

August 20, 2008

Abstract

Pricing Wide Format Output

Report Fast Facts

Published: August 2008

Pages: 9

Tables & Figures: 7

Price: \$595

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Abstract

Recent InfoTrends studies show that wide format is a very profitable area for print service providers. Nevertheless, it is very important for those entering the wide format business to effectively price their services. This document provides examples of prices from various wide format print services providers throughout the United States.

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Introduction

The U.S. wide format printing market was estimated to be worth more than \$10.2 billion in 2008. Recent InfoTrends studies show that wide format printing is a very profitable area for print service providers, but many print service providers don't have 100% visibility into the profitability of wide format printing. An important consideration that print service providers must make is related to effectively pricing their wide format printing services. Some printing establishments will take a "costs-plus" approach to pricing their wide format print services, but the nature of their printing services may require additional consideration. One of the print service providers that InfoTrends interviewed suggested that others "should definitely NOT price wide format based on costs-plus, because you might have to do a lot of conversion work that you won't get paid for."

Print service providers that are just entering the wide format market should research their local market as much as possible in an attempt to determine the "going rate" for basic wide format print services. The most common ways that companies in the wide format printing business price jobs now is typically on a cost per square foot, or cost per piece, basis. In many cases, print buyers may require this approach to pricing because it enables them to compare competitive print bids on an even basis. As much as possible, however, InfoTrends recommends print service providers develop more of a cost-per-piece approach, which factors in some of the additional services like finishing or grommeting. These add-on costs frustrate print buyers by driving up project costs.

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