

Information and Communication

Aiming to be a partner to our customers in their communication strategies, we will bring this business segment back on a trend of growth by transforming Nissha's original business operation and extending our borders.

Kensuke Narita

Vice President

General Manager of Information and Communication



Methods for conveying information are diversifying, fueled by increasingly wider access to the Internet and growing availability of traditional printed materials in online formats, such as e-books. Prices of paper-based media products are falling, and demand for commercial printing has dwindled, a trend substantiated by the shrinking scale of Japan's printing market to the level recorded more than 20 years ago. The publishing industry continues to face an uphill battle, as one publication after another sees a drop in its circulation and many sectors of the industry cross over to electronic distribution. Given reduced demand for printed materials, price wars are escalating and the market environment is changing dramatically.

High-quality fine art printing distinguished by a rich variety of expression capabilities was the starting point for Information and Communication. Such rich expression capabilities, utilizing high-definition prepress technology and image-processing technology, earned us top marks from customers as well as industry groups. We cemented our reputation for excellence with numerous awards. While our original business revolved around our high-quality printed materials, such as commercial printing and sales promotions that support marketing-at-retail activities, we expanded into peripheral businesses, seeking to augment conventional printed materials with other communication tools. Furthermore, we steadily established a presence in interactive media, which maximizes the potential of the Internet and mobile communications, as well as art solutions that capitalize on high-definition photography techniques and replication technology.



The Last Show

Direction: Tamasaburo Bando

Photograph: Kishin Shinoyama

Design: Hideki Nakajima

Publishing house: Shogakukan

Offerings that support our customers' sales promotion activities are of particular interest. These activities naturally make use of printed materials, such as posters and pamphlets, but also integrate various products and services, such as in-store point-of-purchase displays and novelties. In addition, as we acquire a deeper understanding of our customers' product and distribution strategies, we are better able to address their needs, going beyond marketing and promotions by offering one-stop access to a vast array of product and service solutions. In April 2010, we set up a new division—Communication Design—to refine our planning and proposal capabilities and attract new customers. We will strive to fulfill our role as the partner of choice to customers by proposing the most effective communication tools matched to their needs.

Moving forward, we see more transformations in store for Information and Communication and will strive to boost organizational capabilities as well as the skills of our human resources. We will be much more than a producer/supplier of printed materials; we will be a partner to our customers in their overall communication strategies. We are determined to put this business back on track to growth.

