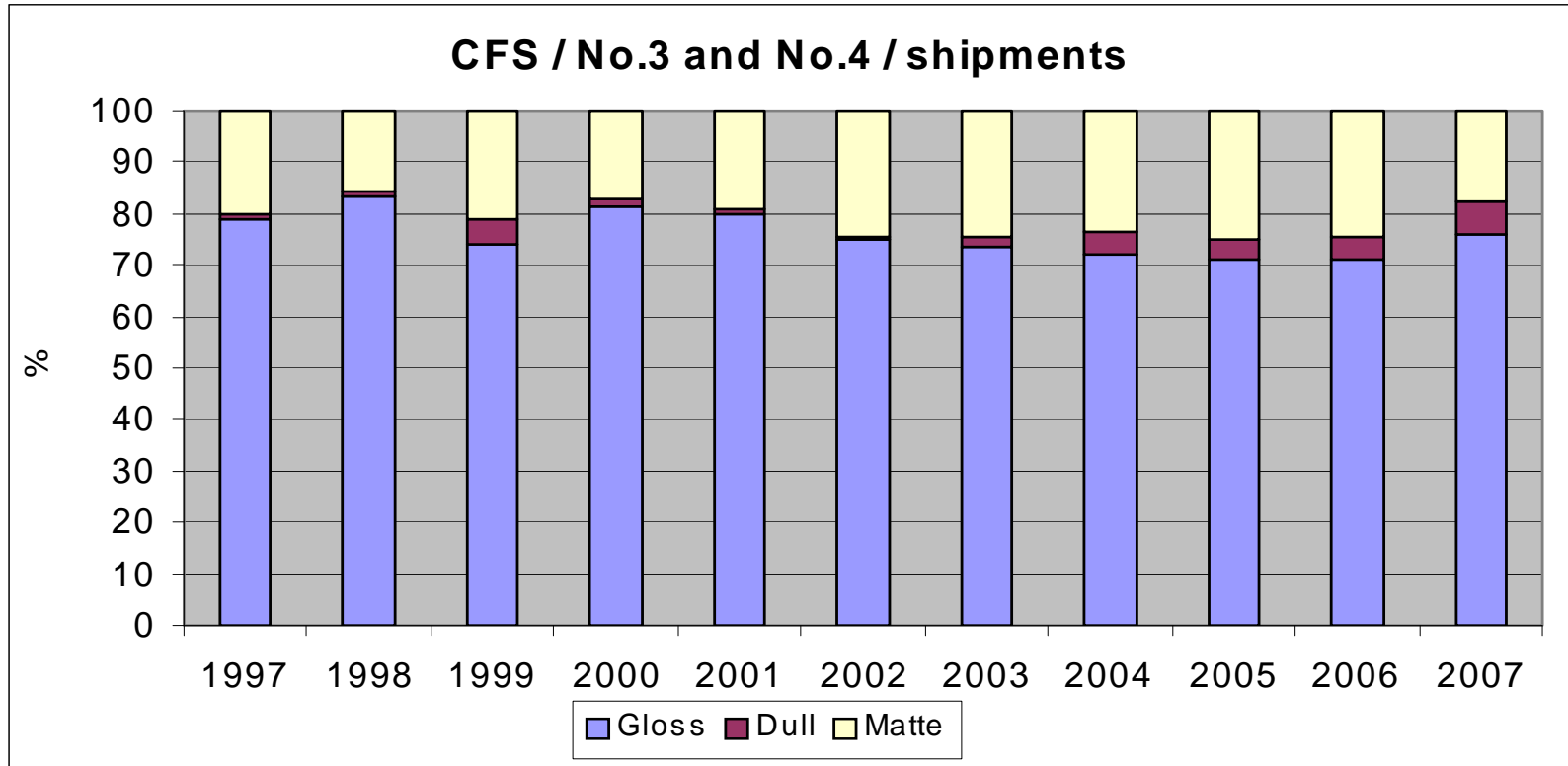
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Source: AFPA



# No.3 & No.4 CFS Shipments by Finish

For 2007, shipments of gloss and dull finish in these grade categories increased sharply at the expense of matte finish over 2006.



