



Top Industries Purchasing Wide Format  
Industry Demand for Wide Format (1)  
Industry Demand for Wide Format (2)  
Wide Format Applications Offered (1)  
Wide Format Applications Offered (2)  
Applications Offered by Provider Type  
Change in Application Volumes (1)  
Change in Application Volumes (2)  
Change in Application Volumes: Growing  
Change in Application Volumes: Declining  
Interview Perspective: Growth Applications  
Top 10 Most Profitable Applications  
Revenue Contribution of Applications (1)  
Revenue Contribution of Applications (2)  
Top Applications by Revenue Contribution



## **-Providers' Marketing & Operational Priorities, Challenges, and Trends**

Key Findings  
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Sales & Marketing Priorities  
Interview Perspective: Marketing  
Importance of Various Business Initiatives  
Actions to Grow Business  
Actions to Grow Business by Company Type  
Actions to Grow Business by Company Size  
Interview Perspective: Competition (1)  
Interview Perspective: Competition (2)  
Providers Targeting Vertical Markets  
Vertical Market Focus by Provider Type  
Industries Targeted by Providers with a Vertical Focus  
Turnaround at the Speed of Now!  
Trends in Use of Color  
Outsourcing vs. Insourcing Applications (1)  
Insourcing vs. Outsourcing Applications (2)  
Change in Demand for Various Capabilities  
Digital vs. Analog: Decision-Making Factors

Interview Perspective: Providers' Key Challenges

### **-Equipment Ownership and Investment Trends**

Key Findings

Key Findings

Wide Format Devices Owned

Top Devices Owned by Company Type

Wide Format Finishing Equipment Owned

Purchasing Plans by Company Type

Purchasing Plans for Wide Format Devices

Top Equipment Investment Drivers

Top Investment Drivers by Company Type

Top Criteria for Purchasing a Wide Format Printer

Top Purchasing Criteria by Company Type

Services Offered with Wide Format Equipment

Services Offered with Wide Format Equipment

Top Investment Challenges

Top Investment Challenges by Company Type

Top Investment Challenges by Company Size

Equipment Sales Reps' Top Strengths

Top Three Strengths of Equipment Sales Reps

Interview Perspective: Equipment Investments

### **-Volume & Application Trends by Wide Format Technology**

Key Findings

Production Volume by Device (Sq. Ft.)

Aqueous Inkjet Applications (1)

Aqueous Inkjet Applications (2)

Solvent Inkjet Applications (1)

Solvent Inkjet Applications (2)

Eco-Solvent Inkjet Applications (1)

Eco-Solvent Inkjet Applications (2)

Latex Inkjet Applications (1)

Latex Inkjet Applications (2)

UV Curable Inkjet Roll-to-Roll Applications (1)

UV Curable Inkjet Roll-to-Roll Applications (2)

UV Curable Inkjet Flatbed Applications (1)  
UV Curable Inkjet Flatbed Applications (2)  
Transfer Dye Sublimation Inkjet Applications (1)  
Transfer Dye Sublimation Inkjet Applications (2)  
Thermal Transfer Applications (1)  
Thermal Transfer Applications (2)  
Offset Press Applications  
Screen Press Applications (1)  
Screen Press Applications (2)  
Technologies Used for Printing Posters  
Technologies Used for Printing Banners  
Technologies Used for Printing Signs  
Technologies Used for Printing Decals  
Technologies Used for Printing Window Graphics  
Technologies Used for Printing Vehicle Graphics  
Technologies Used for Printing POP Displays/Signs

### **-Media Usage Trends**

Key Findings  
Indoor vs. Outdoor  
Flexible vs. Rigid Media  
Rigid Media Substrates  
Flexible Media Substrates  
Paper Types  
Film Types  
Vinyl Types  
Interview Perspective: Media Sample Books

### **-Wide Format Workflow Trends**

Key Findings  
Availability of Web-Based Purchasing Platform (W2P)  
Increasing Print Volumes linked to PSPs Offering W2P  
E-mail and Phone Ordering Today, but Web is Growing  
Low Ownership of Web-to-Print Software  
Ownership of W2P Software by Provider  
Shops with W2P Expect Order Volume to Grow

Web-to-Print Capabilities Offered to Customers  
Top W2P Capabilities Offered by Provider Type  
Interview Perspective: Software  
Most Own Color Management Software  
Color Management Software Ownership by Provider  
Calibration Top Use of Color Management Software  
Use of Color Management Software by Provider  
Low Interest in Digital Asset Management Software  
Digital Asset Management Ownership by Provider  
Low Investment in Workflow Software  
Investment in Workflow Software by Provider  
Nesting/Ganging Saves an Average of \$10k/Year  
Cost Savings from Nesting/Ganging  
Savings from Nesting/Ganging by Company Size  
Low Investment in Print MIS Software  
Print MIS Software Ownership by Provider  
Job Quoting/Estimating Without MIS System  
Low Ownership of Variable Data Software  
Ownership of Variable Data Software by Provider  
Variable Print Volume  
Most Firms Don't Use a Production Dashboard  
Use a Production Dashboard by Volume  
Use a Production Dashboard by Company Size  
Production Capacity Management  
DFE/RIP Brands

### **-Recommendations**

Print Service Provider: Capturing Opportunity  
Print Service Provider: Improving Operations  
Equipment Suppliers: Strategies for Growth  
Equipment Suppliers: Improving Workflow