

Commercial Print Market Trends

Rounding Out the Year

The print market in 2024 has shown the first signs of stabilization since COVID-19. Though political mail has not been as strong as expected this year, we are seeing operating rates at mills inching back to 80% (coated mills) and 90% (uncoated mills). These mills would like to stay between 85-90%.

Market impacts expected in 2025:

- Labor shortages
- Postal increase (July 2025)
- Paper supply meets demand through a combination of mill and printer closures

Price and Availability Updates by Substrate

Product	Price	Order Lead Time	Notes
COATED PAPER	No Increase YTD	2-3 Weeks	Coated operating rates are closing in on 80%, not quite what mills would like but slowly improving.
			Mill inventory levels are flat YOY but remain at historically low levels. SKU rationalization continues.
			Prices are holding steady.
UNCOATED PAPER	1 Increase YTD	4-6 Weeks	Demand is up an average of 3.5% across all segments of uncoated paper. Operating rates are holding strong around 88%.
			Sylvamo has maintenance scheduled on one machine (offset paper) that will take it down for 3 weeks in November. Some lead times for offset paper may be extended because of this.
			Mills are continuing to run at optimal operating rates. This is due to demand growing as well as capacity closures and maintenance outages.
			Pixelle continues to experience delays out of their Ohio plant, in both uncoated and carbonless papers specifically.
BOARD	No Increase YTD	2-3 Weeks	Inventory levels remain strong as we head into the holiday season.
			SKU rationalization continues to be a priority for mills.
			Pricing has stabilized.
ENVELOPES	1 Increase YTD	2-3 Weeks	Envelope manufacturing is running at optimal capacity levels due to the strengthening of the market. As of Q4 2024, we are still keeping up with client demand and growth opportunities.
			Price increases from Q2 have been fully implemented. We continue to see low mill inventory levels.
			Lead times continue to improve with envelope manufacturers.



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 market challenges.

5 ways Taylor ensures a dependable supply

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



Learn More

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