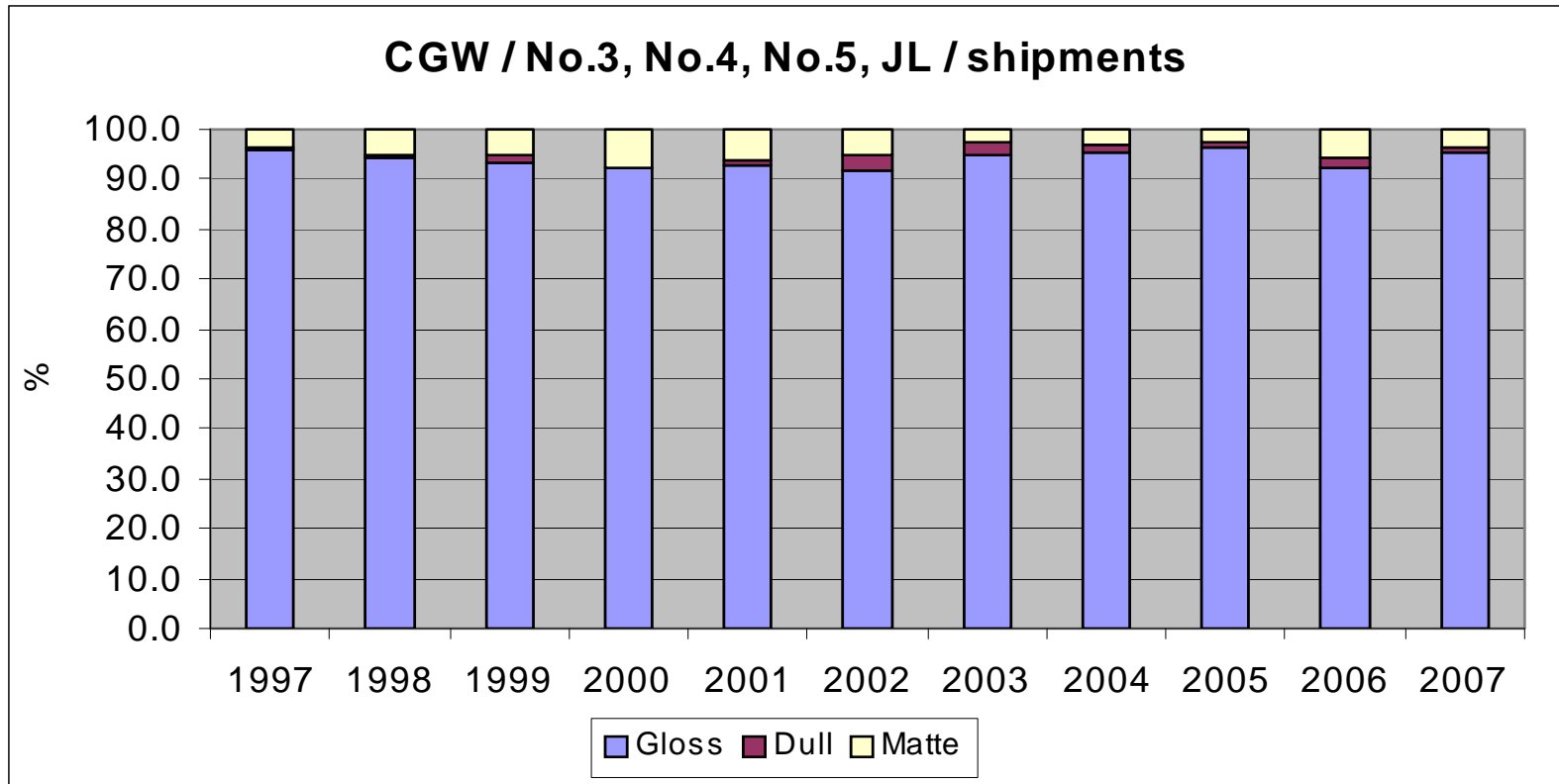
**Verso simple.**

Source: AFPA



# No.3, No.4, No.5, JL CGW Shipments by Finish

Over the last eleven years, the total of alternative finishes has remained steady roughly between five to ten percent for CGW shipments.



