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## IPMG \$90m investment confirms that print still has a future

The future positioning of print as a major player in an integrated communications world has been highlighted by today's announcement by IPMG that it will relocate its Alexandria Hannanprint printing plant to Warwick Farm as part of a \$90 million investment, Printing Industries Association of Australia Chief Executive, Bill Healey said.

"The relocation is a major vote of confidence in the future of high volume print and its importance to multi channel communications," he said.

"It's a major statement by one of Australia's leading communication and print marketing services providers about where it sees future growth and investment opportunities."

Mr Healey also commended the group on its plans to operate the most energy efficient and environmentally sustainable plant possible.

"IPMG have recognised that business and environmental sustainability go hand-in-hand and has made this an integral part of its plan to establish the most energy efficient, high volume printing plant in Australia.

"Initiatives ranging from rainwater capture and use, waste water separation and recycling, minimisation of electricity consumption through natural gas substitution, solar power and the reuse of heat energy for air conditioning will set new environmental benchmarks.

"We congratulate IPMG for its confidence and commitment to seize the opportunities flowing from technological innovation and for being prepared to lead the way into an exciting future of print and electronic media co-existence.

"IPMG's confidence and business diversity will serve as a model for many companies in the printing industry looking to recreate business models to capitalise on innovative and new services flowing from the rapid evolution in communication mediums," Mr Healey said.

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