
Wide Format Printing Consulting Service

Meet the Team

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The world of wide format printing continues to experience rapid change, not just as a result of the new technologies that are vying for dominance, but also due to end-user applications and expectations. Nothing can be taken for granted in this new market. Understanding the wide format market takes focus and expertise, as this market now consists of three distinct segments: technical (which includes architectural, engineering, and construction documents), production (posters, signs, and banners), and creative (prepress, photography, and fine art printing).

To help you prosper in this environment, InfoTrends offers the **Wide Format Printing Consulting Service**. This service offers executives, product and marketing managers, and senior managers the information and advice they need to outpace the competition and thrive in this dynamic marketplace. It provides:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, weekly, monthly, quarterly, and annual deliverables
- Unlimited inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Regularly scheduled Webcasts that discuss industry trends and developments

The **Wide Format Printing Consulting Service** provides a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing you with insights that are geared to your specific challenges and goals.

Deliverable Topics Include:

- Worldwide Wide Format Aqueous Inkjet Forecast
- Worldwide Wide Format LED Forecast
- Worldwide Wide Format UV-Curable Inkjet Forecast
- Worldwide Wide Format Solvent Inkjet Forecast
- Professional Graphics Study
- U. S. Wide Format Channel Survey

WFP

The Wide Format Printing

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The Wide Format Group recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the wide format printing marketplace. We offer different solutions to fit every company's specific needs. Examples of the ways in which the Wide Format Group can help include:

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- *China's Wide Format Graphics Market*
- *Franchise Integrated Point of Purchase*

Advisory Services: InfoTrends provides ongoing advisory programs that foster industry growth, optimize business processes, improve market and product positioning, and help increase profitability. These services can be highly customized to meet our clients' business needs.

Reports: Choose from a wide selection of forecasts, research reports, strategic analysis, and news on key industry trends and developments. Recent reports include:

- *Inkjet and Wide Format in Professional Photography*
- *North American Wide Format Professional Digital Graphics Study*
- *Wide Format Solvent Inkjet Printer and Supplies Market Forecast*
- *Wide Format Aqueous Inkjet Market Forecast*
- *Wide Format UV-Curable Inkjet Printer and Supplies Market Forecast*
- *Wide Format Solvent Inkjet Printer and Supplies Market Forecast*

Getting Started: Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a representative today.



InfoTrends, a Questex Company, 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. Additional information about InfoTrends is available on the Web at www.infotrends.com.