

How the Lingering Crises Are Amplifying the Benefits of Wide- Format Printing

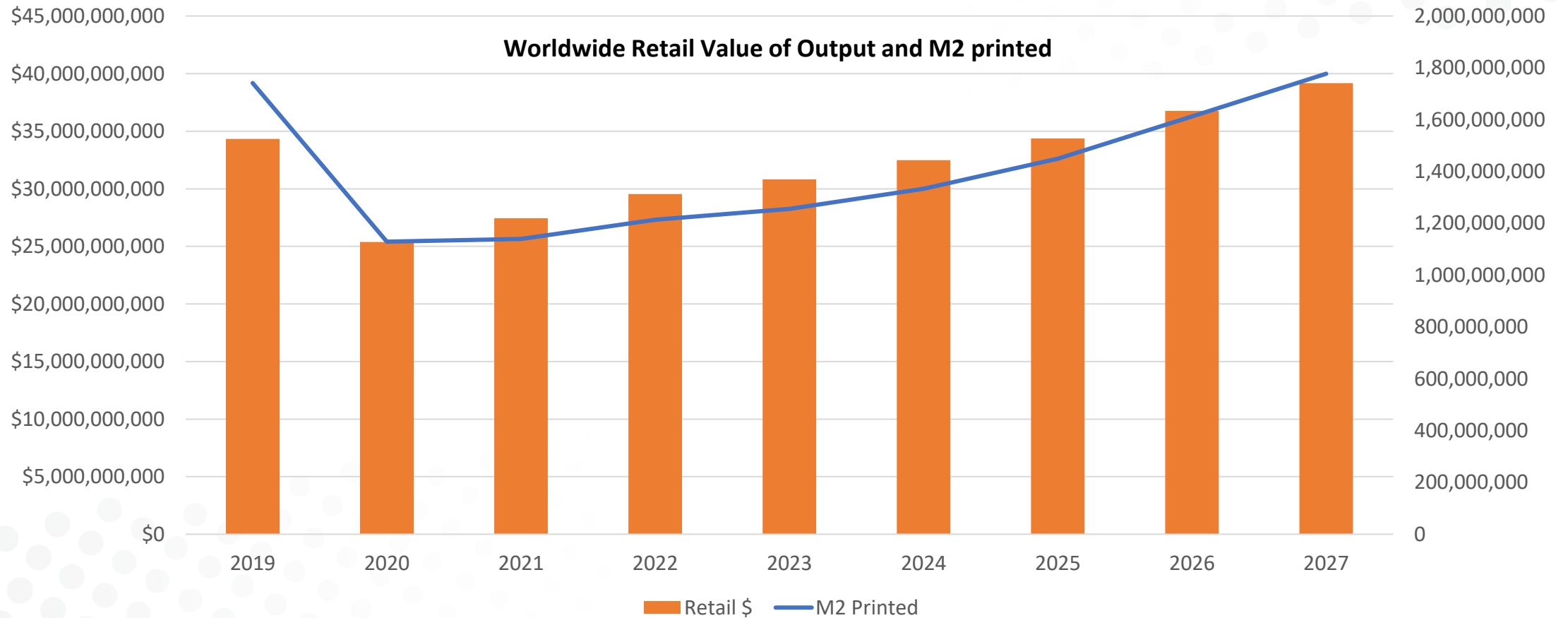
Marco Boer

Vice President
IT Strategies, Inc.



