

## **Greeting**

**Robert C. Tapella**

**Public Printer of the United States**

**on the occasion of the drupa reception during**

**PRINT 09**

**on Sunday, September 13, 2009.**

**Grand Ballroom, McCormick Place, Chicago, IL., USA**

Good Evening. My name is Bob Tapella and I am Public Printer of the United States. It's a pleasure to be here in Chicago at Print '09 to discuss my experiences at drupa 2008. As Public Printer, I serve as the Chief Executive Officer of the United States Government Printing Office. We are both one of the largest printers in America, with our 1.5 million square foot factory just a few blocks from the United States Capitol. And last year we sent nearly 145,000 jobs to over 2,000 private sector vendors – printers in every state – plus Guam, Puerto Rico, and the Mariana Islands with a value of over \$532 million, making us one of the largest print buyers in America, too.

I had the distinct honor to lead a 17-member delegation to Dusseldorf, Germany last May and June. I brought with me some of the most talented, creative and dedicated printers and technology experts in America – all of whom work each day, every day to ensure that the documents of our democracy are made widely available to the public and kept in perpetuity. We made a significant investment in terms of time and money to attend drupa, because I believe drupa is the single best place to compare print solutions, learn about the newest technology, and discuss issues of great importance with industry leaders. I call it an investment, because at first blush the costs associated with international travel – including hotels, airfare, lost time from the factory of those traveling, and of course currency exchange – are seemingly high, yet there is no other place in the world where you can visit with over 1,800 exhibitors from our industry in a single location. I've called it a single location, but in reality that location encompasses nearly 40 acres and 19 exhibit halls. Because of drupa's massive size, our delegation planned its visit with the precision of a military invasion.

Under Deputy Public Printer Bill Turri's direction, we spent months in preparation, our delegation reviewed the lists of vendors exhibiting to identify companies and technologies that would aid GPO in reducing or eliminating waste in our operations – such as papers, solvents and solutions – and increase efficiency in our plant. Because we were also particularly interested in digital print engine manufacturers, we contacted these companies in advance, shared information about our production requirements and provided samples so that the vendors could be prepared to address our needs directly while attending drupa.

Before we left Washington, we assigned two staff members to coordinate and schedule meetings and provide background material regarding the identified companies and technologies. Each member of our delegation received a schedule with confirmed meetings prior to departure, as well as list of over fifty “vendors of interest” by exhibit hall location in order to maximize their show time. Each member was also given time to just wander and enjoy all of the sights and sounds of drupa. Upon return to Washington, members of our delegation submitted a report on every vendor they met, every technology they investigated, and made recommendations for action.

Some of the questions, everyone answered included:

- Would this equipment or technology integrate with current operations or replace current operations?
- Would it help GPO go digital?
- Reduce our planned paper waste?
- Reduce our energy demands?
- Increase plant efficiencies?
- Increase IT efficiencies?
- Improve current operations? OR
- Improve our workflow?

Since I'm standing between you and your next cocktail and the wonderful hors d'oeuvres, I will conclude by saying:

Attending drupa is an investment of both time and money, but it is one of the best investments I've made during my tenure as Public Printer of the United States because I believe drupa is the single best place in the world to compare print solutions, learn about the newest technology, and discuss issues of great importance with industry leaders.

Thank you.