

Commercial Print Market Trends: Q2 2024

Tightening Market

The market is tightening as we move into Q2. Capacity has been removed to right-size the demand. Mills are starting to move dates and increases have started. A political year as well as an Olympic year, 2024 has shown an increased demand for paper across the board.

Market impacts expected through 2024:

- Material availability
- Postage increase
- Labor shortages

Price by Substrate and Material Availability

Product	Price Increase	Order Lead Time	Notes
Coated Paper	No Increase YTD	2-3 weeks	Pricing is holding as of now but, with the increases announced for uncoated in April, we will most likely see increases in coated.
			Mills are getting close to running at optimal capacity levels.
			In 2024, Sappi is converting a paper machine to a packaging one. Billerud had initially announced they were going to do the same, but that conversion has been postponed and may not happen until early 2026.
			Mills are monitoring their inventory carefully to make sure they do not get into an overstock issue again.
Uncoated Paper	1 Increase YTD	6-8 weeks	All uncoated mills, both domestic and import, have across-the-board price increases effective in April ranging from 5-10%.
			Domtar's Ashdown mill will curtail operations indefinitely in April. Sylvamo has maintenance outages in April and June scheduled for their mills.
			Mills are continuing to run at optimal operating rates. This is due to demand growing as well as capacity closures and maintenance outages.
			Pixelle had 3 disruptions to their mills in Q1, including a water contamination issue and small fires. This has had a ripple effect on their business across all uncoated mills.
Board	No Increase YTD	2-3 weeks	Pricing continues to hold for now.
			Mills continue to make changes to accommodate the current market. Westrock has consolidated 5 warehouses down to 2.
			Smurfit Kappa and WestRock entered into a merger deal. This deal should close in July.
Envelopes	1 Increase YTD	2-3 weeks	Demand for envelopes has softened. However, major mills and envelope suppliers have announced price increases of 4.5 to 8% starting May 6, 2024.
			Envelope companies' lead times have significantly improved and they are hungry for orders.
			Envelope manufacturing not running to capacity due to limited orders as clients consume excess inventory. Q1 and Q2 were very slow. Seeing minimal pickup.



Taylor Advantage

3 steps to staying ahead of the market

1. **Plan ahead and forecast.** Our team is happy to work with you to obtain forecasts on expected sales. While lead times have improved significantly, mills are managing the demand by taking downtime. Demand has picked up and will continue due to elections.
2. **Order early.** We're advising customers to order at least 16 weeks out or longer if possible.
3. **Keep us in the know.** The more Taylor understands your business needs, the better we'll be able to help navigate these unprecedented market challenges.

Ensuring a dependable supply

- **Sourcing proactively.** We're leveraging relationships within our sourcing network, including regular cadence meetings with all paper suppliers.
- **Optimizing postal planning.** Our expert mail team is here to assist.
- **Offering alternative materials.** We're here to help you learn and explore your options.
- **Staffing.** We've enhanced wages and incentives to attract and retain the best staff in the business.
- **Investments.** Taylor has invested heavily in press room and finishing automation.



Learn More

Contact your account representative and begin planning your next project today.