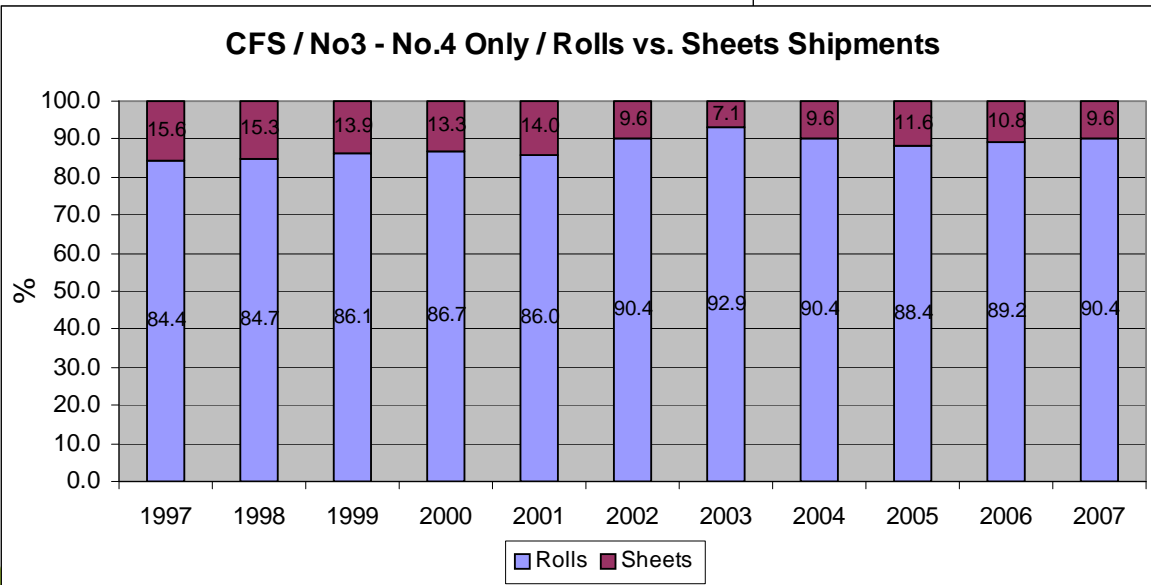
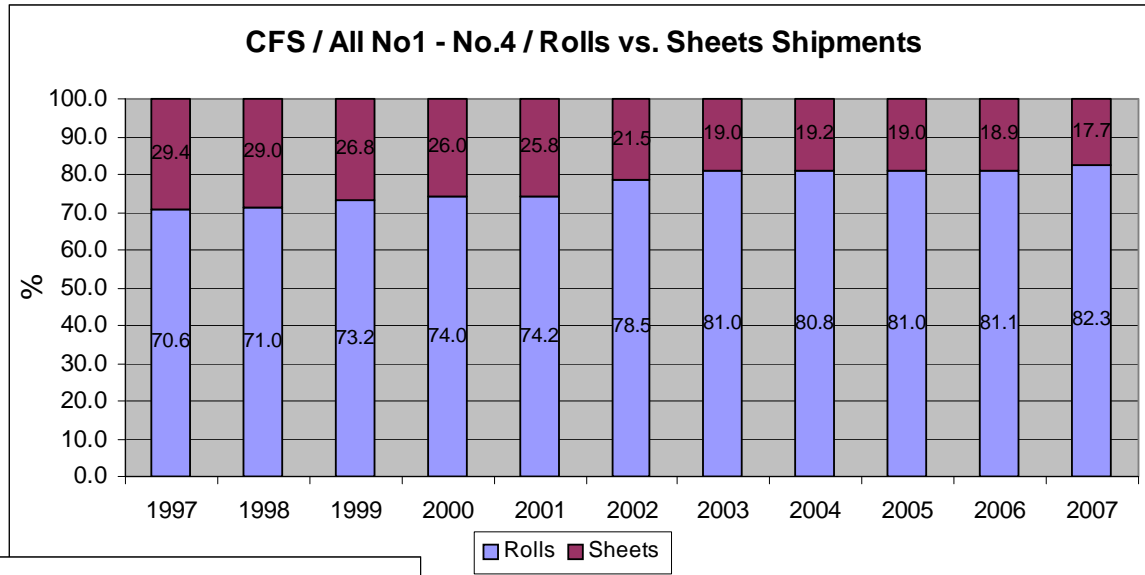
**Verso simple.**

Source: AFPA



# CFS Shipments by Rolls vs. Sheets

Over the last eleven years, when considering **all CFS grade categories**, the percentage of rolls has increased by over 10% (70.6% to 82.3%). This is in part due to the increase in the number of roll to sheet presses being installed.



