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# wide-format **SUMMIT**

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**Wide-format** Impressions

# Keynote: Wide-Format Printing: How to Survive and Thrive in this Tumultuous Market



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Wide-Format Impressions

# Where We Got the Data

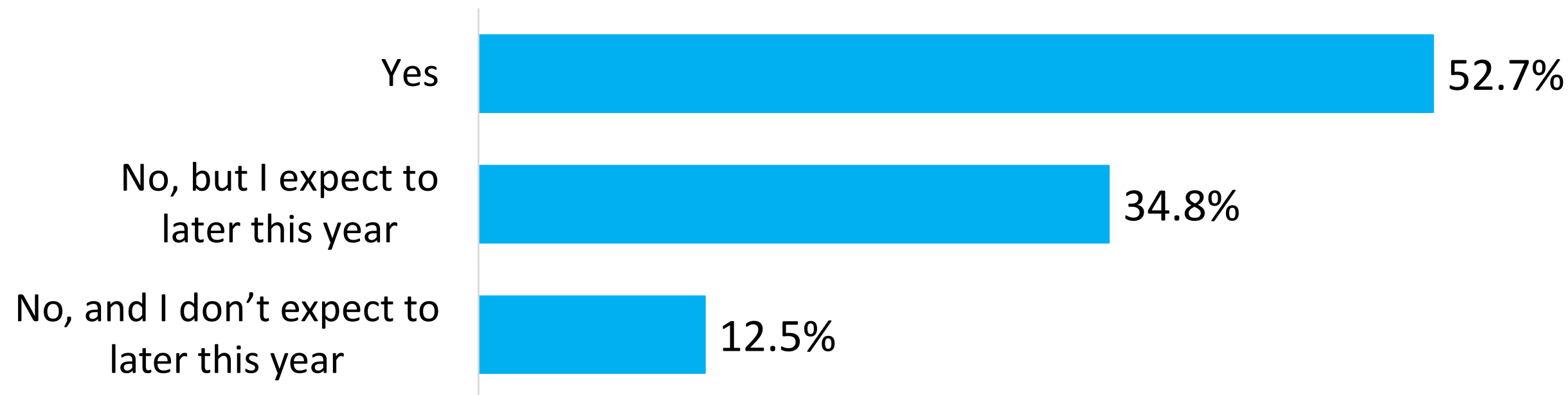
- **114 participants in the first quarter 2023 PRINTING United Alliance State of the Industry Survey who offer wide-format printing.**
- Annual sales range from less than \$500,000 to more than \$300 million.
- Offer wide-format products ranging from banners, soft signage, and flags to digital displays.
- Serve markets extending from retail trade to healthcare to construction to travel and tourism.

Product	Offering
Banners/soft signage/flags	89.9%
Posters/presentation graphics	79.2%
Window graphics	75.8%
Retail graphics/POP displays	75.2%
Labels/decals	74.5%
Floor graphics	73.2%
Directional signage/directories	59.1%
Compliance/safety signage	57.0%
Wall/architectural/building graphics	57.0%
Pole signs	52.3%
Trade show/museum displays	51.7%
Dimensional signage	49.7%
Backlit signs	47.0%
Vehicle wraps/graphics	45.6%
Fleet graphics/transit graphics	45.0%
Fine art/art reproduction/photo	30.2%
Digital displays	25.3%

# What We Learned

- **The slowdown has started and is expected to continue at least through yearend.**
- As business has slowed client resistance to price increases has stiffened but operating cost inflation – particularly employee compensation – continues to run hot **creating a classic profit squeeze.**

Are you seeing any signs of an economic slowdown?



# Sales, Cost Inflation, Prices, and Real Growth

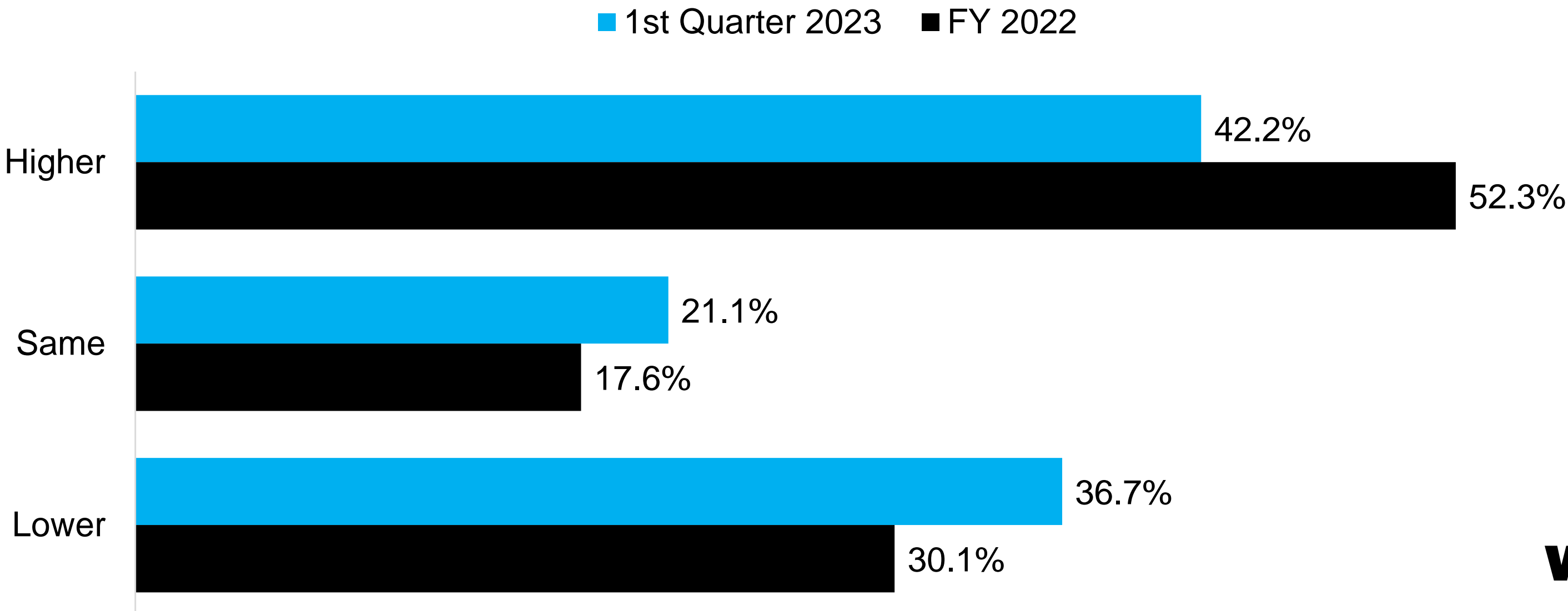
- On average, sales growth has slowed appreciable and operating cost inflation is running ahead of price increases.
- When cost inflation runs ahead of cost pass-through, the difference is either made up by productivity gains or comes right out of the bottom line.

