

Opportunities in Textured and Dimensional Applications



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@WF_Impressions
#WFSummit2022

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This session

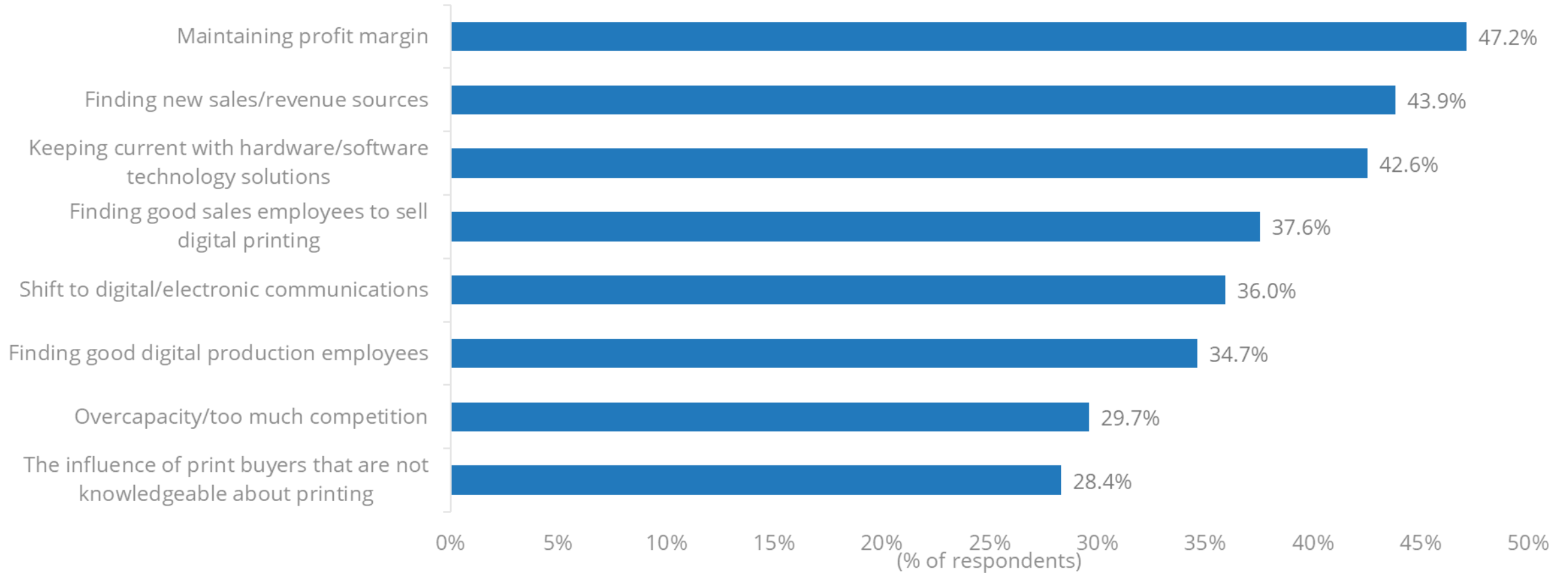
Question #3 from Marco's session yesterday:

How do we address decreasing margins?



Primary Challenges to the Printing Market – Print Service Provider View

Please rank what you see as the primary challenges to the digital printing market today.