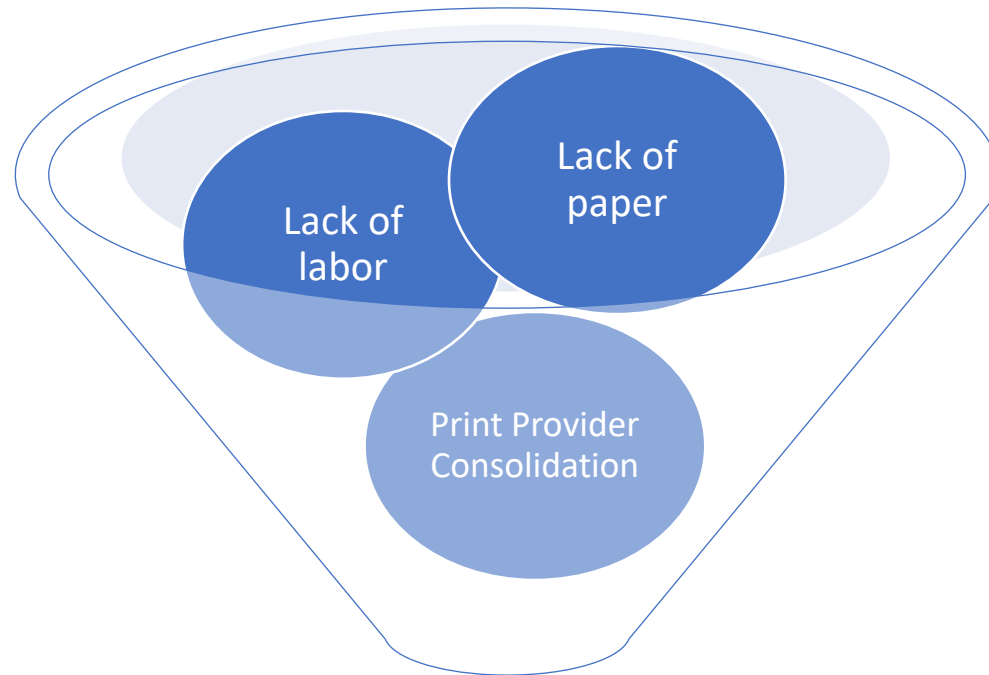
Wide Format Output Trends

@WF_Impressions
#WFSummit2022



The multitude of challenges faced by print providers

@WF_Impressions
#WFSummit2022



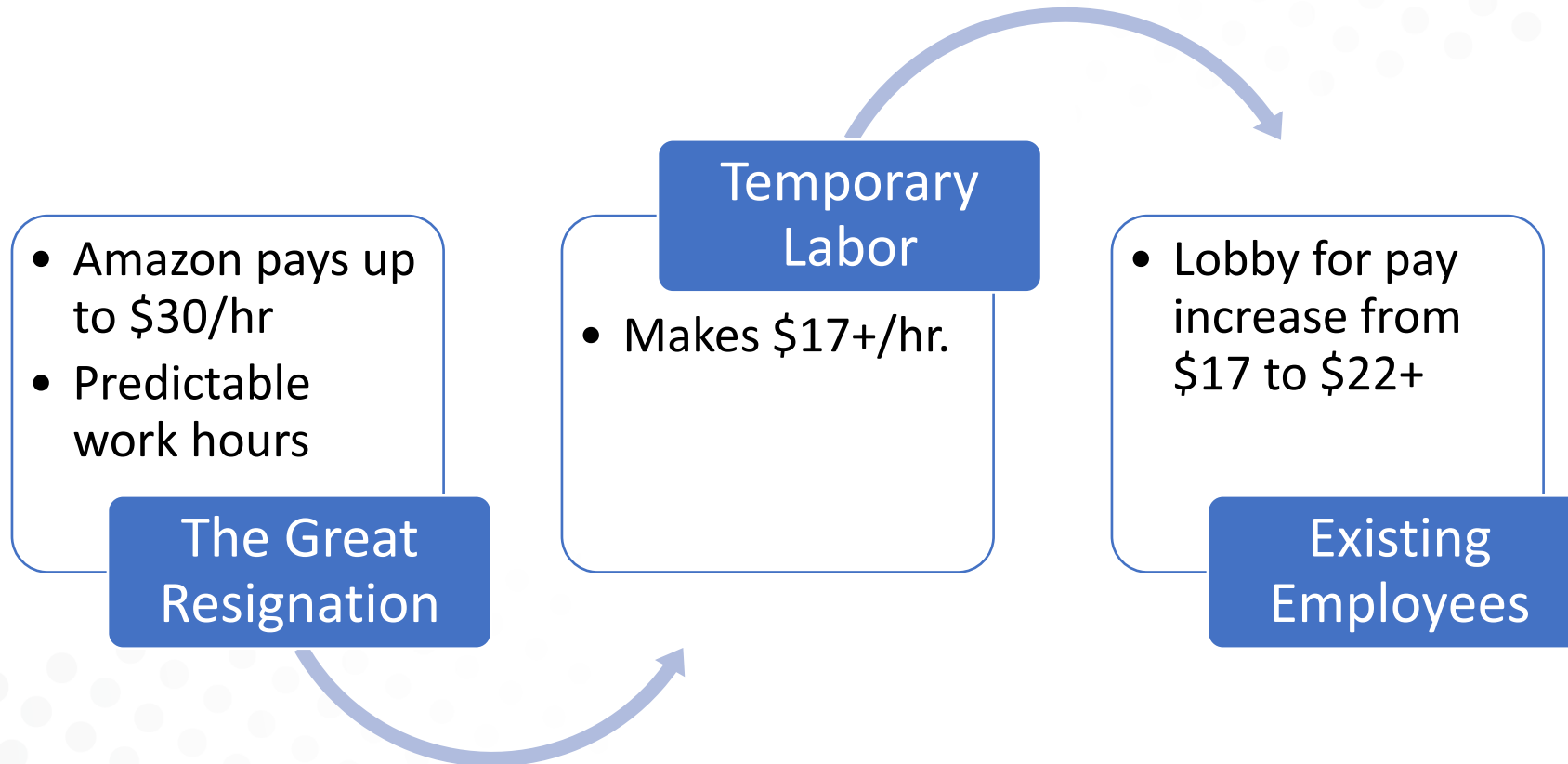
Flat print budgets, higher cost = less
print volume