Indicator	Period	Average	Compared to Year Earlier		
			Increase d	Same	Decrease d
Sales	Q1 2023	5.9%	55.3%	18.4%	26.3%
	FY 2022	14.9%	81.0%	11.4%	7.6%
Operating cost inflation	Q1 2023	6.0%	75.4%	26.6%	0.0%
	FY 2022	8.8%	77.0%	22.3%	0.0%
Prices	Q1 2023	4.7%	71.7%	23.0%	5.3%
	FY 2022	8.8%	87.3%	11.5%	1.3%
Real (inflation-adjusted) sales	Q1 2023	1.2%	45.9%	7.3%	46.8%
	FY 2022	6.1%	60.4%	9.7%	29.9%

# Margins Under Pressure

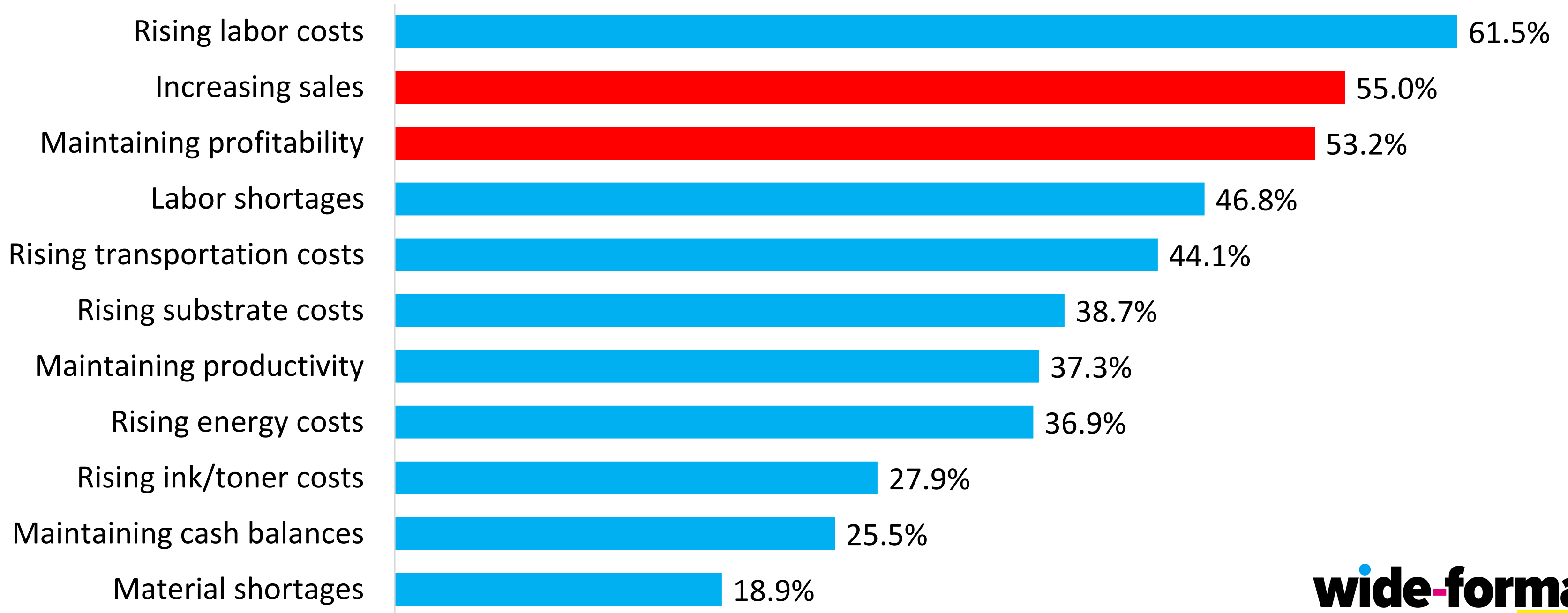
Fewer wide-format providers surveyed report profitability is increasing and more report it is decreasing.

## How does your pre-tax profitability compare to a year ago?



# Biggest Concerns

What concerns you most heading into the second half of 2023?