N=303

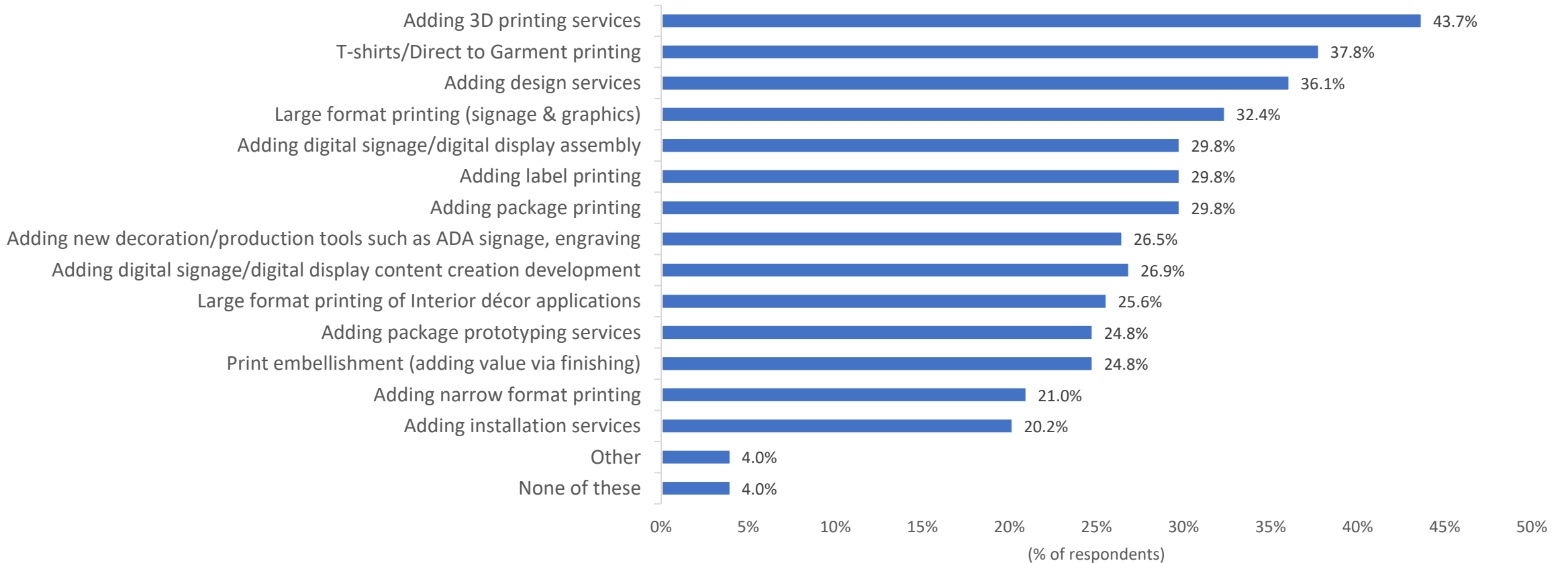
Base=All Respondents

Note: Managed by IDC's Quantitative Research Group; Data Not Weighted; Multiple dichotomous table - total will not sum to 100%; Use caution when interpreting small sample sizes.

Source: Production & Large Format Printer Survey, IDC, August, 2021

Almost 80% of Print Shops Considering New Opportunities ...

Which of the following markets/applications has your organization considered as potential new print market opportunities?



N=238

Base=Respondents investigated new applications and new print market opportunities that company could get involved in

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Day-Night Signage

- Multilayered printing: 3-4-5 layers print
- The image displayed during the day is front-lit by natural lighting, while a white barrier in between printed layers separates a more complex and color-dominant “hidden” image waiting for its evening debut.
- Use the hidden layer to display text, change the color or add more visual effects to design.



Bars & Restaurants
Casinos
Events

\$16/sf

Braille – ADA Signage

ArtisJet 2100



“This thing prints money”

- 3” x 5” sign = \$60
- 4” x 8” sign = \$80
- 6” x 9” sign = \$120
- 8.5” x 11” sign = \$130

Don’t just “wing it”



Squared Dot
(Not acceptable)



Domed Dot
(Acceptable)



Rounded Dot
(Acceptable)

BRAILLE DOTS

Thermoforming

- Digital transformation of screen-printing market
- Thermoforming UV inks
- Distortion software required
- 22" x 28" = \$70 = ~\$16.40/sf
- \$ Hundreds per piece



DTG

- USA is the largest DTG market worldwide
- Low-end DTG solutions sell for less than \$5K
- New Kornit DTG solution offers textured print
- Textured T-shirts sold at premium pricing
- KornitX – Fulfillers Network - become a node on a manufacturing network where they will drive business your way
- Not just T-shirts
- Complete print-cut-sew operations