What needs to be printed has
to be more relevant, timely

The Labor Wage War

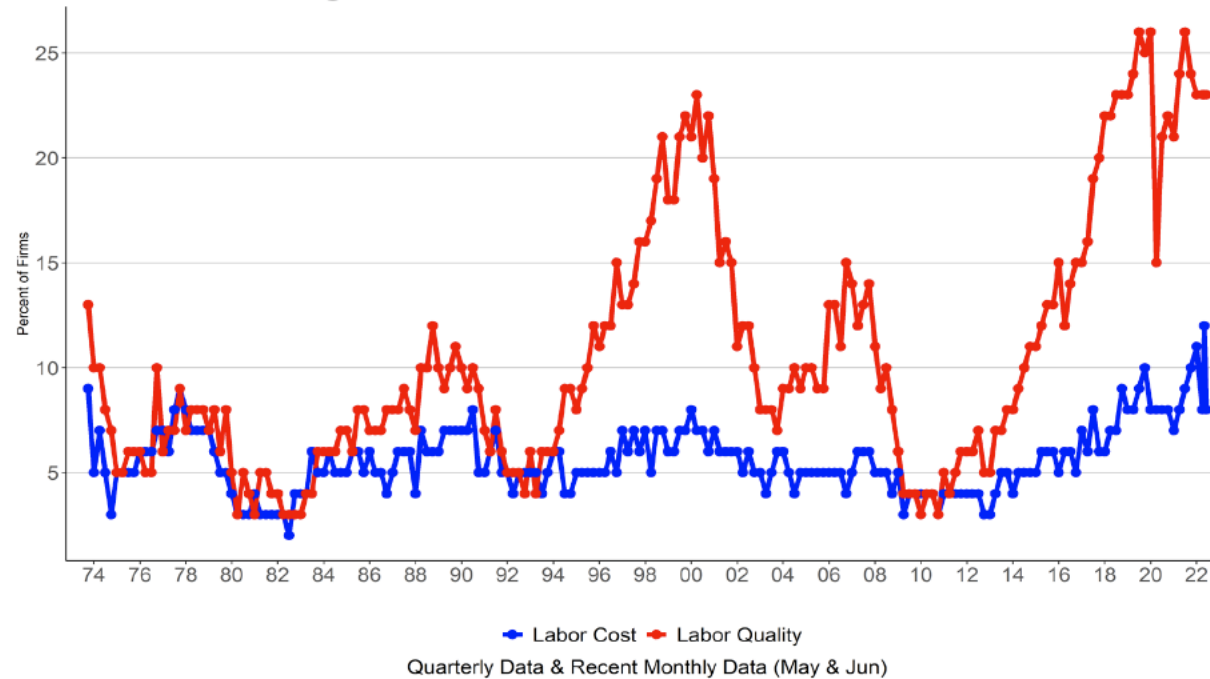
@WF_Impressions
#WFSummit2022



The Labor Quality Challenge

@WF_Impressions
#WFSummit2022

Single Most Important Problem



NFIB (National Federation of Independent Business)
Small Business Economic Trends – June 2022