# Market and Product Expectations

- Of course, some markets will hold up better to the slowdown than others, and some products have more growth potential than others.
- Wide-format providers surveyed shared their expectations by answering:
  - **For each market you serve, how do you expect your total 2023 sales to compare with your total 2022 sales?**
  - **For each wide-format product you offer, how do you expect sales to trend on average over the next three years?**

Market	Higher by ...				Flat	Lower by ...			
	10% or More	9% to 7%	6% to 4%	1% to 3%		1% to 3%	4% to 6%	7% to 9%	10% or More
Agriculture	0	0	0	0	0	0	0	0	0
Ad agencies	0	0	0	0	0	0	0	0	0
Arts/entertainment	0	0	0	0	0	0	0	0	0



# The 10 Markets Expected to Grow Fastest

Market	Number Forecasting	Expected Growth: 2023	Percent of Wide-Format Providers Surveyed				
			Grow 6% to 4%	3% to 1%	Flat	Decline	
Conferences/meetings/in-person events	81	2.9% – 4.8%	12.3%	8.6%	23.5%	30.9%	19.8%
Warehousing/storage/fulfillment centers	41	2.9% – 4.7%	9.8%	7.3%	29.3%	29.3%	22.0%
Hospitality	68	2.8% – 4.6%	10.3%	16.2%	13.2%	30.9%	25.0%
Healthcare providers	86	2.5% – 4.2%	7.0%	12.8%	23.3%	27.9%	23.3%
Exhibit manufacturers/contractors	44	2.4% – 4.2%	11.4%	4.5%	20.5%	29.5%	29.5%
Government/government contractors	56	2.3% – 3.6%	5.4%	10.7%	21.4%	19.6%	41.1%
Education	87	2.2% – 4.0%	9.2%	4.6%	23.0%	34.5%	19.5%
Athletic	73	2.2% – 3.8%	6.8%	6.8%	23.3%	28.8%	30.1%
Medical/pharmaceutical manufacturing	43	2.1% – 3.7%	2.3%	7.0%	32.6%	30.2%	23.3%
Construction	69	2.1% – 3.7%	8.7%	10.1%	18.8%	20.3%	33.3%

# The 10 Products Expected to Grow Fastest

Market	Number Forecasting	Projected Change		Percent of Wide-Format Providers Surveyed				
		Average Annual	Three Year CAGR	Grow			Flat	Decline
				6%+	6% to 4%	3% to 1%		
Banners/Soft Signage/Flags	108	4.5% - 6.7%	14.0% - 21.6%	20.4%	16.7%	29.6%	14.8%	16.7%
Window Graphics	102	3.7% - 5.6%	11.5% - 17.9%	10.8%	18.6%	34.3%	13.7%	18.6%
Wall/Architectural/Building Graphics	91	3.6% - 5.5%	11.3% - 17.3%	13.2%	15.4%	30.8%	8.8%	29.7%
Retail Graphics/POP Displays	96	3.2% - 5.0%	9.8% - 15.7%	12.5%	17.7%	17.7%	19.8%	28.1%
Posters/Presentation Graphics	151	2.9% - 4.4%	8.9% - 13.9%	9.3%	15.2%	24.5%	15.9%	31.1%
Labels/Decals/Tags	85	2.7% - 4.3%	8.4% - 13.5%	9.4%	12.9%	22.4%	20.0%	30.6%
Directional Signage/Directories	149	2.7% - 4.2%	8.4% - 13.1%	8.7%	17.4%	14.1%	17.4%	38.9%
Trade Show/Museum Displays	89	2.7% - 4.1%	8.2% - 12.8%	11.2%	14.6%	18.0%	9.0%	41.6%
Vehicle Wraps/Graphics	84	2.7% - 3.9%	8.2% - 12.3%	6.0%	20.2%	15.5%	15.5%	41.7%
Fleet Graphics/Transit Graphics	85	2.3% - 3.7%	7.2% - 11.5%	8.2%	11.8%	18.8%	16.5%	41.2%

# What Else We Learned

- Many wide-format providers we surveyed plan to **capitalize on the opportunities economic downturns create to capture market share and talent** from competitors who deny, delay, and retreat into survival mode.
- Their plans include:
  - **All-out, company-wide focus on productivity.**
    - Capital investment that smooths workflow, increases production speed, and supports automation.
    - Investment in workforce development, particularly cross-training and building a company culture that attracts and retains the most productive personnel
  - **Superior risk management.** Every market upheaval is an opportunity to learn, adapt, and be better prepared for the next upheaval.

# An All-Out, Companywide Focus on Productivity

“Everything from how many steps a production team member takes to how our sales team captures new business matters. We’ve learned to do more with less. We 5S everything and increased collaboration between key department leaders to facilitate continuous improvement.”

State of Industry Survey participant

# Capital Investment

Which of the following are true of your 2023 capital investment plans?

Response	Percent
<b>We will invest to increase productivity and production speed</b>	<b>63.6%</b>
<b>We will invest to increase automation</b>	<b>56.6%</b>
We are growing and will invest to expand production capacity to support growth	38.5%
We are diversifying and will invest to add capabilities our new markets require	28.0%
We have invested heavily over the last few years and so don't need much now	19.6%
We are limiting/delaying investment because of concern about the economy or business conditions in our markets	14.0%
We have been delaying investments and need to catch up	6.3%
Other	2.8%

# Workforce Development

**55.6% of wide-format providers surveyed plan to increase profitability through employee training, cross-training, recruitment, retention, etc.**

- “We are developing a well-rounded employee offering. If all things are equal, **what makes us the employer of choice? Give them reasons to choose us.**”
- “Ensure team members are properly cross trained throughout the organization. Focus on providing a good working environment and competitive pay to keep great people. **We have worked to have a backup for every position throughout the company.** We are also providing increases to all qualifying employees and looking to improve benefits over the next 1-4 years.”
- “**Focus on culture.** Ensure all employees know their value. We’ve started quarterly 1-on-1s for all employees and biweekly meetings for all departments to ensure all know what is expected of their role. We are training all employees on “8 Wastes” and mid-managers on all things managing. Make it clear what we expect from all employees, specifically mid-managers.”

