

Key figures for the German printing industry

Economic indicator	2008	Change on prev. year in %	2007	Change on prev. year in %
Industry as a whole, VAT figures				
Nominal sales in millions of €	23,336*	-1.0	23,572	-0.9
Reporting companies, 50 or more employees				
Nominal sales in millions of €	14,464	+2.2	14,166	+2.4
real	15,005	+2.4	14,653	+2.4
of which, export sales	2,108	+1.1	2,082	+6.9
Level of exports in % (Export sales/nominal sales)	14.6	-0.7	14.7	+4.4
Sales per employee in €	161,035	+0.6	160,052	+2.2
Number of employees	89,821	+1.5	88,474	+0.1
Number of reporting companies	963	+1.9	946	-0.8
Companies with 50 or more employees				
Total of salary and wages in millions of €	3,036	+1.8	2,986	-2.9
as a % of sales	21.5	-0.1	21.5	-1.3
Total salary and wages per employee	35,953	+1.4	35,462	-2.2
Production index, working day adj. (2005 = 100)				
Printing industry	106.6	+1.1	99.0	+2.5
Industry as a whole	112.7	+0.3	120.9	+6.8
Producer price index (2005 = 100)				
Overall print services	98.5	-0.4	98.8	-0.3
Overall printing paper	109.9	+1.7	108.1	+4.4
Energy, commercial systems	111.9	+4.6	107.0	+3.0

Source: Federal Statistics Office; Calculations: BVDM

*) estimate based on value added tax statistics for 2007

Source: Deutscher Drucker No. 24/23.7.2009

Companies and employees

Numbers of employees	Companies			Socially insured employees		
	Number	Share %	Change on 2000 in %	Number	Share %	Change on 2000 in %
1-9	7,482	69.86	-23.6	23,820	13.84	-25.5
10-19	1,405	13.12	-26.1	19,206	11.16	-25.2
20-49	1,136	10.61	-19.0	34,365	19.96	-19.5
50-99	402	3.75	-15.4	27,490	15.97	-14.3
100-499	267	2.49	-16.3	52,277	30.36	-14.2
500-999	15	0.14	-34.8	10,079	5.85	-35.0
1 000 or more	3	0.03	-70.0	4,933	2.87	-64.8
Gesamt	10,710	100.00	-23.1	172,170	100.00	-22.8

Date 30. 6. 2008; Source: Federal Employment Agency; Calculations: BVDM

Source: Deutscher Drucker No. 24/23.7.2009

German printing industry production figures

Products/ Services	2008 € million	% change on previous year		
		2008	2007	2006
Printed advertising/ Catalogues	6,121	2.5	4.0	1.2
of which: Catalogues	1,143	0.8	1.4	2.0
Posters	455	3.2	8.6	3.1
Company reports	70	-4.2	9.7	2.9
Other printed advertising matter	4,453	2.9	4.2	0.7
Corporate printed matter	2,149	2.3	4.2	-1.6
of which: Security printing	591	26.5	14.8	0.7
Tickets, passes	41	-12.4	1.0	-2.0
Continuous stationery	398	-8.6	-1.0	-12.9
Other corp. print. matter	1,128	-2.9	2.5	2.7
Magazines	1,823	-6.2	-3.6	-0.1
Newspapers/Advertising free sheets	1,843	-3.3	-1.9	5.8
Of which: Daily newspapers	1,134	-3.8	-3.0	10.1
Weekly, Sunday papers	281	-1.1	0.7	-3.6
Advertising free sheets	428	-3.4	-0.5	1.5
Books, maps	1,075	-1.0	0.7	1.7
of which: Address/telephone direct.	154	0.6	19.8	1.2
Maps	14	52.8	-13.5	-70.6
Other books	906	-1.8	-1.7	4.7
Printed labels	1,119	3.4	2.9	5.9
Calendars/ Cards	158	10.0	0.1	-8.7
Other printed products	1,879	1.0	2.4	4.4
Printed products total	16,167	0.4	1.8	1.8
Prepress and premedia	1,161	4.2	1.4	10.3
Postpress	1,051	3.9	4.5	3.6
Print services total	2,212	4.1	2.9	7.1
Total of all products/services	18,378	0.9	1.9	2.4

Production figure: Value of the sold output during the reporting period based on achieved or achievable sale prices.
Reporting base: companies with 20 or more employees.

Source: Federal Statistics Office, Calculations: BVDM

Source: Deutscher Drucker No. 25/6.8.2009

Foreign trade by product groups 2008*

Product group	€1000	Export		€1000	Import	
		% diff. prev. yr	% diff. 2000		% diff. prev. yr	% diff. 2000
Printed adverts/ Catalogues	1,413,614	-6.2	47.9	528,090	-6.5	15.8
Labels	249,104	-8.0	49.4	124,652	4.1	65.6
Calendar/ Cards	85,631	-7.0	-7.4	68,777	-0.3	-2.6
Decals/Transfer prints	154,271	0.1	54.9	31,837	9.1	-37.2
Reproduction and Formes	108,810	-8.2	25.6	32,700	-26.0	-16.0
Other printed products	598,466	6.0	103.4	211,181	-10.5	68.5
Total						
Print products	2,609,896	-3.6	54.0	997,237	-6.2	22.1
Books/Brochures	1,338,390	-10.3	19.0	589,862	-12.0	-15.2
Newspapers/Magazines	846,880	-2.1	21.1	417,424	3.0	13.3
Total						
Publishing products	2,185,270	-7.3	19.8	1,007,286	-6.4	-5.4
Total						
Product groups	4,795,166	-5.3	36.3	2,004,523	-6.3	6.6

*Provisional figures

Source: Federal Statistics Office - Calculations: BVDM

Source: Deutscher Drucker No. 26/20.8.2009