

**PRINTING** UNITED  PRESENTS:  
**ALLIANCE**

# wide-format **SUMMIT**

BROUGHT TO YOU BY

**Wide-format** Impressions

# General Session Panel: **Finding Deeper Opportunity with Web-to-Print**

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# Question

Does **your company** sell wide-format printing services via an online storefront or portal?

# What Does the Data Show?

Does your company sell wide-format printing services via an online storefront or portal?

# Who Offers Online Storefronts?

41%

said “yes.”

# Who Offers Online Storefronts?

Of those who answered yes:

50%

do **less than 10%** of their work through online storefront or portal.

# Who Offers Online Storefronts?

6%

do between 90% and 100% of their business that way.

# What Is the **Functionality**?

## Top Five Responses

|                                |     |
|--------------------------------|-----|
| Ordering Promo, Signage, Print | 68% |
| Job Submission                 | 68% |
| Online Proofing                | 58% |
| Job Tracking                   | 48% |
| Asset Management               | 39% |



# Who **Wants** Online Storefronts?

75%

of buyers **prefer** to work with sign and display graphic providers that offer online ordering.

# Source

**Who Buys Sign and Display Graphics**  
NAPCO Research, 2023

# Our Panelists

**Justin Rammell**

Owner

Raspberry Creek Fabrics

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**Kristen Lewis Baxter**

Divisional Merchandising Director – Print Services

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# Who Should Consider Online Storefronts?

100%

You should.