# Must-Do's

- **During economic downturns “should-do’s” become “must-do’s”**
- Capturing the opportunities economic downturns create and preparing to participate fully in the upturn that will follow. In our increasingly competitive industry, a rising tide no longer lifts all boats: We either prepare for profitable growth or get left behind.
  - Create key risk indicators (KRIs)
  - Create customer health scores
  - Explore AI for small businesses
  - Cultivate company culture
  - Be data driven

# Create Key Risk Indicators

- Where key performance indicators (KPIs) measure a company's progress toward its goals, key risk indicators (KRIs) measure the risks that may get in the way.
- KRIs must be closely aligned with KPIs because **“you can't discuss performance without discussing risk – they're like two sides of the same coin,”** Bernard Marr
- Develop KRIs by answering these questions:
  1. What are the company's primary goals?
  2. Which KPIs best track progress toward those goals?
  3. What major risks could prevent attaining the goals?
  4. Which metrics will most effectively monitor those risks, providing a heads-up early enough to take preventive action?
- Evaluate and refine regularly because risks change.

## Sources

- **“How Do You Develop Key Risk Indicators (KRIs)? And how do they differ from KPIs?”** Bernard Marr, [bernardmarr.com](http://bernardmarr.com)
- **“How to Develop Effective Key Risk Indicators + Best Practices for 2023,”** [secureframe.com](http://secureframe.com)



# Calculate Customer Health Scores

- The whole point of customer health scoring is to enable your team to improve the company's relationship with each customer in a logical, mutually beneficial way," Conor Bond, "Why You Need Customer Health Scoring."
- Bond's key steps:
  1. **Define the objective.** What do you want your customer health scores to capture?
  2. **Identify metrics or predictive signals.** Which metrics most closely reflect your objective?
  3. **Assign weights to signals.** Some metrics will be more important than others.
  4. **Create a scoring system.** It could be a numeric range such as 0-10 or 0-100, letter grades, or color coding.
  5. **Share results with appropriate staff and act on the scores.**

## Sources

- "Why You need Customer Health Scoring (& How to do It Right!)," Conor Bond, [wordstream.com](http://wordstream.com)
- "What Is Customer Health Score & How to Use It to Measure Customer Retention," Clint Fontanella, [blog.hubspot.com](http://blog.hubspot.com)

# Investigate Artificial Intelligence

**“This isn’t a new weapon. It’s a new world,’ someone remarks as J. Robert Oppenheimer develops the atomic bomb in ‘Oppenheimer,’”**

Kyle Smith, ‘Oppenheimer’ Review, *The Wall Street Journal*, wsj.com, July 29, 2023

**Artificial intelligence is not new technology – it is a new world.**

**“AI has the power to transform how you do business,” requiring neither a background in computer science nor a big budget but only “business challenges you want to solve or opportunities you want to seize.”**

Mike Kaput, “Artificial Intelligence for Small Business: The Complete Guide,”  
marketinginstitute.com

# Investigate Artificial Intelligence

The extensive small-business applications of AI include:

- **Customer service.** AI chatbots, which Kaput describes as “so sophisticated that customers often don’t know they’re not talking to a human,” can answer routine customer questions 24/7.
- **Customer research.** AI analyzes customer data -- purchase history, product/service evaluations, voicemails, and anything else – learning from each evaluation and additional data to improve future outcomes.
- **Lead follow-up and conversion.** Quoting Kaput, conversational AI bots “have authentic conversations to nurture and qualify” leads, handing the leads off to a human “when the time is right,” while analytic AI tools can “build conversion models for you to better attract new customers.”
- **Productivity.** AI offers organization-wide opportunities for “automating repetitive, time-consuming tasks, so people can focus on other more creative priorities,” Microsoft Teams 365.

## Sources

- “**Artificial Intelligence for Small Business: The Complete Guide,**” Mike Kaput, marketinginstitute.com
- “**AI for Small Business: A Beginner’s Guide,**” Microsoft Teams 365, microsoft.com
- “**Artificial Intelligence as a Service (AlaaS),**” Kinza Yasar techtarget.com.

# Investigate Artificial Intelligence

- **Cybersecurity.** “Instead of dealing with threats after losses, AI security programs look for unusual activity to stop attacks or raise alerts earlier, Microsoft Teams 365
- **Content marketing.** AI tools for marketing create a broad range of content, including newsletters, blogs, social media posts, product descriptions, and white papers. Natural language processing produces content in a human voice. Over time, AI learns the preferences and behaviors of target audiences and creates personalized content to which they are most likely to respond.
- **Predicting advertising performance.** AI learns which ads are likely to be most effective for a particular audience, including how the ads should be structured and which text and graphics will perform best.
- **Accounting.** AI tools can analyze company financials, automate basic accounting functions, and forecast cash flows.

# Be Data Drive

**Success at any stage of the business cycle is now all about the data. Data-driven companies:**

- **Treat data as a business asset**, recognizing its value in uncovering how client preferences are changing, whether a new production process is meeting expectations, which marketing campaign shows the most promise, etc.
- **Recognize data's value in reducing risk** by replacing gut instinct with hard evidence, which is critical in our industry, where the gamut of opportunity is expanding, but the margin for error is shrinking.
- **Ensure “all departments share the same sources of truth and work toward the same shared metrics,”** Tom O’Neill, “11 Tips to Become a Truly Data-Driven Company.”

