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Abstract

## Selling Wide Format

### Report Fast Facts

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### Abstract

The 2008 wide format printing market is estimated to be valued at more than \$10.2 billion in the United States. One of the key dynamics of this market is its highly fragmented nature, as it is made up of a wide variety of print service provider types. This document provides a checklist for preparing or examining a wide format sales strategy and discusses some of the best practices employed by wide format print service providers on a worldwide basis as well as in some local U.S. markets.

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## Introduction

There are several important characteristics of the wide format printing business, but one of the significant ones is that there are relatively low barriers to entry. Essentially, any individual or small print shop that can spend a few thousand dollars on a wide format printer can become a wide format print service provider. This presents a challenge for print service providers that specialize in wide format printing because with every new market entry, their local market becomes more competitive. The wide format digital printing market is also highly fragmented; therefore, there is no “one way” to sell wide format print that suits all types of wide format printing organizations.

InfoTrends has interviewed a geographically dispersed group of wide format printing organizations to find out what methods have been the most successful for them. The answer, in a word, is resourcefulness. The companies interviewed, like many establishments in the wide format printing market, are driven by entrepreneurs who constantly scan their local market and their customer base to try to recognize opportunities to grow their business. We learned that creativity and opportunism have been the key success factors for these entrepreneurs in growing their wide format business. In addition, these leaders utilize a wide variety of marketing avenues to sell their company’s abilities. Successful marketing is a constant challenge for any company, in any market. Like other industries, the wide format inkjet printing world is continually faced with new technologies, products, competitors, and customers. As is the case in any business, wide format print service providers must implement a successful marketing program to make their services known.

After speaking to several strong wide format print service providers, we identified a few main points that are important to focus on. Concentrating on these areas should launch your wide format business into success:

- Know your product
- Know your market
- Know your customers
- Know your competitors
- Sales & Marketing
- Pricing

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