

**Editor**  
Darryl Danielli 020 8267 4473  
darryl.danielli@haymarket.com

**News editor**  
William Mitting 4580

**Deputy news editor**  
Simon Nias 4502

**Features editor**  
Simon Creasey 4453

**Deputy features editor**  
Philip Chadwick 4574

**Senior reporter**  
Adam Hooker 4450

**Reporters**  
Helen Morris 4475  
Tim Sheahan 8058

**Buyers' guide/Fried & tested editor**  
Nosmot Gbadamosi 4395

**Production editor**  
Nick Mansley 4179

**Sub editors**  
Jon Severs 4474  
Chloe Setter 4616

**Art director Print & Packaging**  
Dinah Lone 4510

**Online editor**  
Matt Whipp 8094

**Associate editor**  
Jo Francis

**Executive editor**  
Barney Cox 4552

**Classified advertising manager**  
Elizabeth Hale 4584

**Display advertising manager**  
Angela Koduah 4291

**Recruitment advertising manager**  
Kelly Morris 4741

**Senior production controller**  
Russell Gibson 4540

**Production manager**  
Alison Day 4215

**Head of production**  
Laura McClellon 4289

**Assistant publishing & marketing manager**

Kathrine Bradley 4009

**Commercial director**  
Jon Westnedge 4092

**Associate publisher**  
Emma Broderick

**Publishing director**  
Wayne Manning 4461

**Design director**  
Wayne Ford

**Editorial director**  
Dominic Mills

**Managing director**  
Stephen Farish

**Chairman**  
Martin Durham

**PrintWeek Editorial**

T:020 8267 4397 or  
E:printweek.editorial@haymarket.com

**Advertising**

T:020 8267 4396 or  
E:printweek.advertising@haymarket.com

**Subscriptions**

T:08451 557355  
E:subscriptions@haymarket.com

# Industry reacts with anger to latest increase in paper prices

**By Helen Morris**

Printers are to be hit with a series of paper price increases, despite many merchants claiming in August that hikes may be staved off.

Over the past two weeks, all the major UK merchants have informed customers of increases of between 5-8% that will occur on either 2 or 9 November.

The move is a result of the UK market reaching an "unsustainable level" for mills, as prices in the UK drop to the lowest in Europe, according to Dave Allen, Paperlinx regional president.

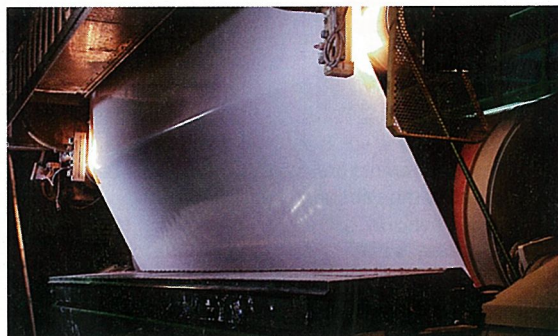
He said: "This, combined with an increase again in pulp prices and the continued pressure of huge overcapacity, reflects the on-going pressure this industry is under."

The sustainability of the merchant business is also an issue, despite significant cost-cutting exercises.

Allen said: "The combined impact of volume decline and bad debt has meant we have reached a point where supporting this price increase is absolutely necessary."

Premier Paper marketing director Dave Jones said the company is operating in an environment of rising costs.

He said: "If this continues, and if commodity pulp prices continue to rise, then it is likely that there will be further price increases in 2010."



All the major UK merchants have announced price increases

## PAPER PRICE RISES

- Robert Horne, PaperCo, Howard Smith: 5-7% coated and uncoated, subject to product and mill
- Antalis: 6-8%
- James McNaughton: 6-8%
- Premier Paper Group: 5-7.5% depending on grades
- Elliott Baxter: 6%
- Denmaur Independent: anticipate increase of 5-7%

A letter from PaperCo division Rothera & Brereton said that price increases earlier on in the year had "failed to cover the continued impact of sterling's weak value against the euro".

However, in August, Robert Horne Group, PaperCo and Antalis all said they had received "no official request" from suppliers for a price increase, indicating that no rises were scheduled for the Autumn.

The November price rises have been greeted with incredulity from many in the print industry.

Peter Wise, managing director of printing company Minuteman Press Bristol, said the myopia of paper merchants is astonishing.

"Running inefficient operations as some of the paper merchants do, and requiring the market to subsidise the failures of the supplier, is truly appalling."

He added that merchants should offer consistent pricing, and that as designers and printers agree prices with clients, merchants should also plan ahead.

Mark Snee, managing director at Technoprint, said

the increases are unwelcome but not surprising given the UK's weak economic position, huge government debt and steep falls in sterling.

"I fear there is a lot more pain to come for our industry and we are in desperate need of some effective leadership both at industry and government levels," he said.

Other printers commented on the fact that all paper merchants are raising their prices at the same time citing different reasons.

One printer said: "It has all of the makings of a cartel. If one merchant broke ranks and didn't up their prices, they would have an immediate competitive advantage. It begs the question why no one does that?"

However, this was dismissed by Allen, who said: "We are just responding to these increases as there is currently no net margin in it for us. UK paper prices are now the lowest in Europe."

This was echoed by Elliott Baxter's (EBB) sales and marketing director Chris Sandwell who added that the firm has made its decision purely on its own drivers.

"To provide unsecured credit, high stocks and express delivery, we felt the need to increase prices. What other merchants or printers do with selling prices is their own business."

Repro by Colour Systems, London.  
Printed by Wyndeham Heron, Essex.

**haymarket**

Haymarket is certified by BSI to environmental standard ISO 14001



**PrintWeek Group comprises**  
Druck & Medien Germany,  
PressXchange.com, PrintWeek  
India, PrintWeek MEA, PrintWeek  
Russia, PrintWeek Ukraine,  
ProPrint Australia

**printweek.com**

## Amazon releases UK-ready Kindle

International version of its e-reader will be available in the UK from 19 October  
[printweek.com/kindle](http://printweek.com/kindle)



## Software house adopts QR codes

SeriousTec adopts 3GVision's i-nigma mobile barcode reading technology  
[printweek.com/qr](http://printweek.com/qr)

## News International unveils Times+

Publisher launches subscription initiative to add value to its newspapers  
[printweek.com/times+](http://printweek.com/times+)

## Mandelson condemns Mail strikes

Business secretary describes CWU members' strike action as a "suicidal act" that "defies logic"  
[printweek.com/mandelson](http://printweek.com/mandelson)



## Sainsbury's cuts print costs

Retailer saves £500,000 over three years by replacing desktop printers  
[printweek.com/sainsbury](http://printweek.com/sainsbury)



## Fears of 'double-dip' recession up

UK manufacturing output fell to lowest level in 17 years in August, says ONS  
[printweek.com/ons](http://printweek.com/ons)