## Sources

- “11 Tips to Become a Truly Data-Driven Company,” Tom O’Neill, [sisense.com](http://sisense.com)
- “6 Ways Small Businesses Can Become More Data Driven,” Larry Alton, [smallbiztrends.com](http://smallbiztrends.com)
- “6 Steps to Build a Data-Driven Company,” Toni Sekinah, [thenextweb.com](http://thenextweb.com)
- *Big Data for Small Businesses*, Bernard Marr, Founder and CEO, Advanced Performance Institute

# Company Culture: Run with Formula 1's Best

- We can learn a lot about company culture and leadership from the top team in Formula One racing, according to Anita Elberse, professor, Harvard Business School.
- Among the lessons learned from Toto Wolff, team principal, who has led Mercedes-AMG Petronas to “the longest winning streak the sport has ever seen” and “every reason to claim the title of most successful team in the history of F1 – and maybe all of sports.”
  1. “Set the highest standards – for everyone.”
  2. “Put people front and center.”
  3. “Analyze mistakes – even when winning.”
  4. “Foster an open, no-blame culture” (which is not a no-accountability culture).
  5. “Relentlessly battle complacency.”

## Sources

- **“Number One in Formula One,”** Anita Elberse, hbr.org.
- **“Employer Branding: Definition, Process, Strategy, Measurement and Resources,”** Ben Slater, beamery.com
- **“How to Maintain a Strong Corporate Culture During a Downturn,”** Sebastien Ricard, cmswire.com

# Learn from Disruption

**Ask this question: What have you learned from the market disruption of the last two years and what actions are you taking in response?**

- “Always go on offense, defense rarely pays off.”
- “Always stay nimble, efficient, and able to pivot quickly. Have a plan and a risk assessment strategy. Developed risk assessment and implementation plan, strengthened supply chain sources, cross-trained staff.”
- “Implementation of automated workflows in all facets of our business so we can be far more proactive in how we manage our day-to-day and make any necessary adjustments intelligently and swiftly.”

# Learn from Disruption (cont.)

- “Diversify into new products. Invest in equipment with shorter ROI. Heavily promote across all media platforms and direct techniques. Expanding digital marketing campaigns. Purchased parallel marketing company with a mix of printing and promotional products.”
- “We have better managed client expectations on inevitable price increases and on how some products will no longer be offered while trying to find proactive solutions to present. Also, raising prices must be strategic and not just across the board.”
- “We must continue developing additional revenue streams to augment our offering. We have hired a CRO (Chief Revenue Officer) whose focus is to expand our reach. Looking for automation to offset labor challenges and increase throughput reducing costs and improving profitability.”



## Market Expectations 2023

# Top Growth Markets

For markets rated by at least 50 of the graphic and sign producers surveyed to date.

<b>Market</b>	<b>Number Forecasting</b>	<b>Projected Change in 2023 Sales</b>
Conferences/meetings/in-person events	81	2.9% – 4.8%
Hospitality	68	2.8% – 4.6%
Healthcare providers (hospitals, clinics, nursing homes, etc.)	86	2.5% – 4.2%
Education	87	2.2% – 3.8%
Athletic	73	2.2% – 3.8%
Construction	69	2.1% – 3.7%
Corporate branding	86	2.0% – 3.7%
Government/government contractors	56	2.3% – 3.6%
Travel/tourism	53	2.0% – 3.4%
Nonprofits	92	1.9% – 3.4%

## Market Expectations 2023

# Top Applications

For markets rated by at least 80 of the graphic and sign producers surveyed to date.

<b>Market</b>	<b>Number Forecasting</b>	<b>Projected Change in 2023 Sales</b>
Banners, Soft Signage, and Flags	108	4.5% – 6.7%
Window Graphics	102	3.7% – 5.6%
Wall, Architectural, and Building Graphics	91	3.6% – 5.5%
Posters and Presentation Graphics	96	3.2% – 5.0%
Labels, Decals, and Tags	151	2.9% – 4.4%
Directional Signage and Directories	85	2.7% – 4.3%
Retail Graphics and POP	149	2.7% – 4.2%
Vehicle Wraps and Graphics	85	2.7% – 4.1%
Trade Show and Museum Graphics	84	2.7% – 3.9%
Fleet Graphics and Transit Graphics	85	2.3% – 3.7%