One more variable to add to the complexity

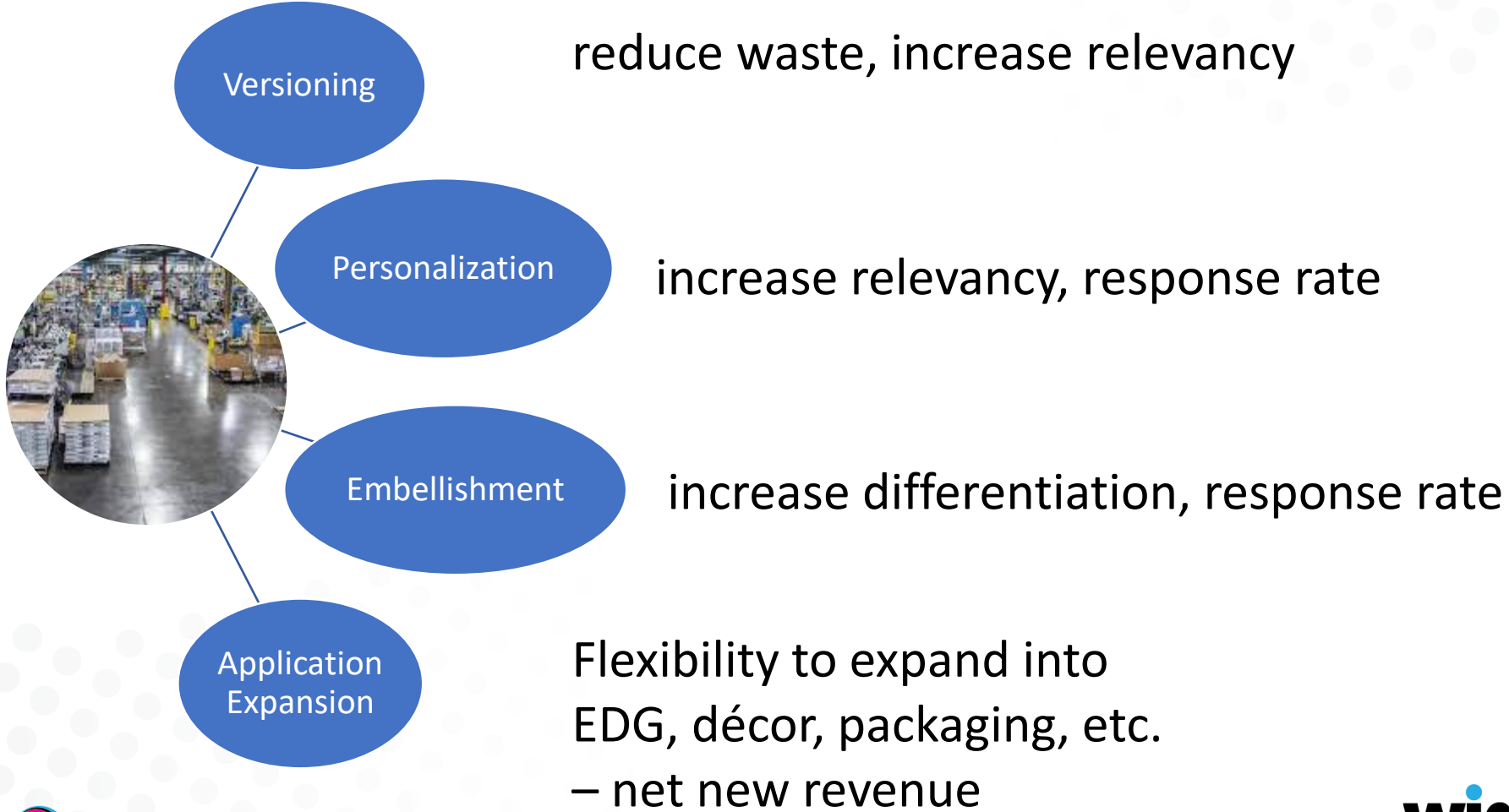
@WF_Impressions
#WFSummit2022



- Consolidating one of the few remaining highly fragmented industries with strong cashflow
- They will force automation, efficiency gains
- Gently used equipment won't solve labor problems

Business Model Change: New Opportunities

@WF_Impressions
#WFSummit2022



Bottom Line

@WF_Impressions
#WFSummit2022

- It's complicated to run a print business these days
- We know that to survive and prosper we need:
 - Automation
 - Innovation
- The inherent efficiencies of inkjet technology have been amplified as a result of the the COVID induced supply chain instabilities