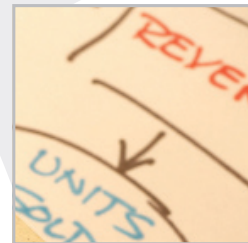
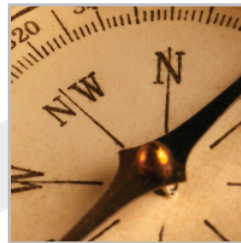
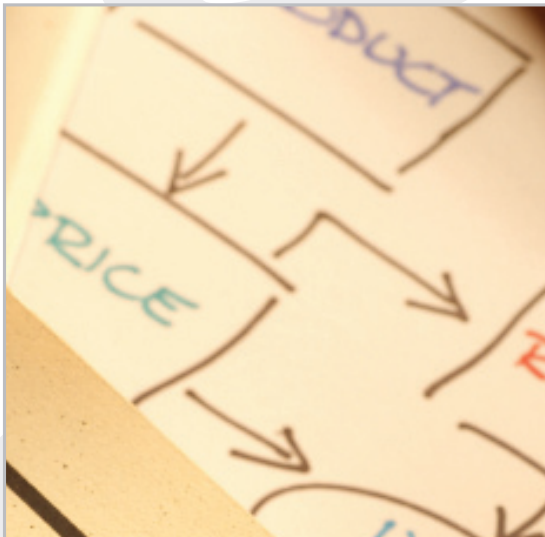


## **Wide Format Printing: A Critical Element in the Communications Mix**

*InfoTrends Ongoing Research Series Documents Communication Trends and Demand Drivers Shaping Wide Format Purchasing*



Business Development Strategies





## Wide Format Printing: A Critical Element in the Communications Mix

### Introduction

Signage and wide format graphics are an integral part of the marketing mix, and it represents a big opportunity for print service providers to make a big impression. Entering the market or growing an existing business starts with understanding key trends that drive buyer markets. This study, now in its third iteration, continues to uncover who buys wide format graphics, what they buy, and why.

Print buyers span a broad range of vertical markets, each with different needs. Wide format graphics play a unique role in each market's evolving media mix. InfoTrends conducted an in-depth study of wide format buyers across 6 vertical markets: retail, advertising media, amusement/entertainment, events, healthcare, and hospitality.

This study identifies:

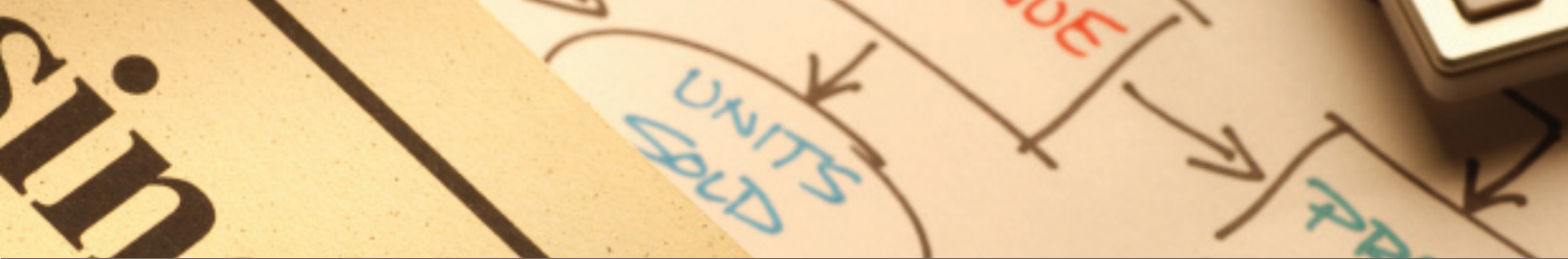
- Market forces driving wide format graphics demand
- Purchasing behaviors compelling wide format buyers
- Top purchasing criteria—i.e. turnaround times, run lengths, applications, sizes, substrates
- Wide format graphics role in a cross-media world
- Mobile technologies' impact on wide format applications

- Best practices and the rationale for moving from transactional to value-added selling
- Tools and information PSPs require from equipment and supplies manufacturers to grow their wide format business

### Project Objectives

Through a combination of interviews and structured surveys, InfoTrends:

- Defined market and communications trends driving purchasing of wide format digital graphics
- Benchmarked key trends in applications, order volume, frequency, and more, compared to previous versions of this study completed in 2009 and 2011
- Generated a definition of application eco-systems for key applications & markets according to:
  - Sizes & substrates
  - Selection criteria
  - Run lengths
  - Integration with cross-media solutions
  - Finishing requirements
  - Price points
  - "Green" sensitivity



## Who Should Subscribe

- Wide format printer manufacturers
- Wide format supplies manufacturers
- Wide format system and supplies distributors
- Major print service providers

## Research Methodology

- In-depth interviews with 10 companies across targeted industries
- 526 web-based surveys of executives and decision-makers within each vertical
  - 100 or more responses per vertical (6 verticals)
  - Survey sample included a mix of job titles including VPs, directors, functional owners, and marketing executives
- 310 web-based surveys with wide format PSPs

### In-Depth Interviews with Wide Format Print Buyers (10)

InfoTrends conducted interviews with wide format print buyers. These interviews will provide a candid view of the motivating factors and processes behind wide format buying decisions.

### Surveying both Sides of the Aisle to Identify Gaps

#### [Structured Survey with Print Buyers](#)

InfoTrends deployed a structured survey to print buyers across each vertical market studied. The results of this survey is critical in determining the differences that exist among the various vertical markets relative to their wide format printing needs.

This survey also delves into the purchasing activities of these companies, such as who drives purchasing decisions and who is the specifier of wide format digital printing.

#### [Structured Survey with Wide Format Print Service Providers](#)

The results of this survey provides insight from the provider/seller side. What markets are providers pursuing, what markets and applications are driving growth, and what service requirements are driving growth?

## Analysis & Project Deliverables

Extensive analysis of the desk research, interviews, and results of the structured surveys were used to develop a comprehensive understanding of the opportunities and issues for service providers in the wide format print market.

Clients will receive:

- An Executive summary with key findings
- A PowerPoint presentation with charts
- Data tabulations

## Terms and Conditions

### Liability for Advice

InfoTrends is not liable for any actions taken by the client in connection with the information, opinions, or advice allocated with this study.



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## Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the digital imaging industry.

## About InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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## Wide Format Printing: A Critical Element in the Communications Mix



Join Lisa Cross as she shares insights from survey respondents of this newly completed research. This study, now in its third iteration, uncovers who buys wide format graphics, what they buy, and why.

### Authorization Form

#### Subscriber Rate

\$14,995

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Written report	x
PowerPoint presentation	x
Data tabulations	x

Subscribers may also add the following option:

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