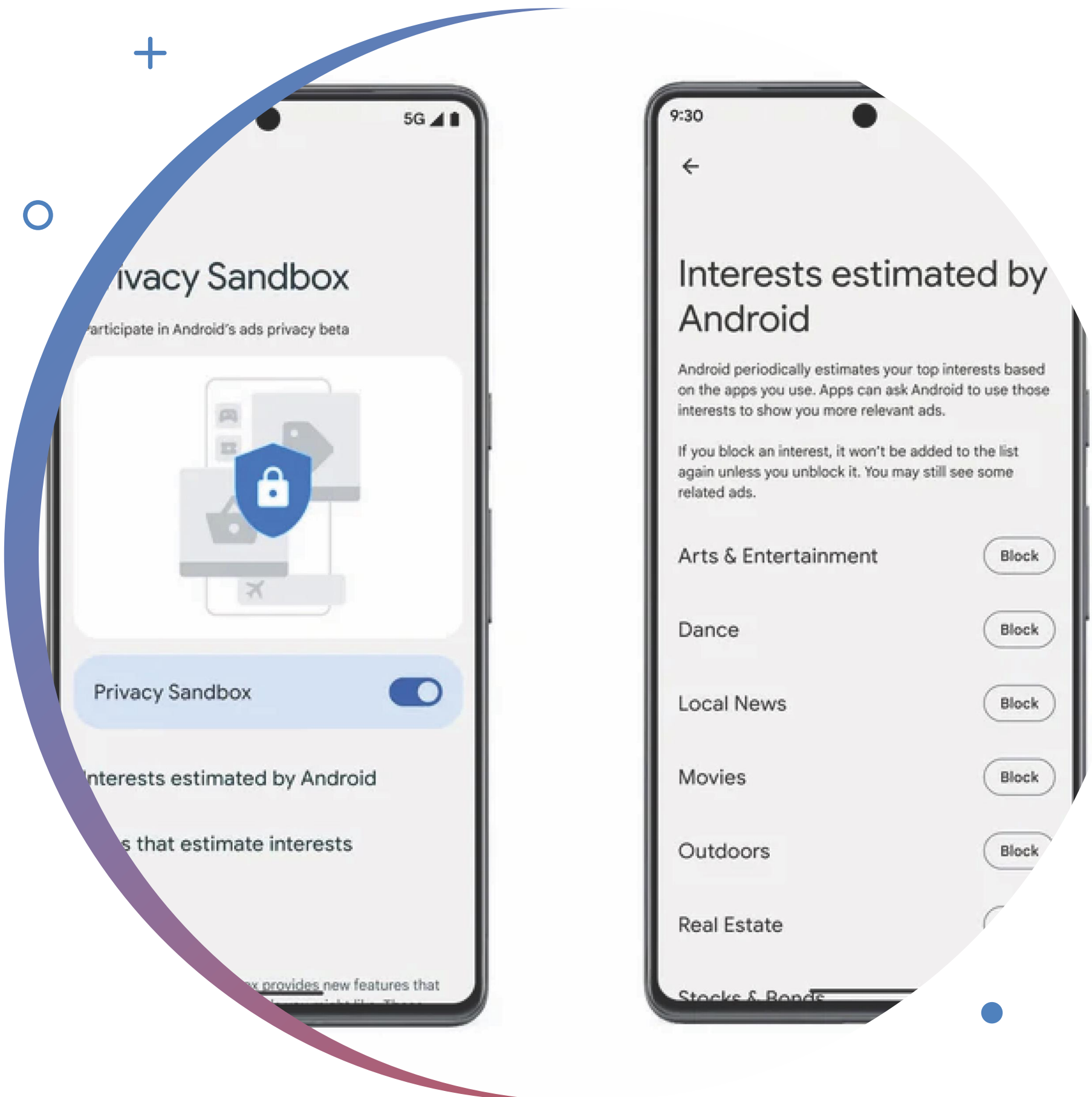
# Trends Driving Opportunity

- Privacy Concerns
- Normalization of COVID-19
- Revenge Travel
- Changing Role of Healthcare
- Sustainability
- Personalization & Customization
- Convergence & Diversification

# Privacy Concerns

- Users are demanding greater privacy — including transparency, choice, and control over how their data is used.
- Introduction of iOS 14 for Apple (2021)
- App Tracking Transparency requires apps to get the user's permission before tracking their data across apps or websites owned by other companies.
- You are able to choose between “Allow Tracking” or “Ask App Not To Track.”





# Privacy Concerns

- **Privacy Sandbox (2022)**
  - The Privacy Sandbox initiative from Google reduces cross-site and cross-app tracking, while helping to keep online content and services free for all.
  - The Privacy Sandbox technologies aim to make current tracking mechanisms obsolete, and block covert tracking techniques.
  - As of Feb 14, 2023, Privacy Sandbox for Android Beta is rolling out, starting with Android 13 devices.

# Privacy Concerns

Harris Poll and Out of Home Advertising Association of America, Nov 2021 Report

**74%** are concerned about online data privacy and use of personal information/behavior for online ad targeting

**More than 60%** frequently skip online ads due to digital device burnout

**39%** are actively trying to spend less time on phones, computers, or reduce TV viewing



**The Harris Poll**  
Harris Insights & Analytics LLC, A Stagwell Company

OOH Media Opportunities:  
**Consumer Insights and Intent -  
Early 2022**

November 16, 2021



**Out of Home Advertising Association of America**

# Privacy Concerns

Brands need to find alternative ways to reach their audience: ways people can't block. Brands are looking for safe, privacy-compliant solutions that can reach consumers where they are during their day.

Out-of-home advertising (OOH) is becoming much more relevant.

- Wall, architectural, and building graphics
- Vehicle wraps/graphics
- Window graphics
- Fleet/transit graphics
- Construction barricades



