

The New Repro: A Study on In-House Production Printing in Europe in 2010 and Beyond

Report Fast Facts

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Abstract

This study represents the results of our market sizing and analysis of the responses from 324 in-house printing, mailing, and combined in-house print and data centre printing sites in Western Europe. The survey was conducted in five countries: France, Germany, Italy, the Netherlands, and the United Kingdom. The focus of the survey was to gain a solid data basis to understand the operation, requirements, and main influencing factors for in-house printing sites today. To achieve a balanced response across participating countries, company size classes and vertical industry quotas have been set.

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Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

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