



Agentic commerce and the print industry: Why it matters now?

Agentic commerce, where AI-driven systems autonomously search, select, and purchase products on behalf of consumers, is rapidly emerging as a new layer of the global economy. Major organisations describe it as a fundamental shift from user-driven transactions to intent-based automation, where consumers simply express a need and intelligent agents complete the process.

This shift is gaining momentum due to widespread adoption of AI assistants, increasing data availability, and the development of interoperable digital infrastructures. As AI agents begin to replace traditional browsing and purchasing behaviours, competition is moving away from websites and interfaces toward structured data, system integration, and machine-readable offerings.

For the print industry, this transformation is significant. Print's core strength is its ability to deliver tangible, personalised communication. Print is already evolving towards shorter runs, on-demand production, and mass personalisation - all of which align closely with agentic commerce models and consumer and business needs. In future AI agents could automatically

trigger print jobs, optimise supplier selection, and manage logistics, making print an integral part of increasingly automated supply chains.

However, this shift introduces new challenges. Print companies must ensure their services are accessible and subscribed to AI systems through standardised data, transparent pricing, and reliable delivery metrics. Questions around trust, accountability, and visibility will also become more prominent as AI intermediaries reshape how purchasing decisions are made. The opportunity window lies in ensuring that print is not only present in this ecosystem but fully integrated into it.



Print Matters 2026 Speaker highlight: Roman Zenner on agentic commerce

The topic is quickly emerging as highly relevant for the print industry, as companies begin to understand how AI-driven purchasing will reshape demand, production, and supply chains. This growing importance will be explored further at Print Matters 2026, where Roman Zenner, a seasoned specialist with over 25 years of experience in digital commerce technologies, will deliver a dedicated presentation on agentic commerce and its implications for print businesses

A paradigm shift is underway in online retail, driven by rapid advances in Artificial Intelligence. This can be traced back to November 2022, when OpenAI released ChatGPT. Within two months, the chatbot had reached an estimated 100 million users - making it the fastest-growing consumer application ever recorded.

ChatGPT has changed the way people research information online. Until recently, the pattern was familiar: type a keyword into Google, scan the ten blue links, click on one and land on a website. This habit is changing. Google's AI Overviews now provide a direct answer above the search results.

The next step is already visible. With the right infrastructure and safeguards in place, autonomous software agents will increasingly conduct research and make purchases themselves - not a person clicking through a store, but a programme acting on a user's preferences. This emerging model is called Agentic Commerce. In short, software will do the shopping, not only humans.

Throughout 2025 and into 2026, the necessary infrastructure will fall into place, most recently through the Universal Commerce Protocol. Gartner projects that, by 2028, more than 15 trillion US dollars' worth of B2B purchases will be made via AI agents, while

McKinsey estimates that the global agentic commerce market could generate up to 5 trillion US dollars' worth of retail revenue by 2030.

For brands and merchants, this represents a significant technical and organisational shift. Unlike humans, software reads information differently: it requires structured product data and machine-readable feeds, not graphics. Those who adapt early will become the preferred destinations in agent-driven shopping journeys.

However, this is not a case of one medium replacing another. Agents prioritise price, availability and fit. They cannot experience texture, editorial craft or the printed catalogue that was consulted before a considered purchase. Printed communication and agent-driven commerce are therefore likely to occupy complementary roles: the machine parses, and the page persuades.

More information and registration for Print Matters 2026 in Budapest are available [here](#).



Three associations join forces to shape AI-driven commerce standard

The European print industry is taking a proactive role in shaping the future of agentic commerce by working on its own industry standard for Google's Universal Commerce Protocol (UCP). The Initiative Online Print (IOP), the German Printing and Media Industries Federation (bvdM), and Intergraf have joined forces to develop a dedicated part within the protocol, ensuring that the specific requirements of print products are taken into account from the outset.

Introduced by Google in January 2026, UCP is an open standard designed to enable AI agents to purchase products directly on behalf of users within Google's AI Mode and Gemini app, eliminating the need to visit retailer websites. While the protocol has been developed in collaboration with major retail and payment companies, it is primarily tailored to traditional e-commerce models with fixed products and pricing.

This creates a challenge for the print industry, where products are typically customized and require complex workflows. Print jobs involve file uploads, automated checks, proofing and approval processes, as well as dynamic production planning and delivery timelines. These elements are not currently supported within the existing UCP framework.

To address this gap, the three organisations plan to create a new service namespace, provisionally titled "dev.ucp.print," that reflects the realities of print production. The proposed standard will enable dynamic product configuration, real-time pricing, print file validation, approval workflows, and delivery time calculations based on production capacity. It will also incorporate compliance with European consumer protection rules and sustainability requirements.

The initiative follows a structured timeline, with a working group and requirements definition scheduled for the second quarter of 2026, followed by a draft specification and industry consultation in the third quarter. Submission to Google is planned for the end of 2026, with pilot implementations expected in early 2027 and a broader rollout later that year.

The timing is seen as particularly favourable, as UCP is still under development and open to industry contributions. With no dedicated standards yet proposed outside traditional retail and no implementation in Europe so far, the print sector has a unique opportunity to influence how AI-powered commerce evolves, potentially setting a precedent for future protocols beyond Google's ecosystem.

Best Practice Guidelines and Minimum Security Standards for Identity Documents

Recommendations for Advanced Document Design and Integration of Security Features



DSA, Intergraf and SIA publish new Global Guidelines to Strengthen Identity Document Security

The Document Security Alliance (DSA), Intergraf, and the Secure Identity Alliance (SIA) published new *Best Practice Guidelines and Minimum Security Standards for Identity Documents*. The framework offers practical guidance to governments and issuing authorities on how to strengthen the security of passports, ID cards, and other official credentials.