OBIE 2022 Hall of Fame Winning Campaign, Denver Water

# Privacy Concerns

Construction barricades



5,640 sqft retail barricade by AGRetail

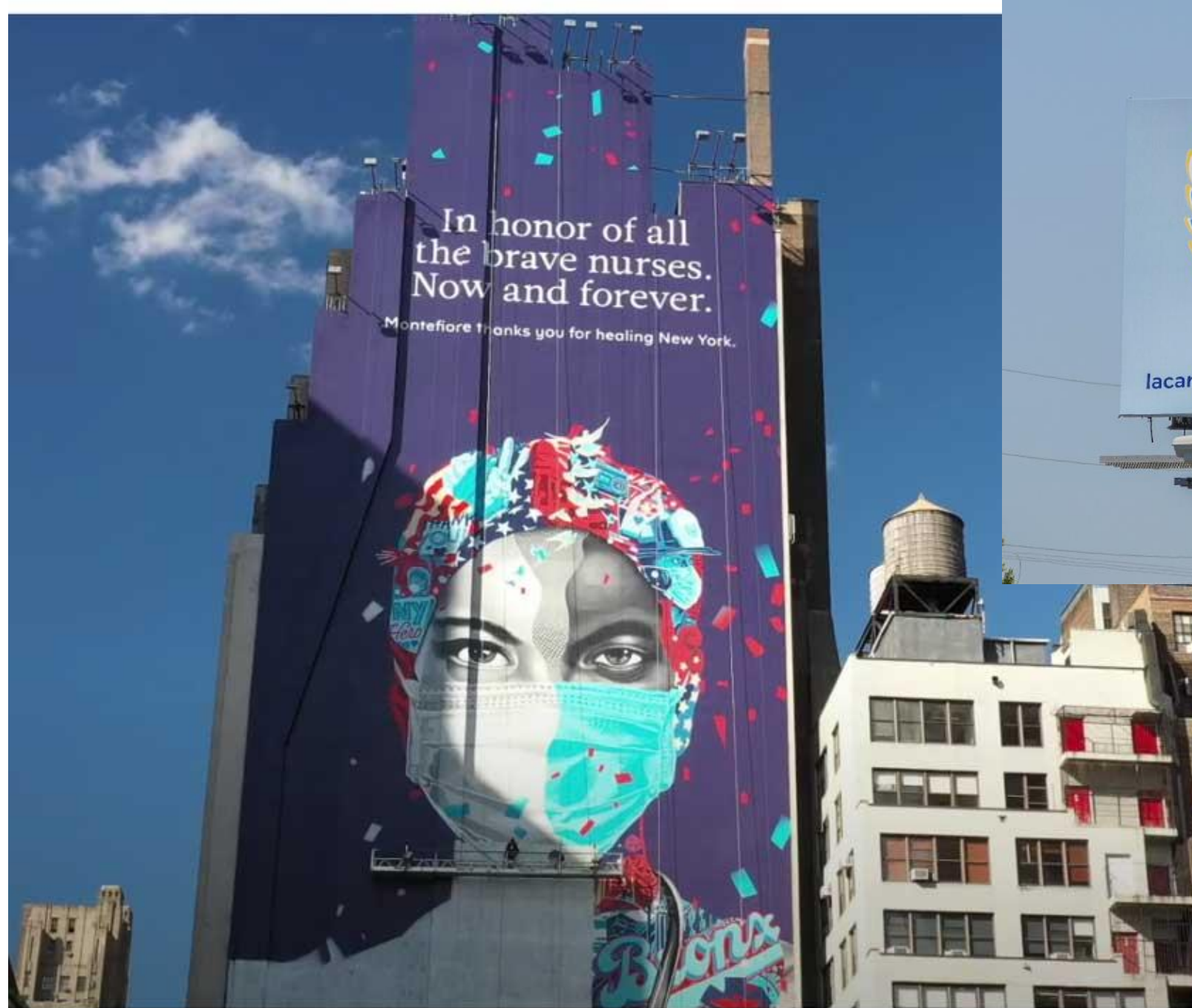


Construction barricades by Color X



# Privacy Concerns

Healthcare



Montefiore Medical Center collaborated with artist Tristan Eaton to create the image in this large-scale mural. Credits to Lamar Advertising of New York City, Shughes Entertainment, and Truform Media Group.



Clear Channel



Guerrilla mobile billboards

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# Privacy Concerns

Most have engaged with OOH.

(57%) of consumers have engaged with an OOH ad in some way

- whether it's visiting the advertiser's website (43%)
- searching for more information about the advertiser or their products (39%)
- making a physical purchase (39%).

Engagement is especially high in large urban areas, in which 77% of consumers have engaged with an OOH ad.