Raised/textured print



\$24 - \$36/pair



www.divvyupsocks.com

Industry Print Solutions



Scottsdale, AZ

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Digital Direct to Object

Specialized equipment



Inkcups

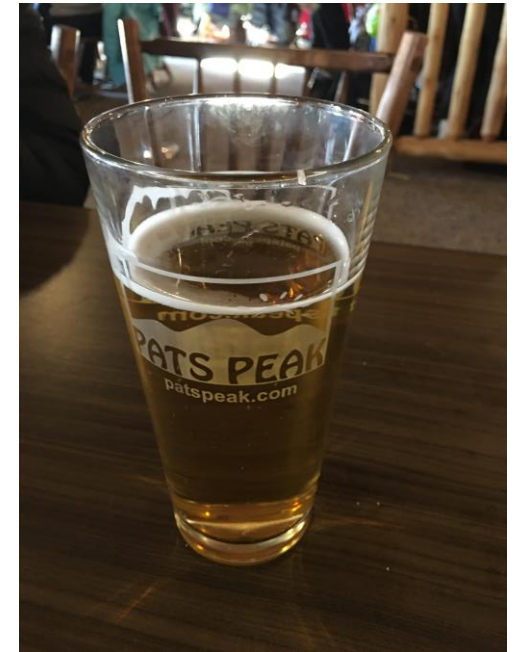
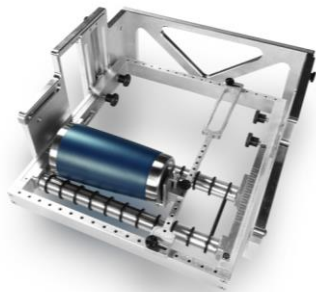
Digital transformation of the pad printing market

- Short runs - promotional
- On demand production
- Automation available

Wholesale opportunity

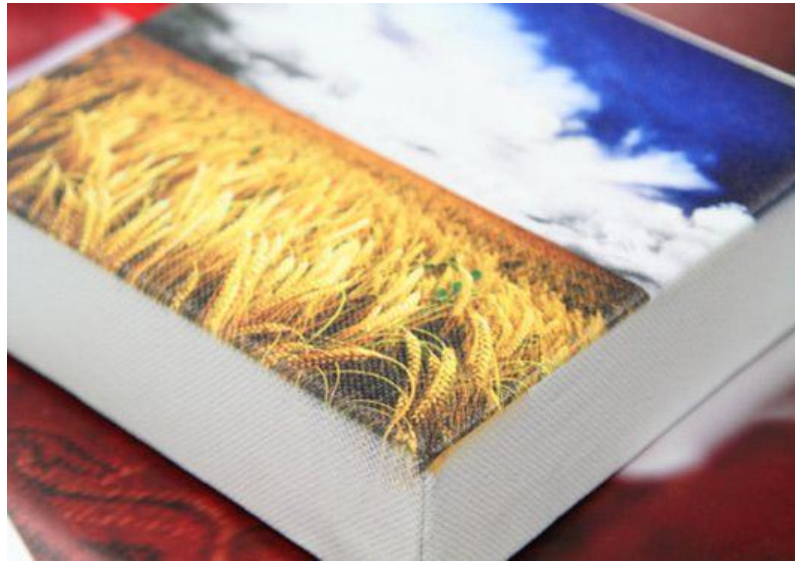
<\$1 each – sell for \$8 per glass

\$3K adapter for small flatbed UV



Art & Awards

“With the LEF, we could enter new markets without having to bet the farm”