Identity documents are essential to everyday life, enabling people to travel, access services, and prove who they are. At the same time, counterfeit documents are becoming more advanced and widespread, supporting activities such as fraud, organised crime, and illegal border crossings. The need for stronger, more resilient documents has never been clearer.

The guidelines are designed as a user-friendly framework rather than a technical manual. They focus on helping authorities make informed decisions based on their resources and capabilities, while encouraging continuous improvement over time.

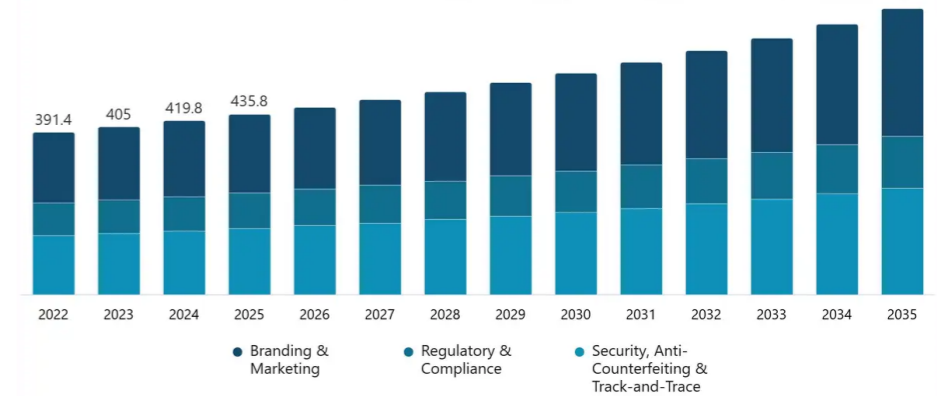
Strong identity documents rely on the integration of physical and digital security features. Combining secure materials and printing techniques with digital elements such as biometrics and chips creates multiple layers of protection that are significantly harder to compromise.

Equally important are the processes behind document production. High-quality image capture and strict quality control are essential, as even the most advanced technologies can be undermined by weak implementation.

The framework also highlights the importance of continuous learning. As threats evolve, so must the knowledge and skills of those responsible for issuing and managing identity documents. Ongoing training and knowledge-sharing are critical to maintaining effective security systems.

In a rapidly evolving threat landscape, raising the standard for identity documents is essential to protecting citizens and maintaining trust.

Global Packaging Printing Market Size, By Print Application, 2022-2035 (USD Billion)



Packaging printing market set for steady growth driven by e-commerce and sustainability

The global packaging printing market continues to show strong and stable growth, reflecting its essential role across supply chains and consumer industries. Valued at USD 435.7 billion in 2025, the market is projected to reach USD 690.6 billion by 2035, growing at a steady annual rate of 4.8%, according to the [latest report by Global Market Insights Inc.](#)

Growth is being driven by several structural trends. The rapid expansion of e-commerce is increasing demand for corrugated and flexible packaging, while the rise in product variations—particularly in FMCG, food, and personal care—requires more frequent design updates and shorter print runs. At the same time, brands are investing in premium packaging to stand out on shelves, further boosting demand for high-quality printing technologies.

Sustainability is also reshaping the market. Regulatory requirements and consumer expectations are accelerating the shift towards recyclable materials and environmentally friendly inks, pushing innovation across the packaging value chain. In parallel, stricter labelling rules—especially in food and pharmaceuticals—are increasing the need for more complex and information-rich printed packaging.

Technological change is another key factor. Digital and hybrid printing solutions are gaining ground, enabling greater flexibility, faster turnaround times, and the ability to personalise packaging at scale. Connected packaging, including QR codes and digital watermarks, is also emerging as a tool for improving traceability and consumer engagement.

Regionally, North America remains the largest market, while Asia Pacific is expected to see the fastest growth, driven by expanding retail markets and manufacturing activity. Europe continues to play a leading role in sustainable packaging innovation, supported by regulatory initiatives such as the Packaging and Packaging Waste Regulation.

Overall, the outlook for packaging printing remains positive. As global consumption patterns evolve and regulatory pressures increase, the sector is expected to remain a key enabler of branding, compliance, and efficient logistics worldwide.



Intergraf Currency+Identity 2026: Registrations now open for landmark 50th edition

Registrations have officially opened on 22 April for [Intergraf Currency+Identity 2026](#), marking a milestone year for the security printing industry's leading event. Taking place from 14–16 October 2026 in Copenhagen, this year's edition celebrates its 50th anniversary, ushering in a special "Golden Edition" that reflects five decades of innovation, collaboration, and progress across the currency and identity sectors.

Over the years, Currency+Identity has established itself as the largest conference and exhibition in the field, bringing together central banks, government authorities, law enforcement, and leading industry and technology providers. The 2026 edition promises to build on this legacy with a dynamic programme exploring the latest trends, technologies, and security developments shaping the future of currency and identity.

Participants can expect a comprehensive conference agenda alongside an expansive exhibition spanning more than 4,000 m², featuring over 120 booths showcasing cutting-edge solutions. As always, the event will offer exceptional networking opportunities. Celebrating both its rich history and forward-looking vision, Intergraf Currency+Identity 2026 is set to be an unmissable gathering for the global community.

EVENTS

- [Print Matters 2026 conference](#), 5 June 2026, Budapest, Hungary.
- [Intergraf Currency+Identity 2026 conference](#). Copenhagen, Denmark

Intergraf's upcoming events are [here](#).

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