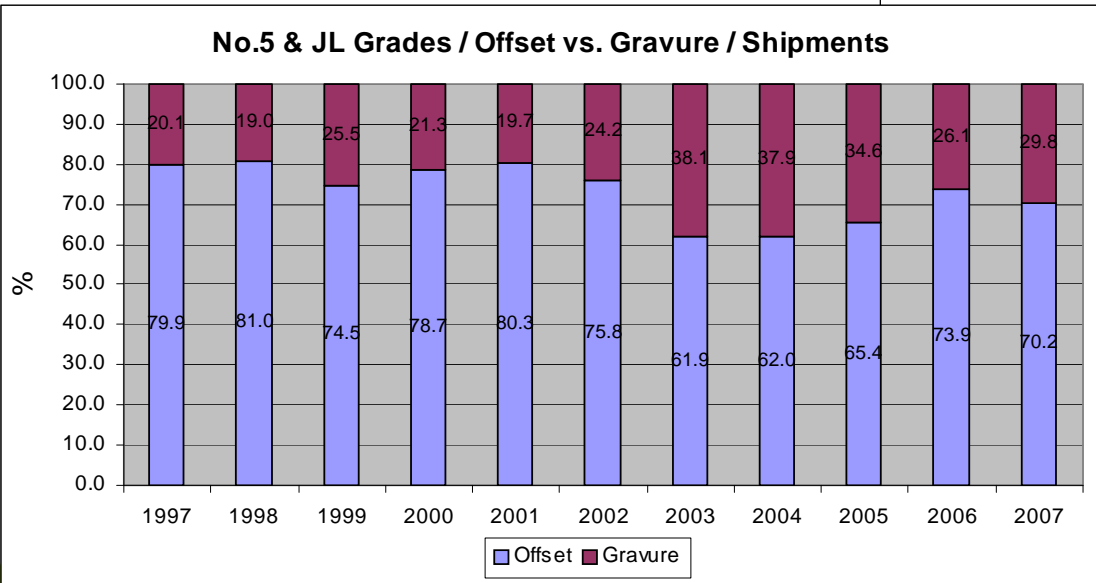
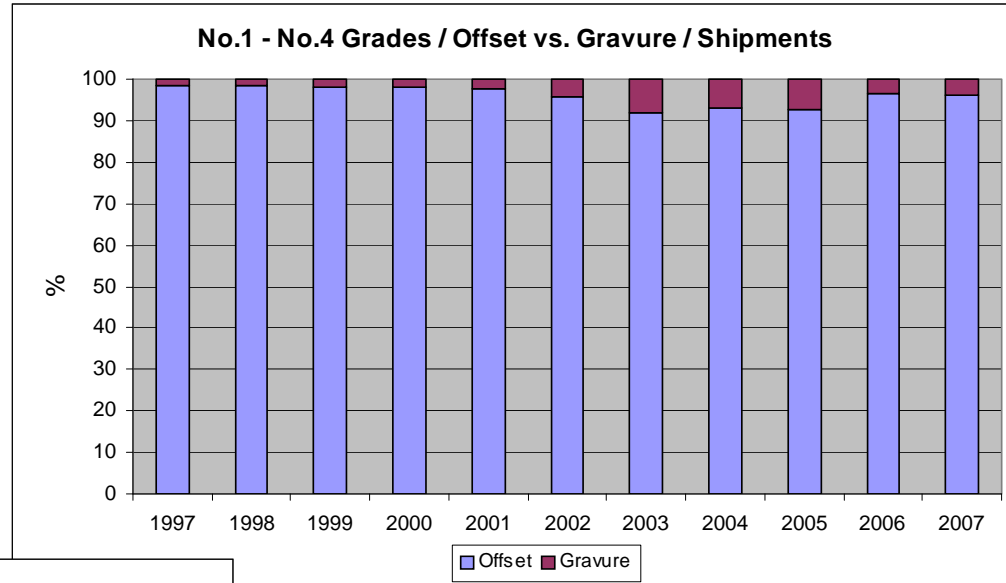
For **No.3 and No.4 CFS only** the trend is the same (toward a higher percentage of rolls), but less dramatic. There has been a 5% increase in rolls when considering these two grade groups (84.4% to 90.4%).

**Verso simple.**



# All Grade Types Shipments by Print Type

Over the last ten years for grades **No.1 – No.4**, the large majority of shipments have been to Offset presses. A slight trend to gravure papers appears to have reversed in the last four years.



For **No.5 and JL** grades, 2007 data shows an increase in the percentage of Gravure shipments. The proliferation of the 64 page wide body presses was a major driver of the increase in offset the previous 2 years.