Prestretched canvas ~\$50 per piece



~\$80 per piece for 4-color

paper tiger

Your Local & Independent Printing Specialist

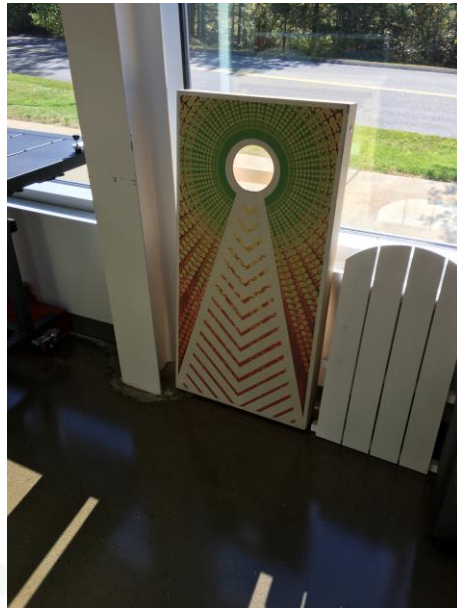
Santa Fe, NM



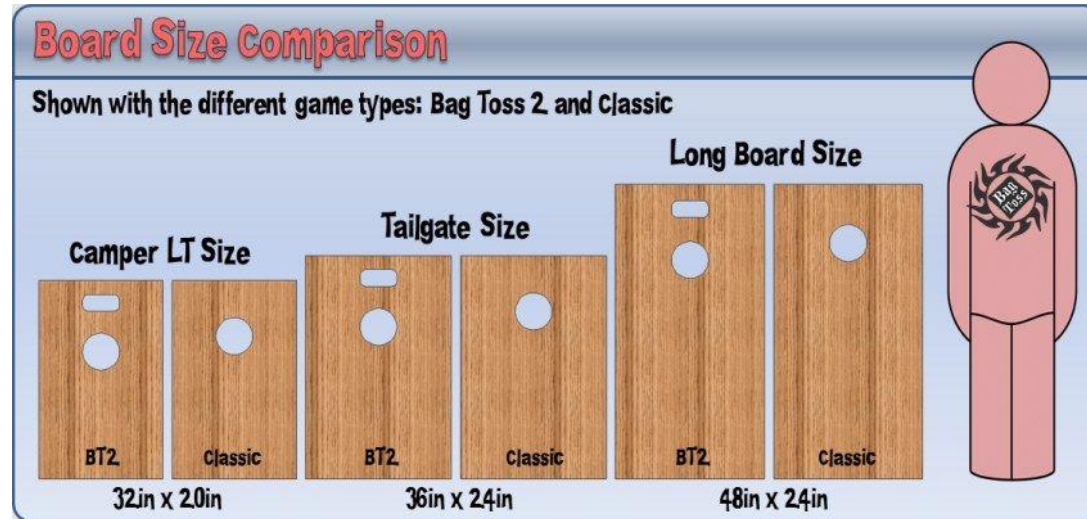
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Direct to Object

Leveraging existing UV equipment



EFI



Customized cornhole board
2' x 3' = 12 square feet @ \$229 = \$19/sf

Direct to Object

Leveraging existing UV equipment



Blank hockey pucks - ~2 each



Customized pucks - \$6 each



Lunchbox = \$2

Customized lunchbox - \$12 each

Wallcoverings

- Print onto pre-textured papers, create custom textures using UV printing or gloss textured capability
- Gives décor more depth and originality



Roland LEC-series UV printer

“We started doing it to support my wife’s interior design business, now its about 25% of our volume”

Sir Speedy NW

Furniture & Decor

Wood grain
on glass



Oriental-style room dividers



Recovering gently used
furniture to make art



Zoe Murphy

Raised effect on
shower door



\$ Hundreds per piece

Canon Touchstone, enables elevated texture effects for Arizona printers

New FLXfinish – mixed matte and glossy finish – makes those colors and effects really POP

Marketing Pieces

Using cutting and production tools to create a 3D display



Hatteras

Not “dimensional printing” – but using the design of the LF display to create dimensions



Hatteras

Talking about additional dimension creates value-add discussion opportunity with customers

3D Printing

www.my3dselfie.com



MY3D SELFIE

12-inch models = \$750 - \$2,650



Hasbro & Formlabs



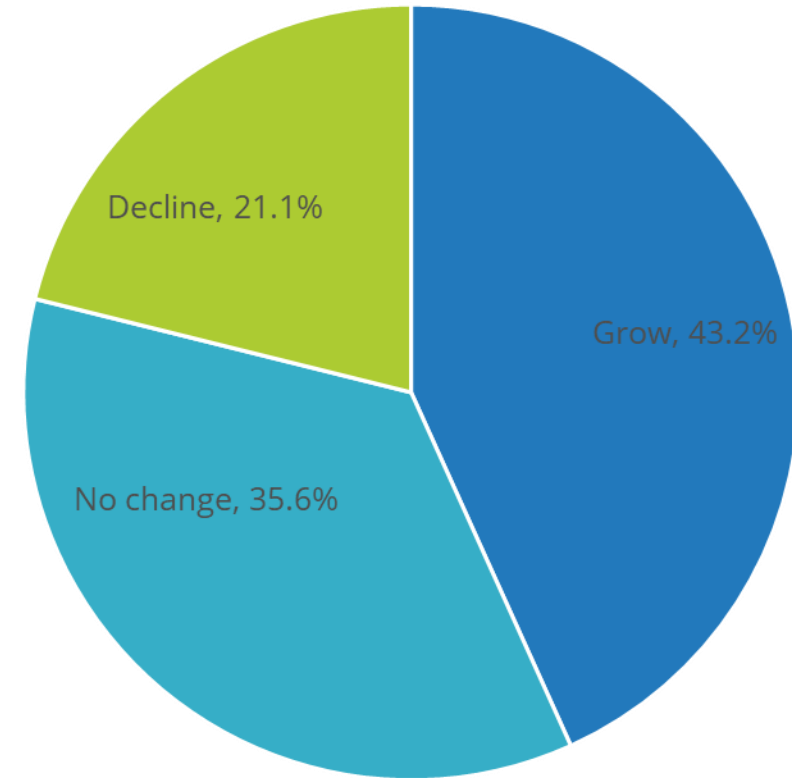
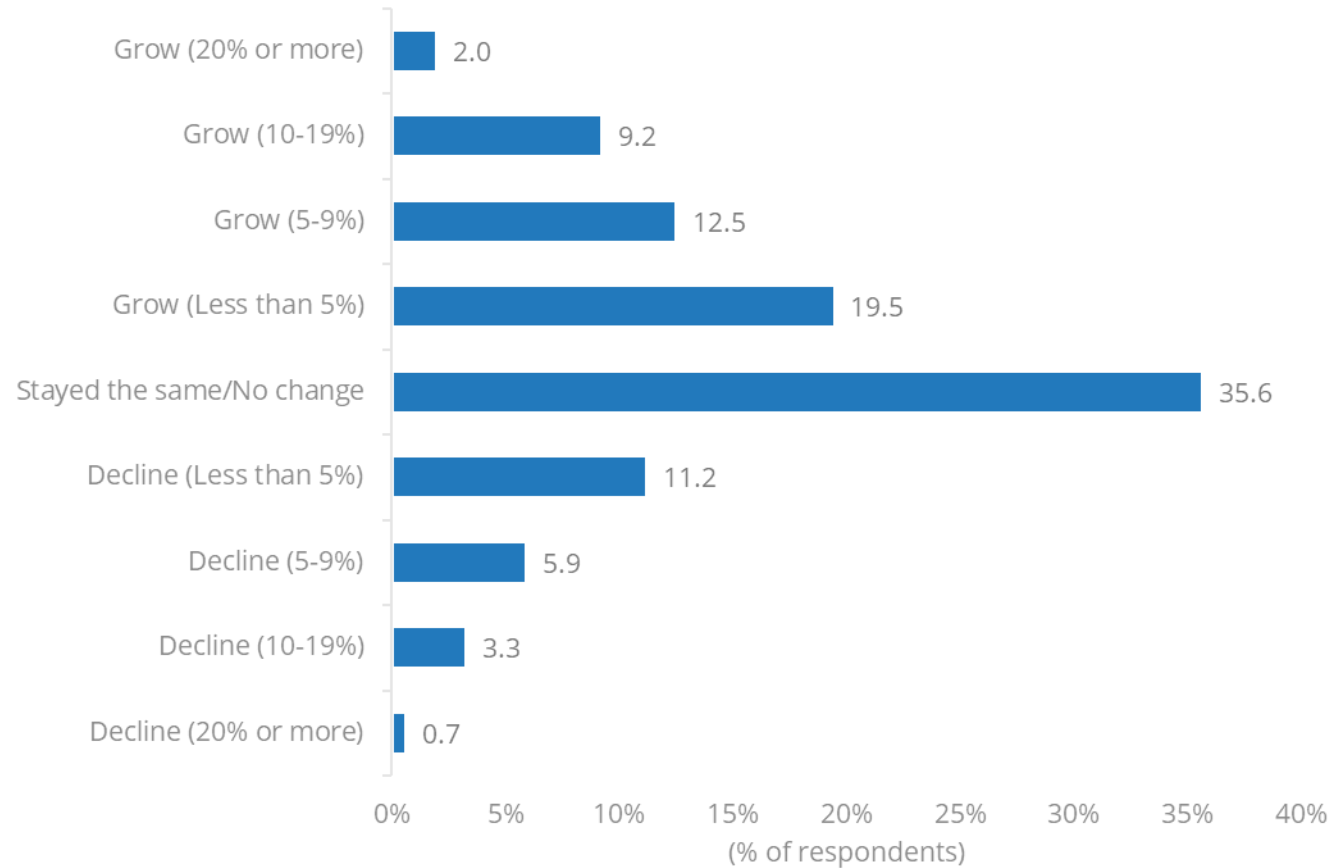
Massivit



Brought in entertainment industry and brand business they couldn't get before

Profit Margin Expectation for Next 12 Months

How do you expect your organization's **OVERALL PROFIT MARGIN** for printing services to change over the next 12 months?



N=303

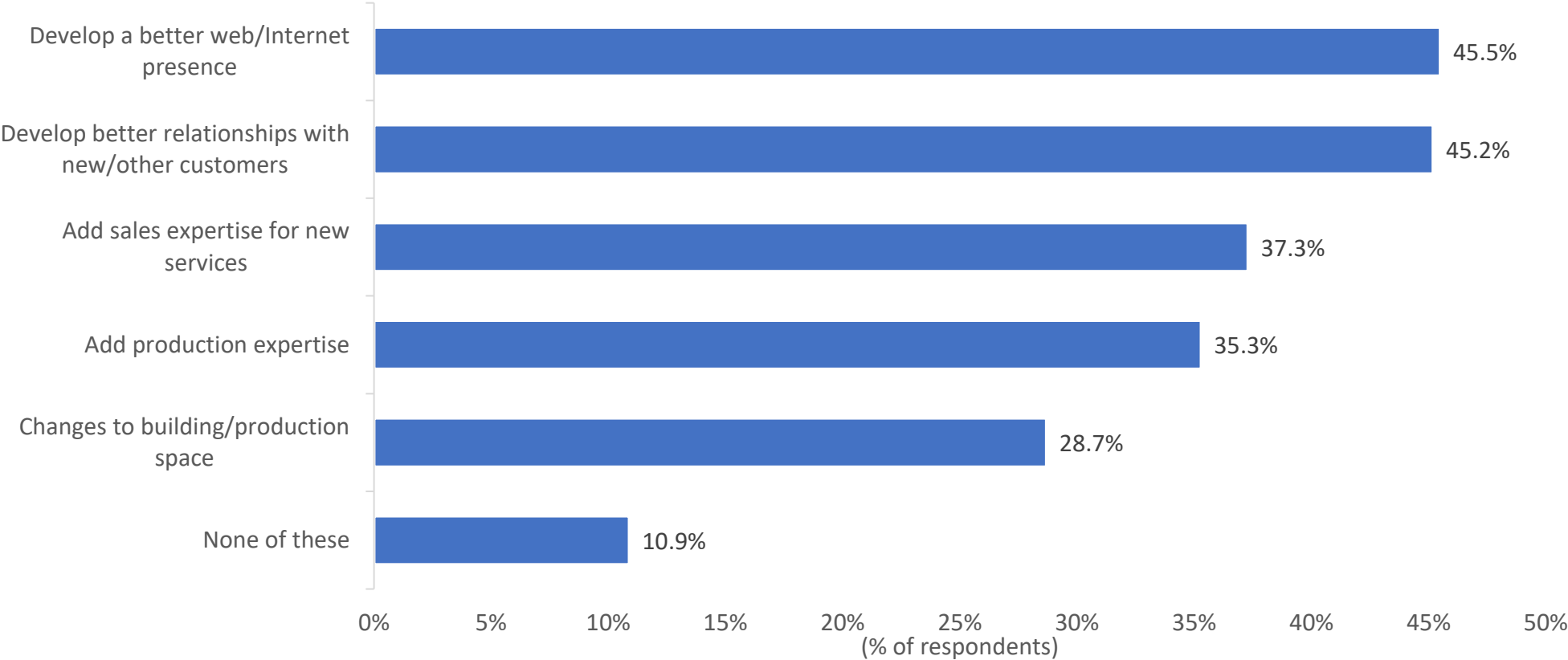
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Actions Required to Expand into New Applications or Markets

Which of the following changes would your organization need to make to expand into new applications or markets?



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Summary & Takeaways

- Improving profit margin doesn't just happen
- Scalable solutions exist
- If you have the idea that you could add something to your business ...
 - Possible to leverage existing equipment, space, know-how, and interests to add these types of printing services
 - Leverage existing vendor relationships
 - Even relatively minimal investments can result in new revenue streams w/high profit margins

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