Source: Harris Poll / OAAA, November 2021

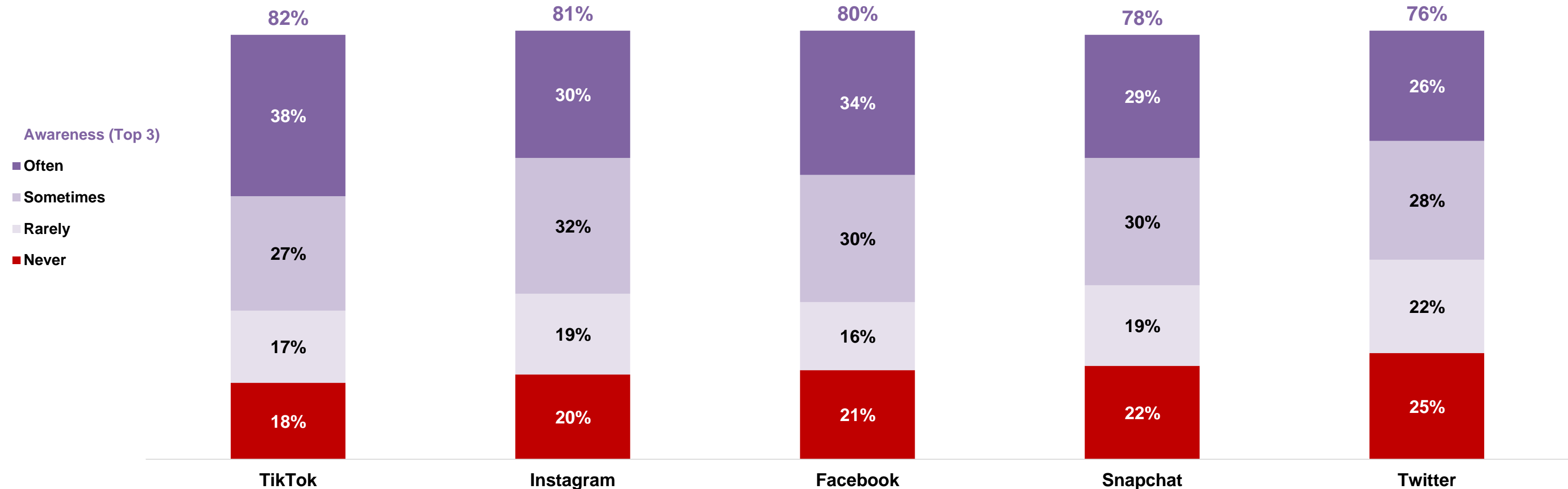


OBIE 2022 Hall of Fame Winning Campaign, Denver Water

# Privacy Concerns

## Social Media Users Frequently Notice OOH Ads Being Posted on Platforms

How often do you see out of home advertisements reposted on the following social media platforms?  
Among users of each social media platform



BASE: SOCIAL MEDIA USERS (N=BASES VARY)

Q29: How often do you see out-of-home advertisements reposted on the following social media platforms?

By out-of-home, we mean messages on or in billboards, buses, bus stops, subways, airports, outdoor video screens, posters, and other signage.

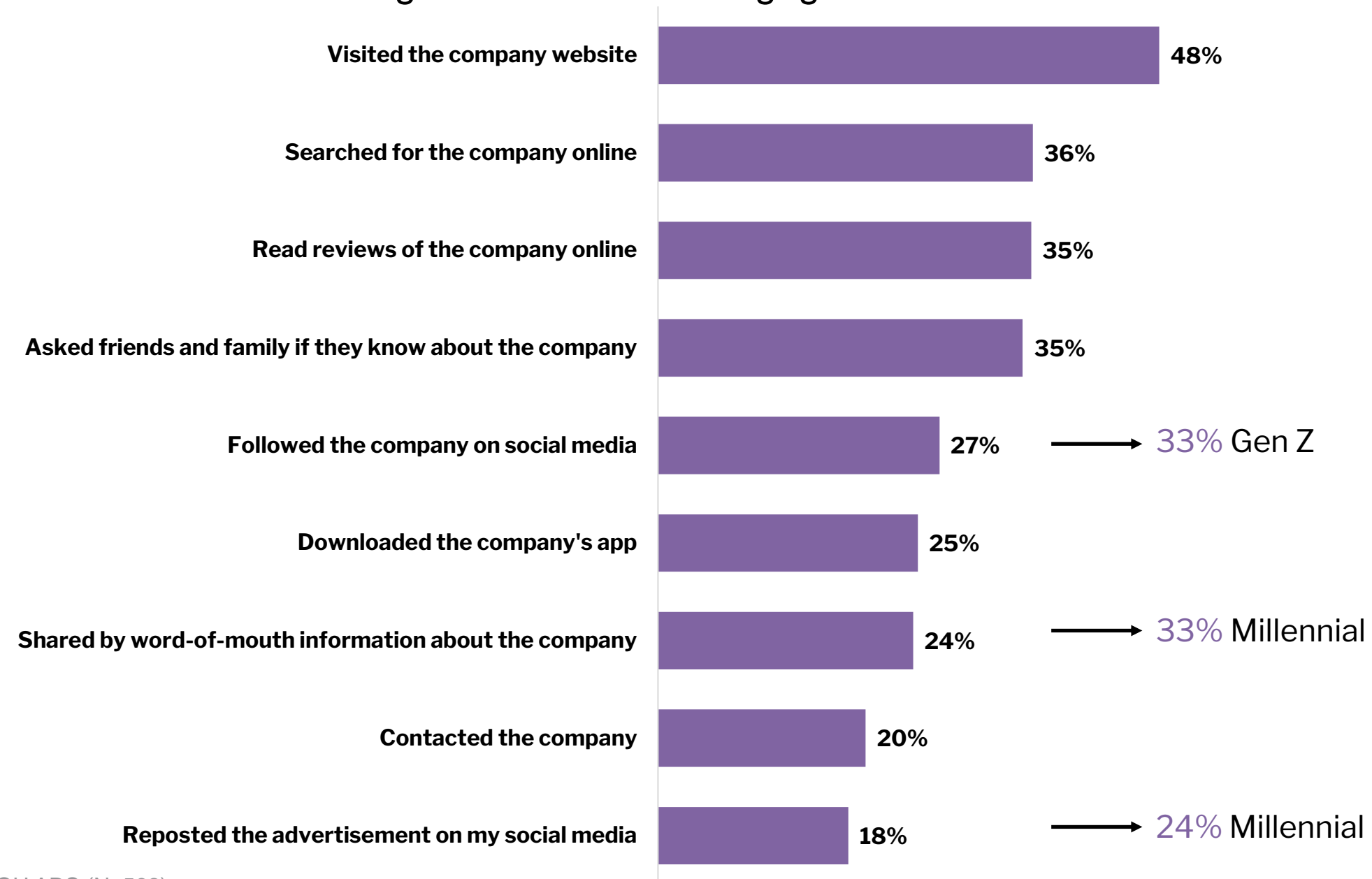
 The Harris Poll  
Harris Insights & Analytics LLC, A Stagwell Company

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# Privacy Concerns

## Half of Users Engaged With Ads by Visiting the Company's Website

Have you done any of the following after recently seeing those out of home advertisements posted on social media?  
Among users who have engaged with OOH ads



**75%**  
of social media users  
that recall seeing an  
OOH ad engaged

BASE: SOCIAL MEDIA USERS WHO ENGAGED WITH OOH ADS (N=562)

Q30. Have you done any of the following after recently seeing those out of home advertisements posted on social media?

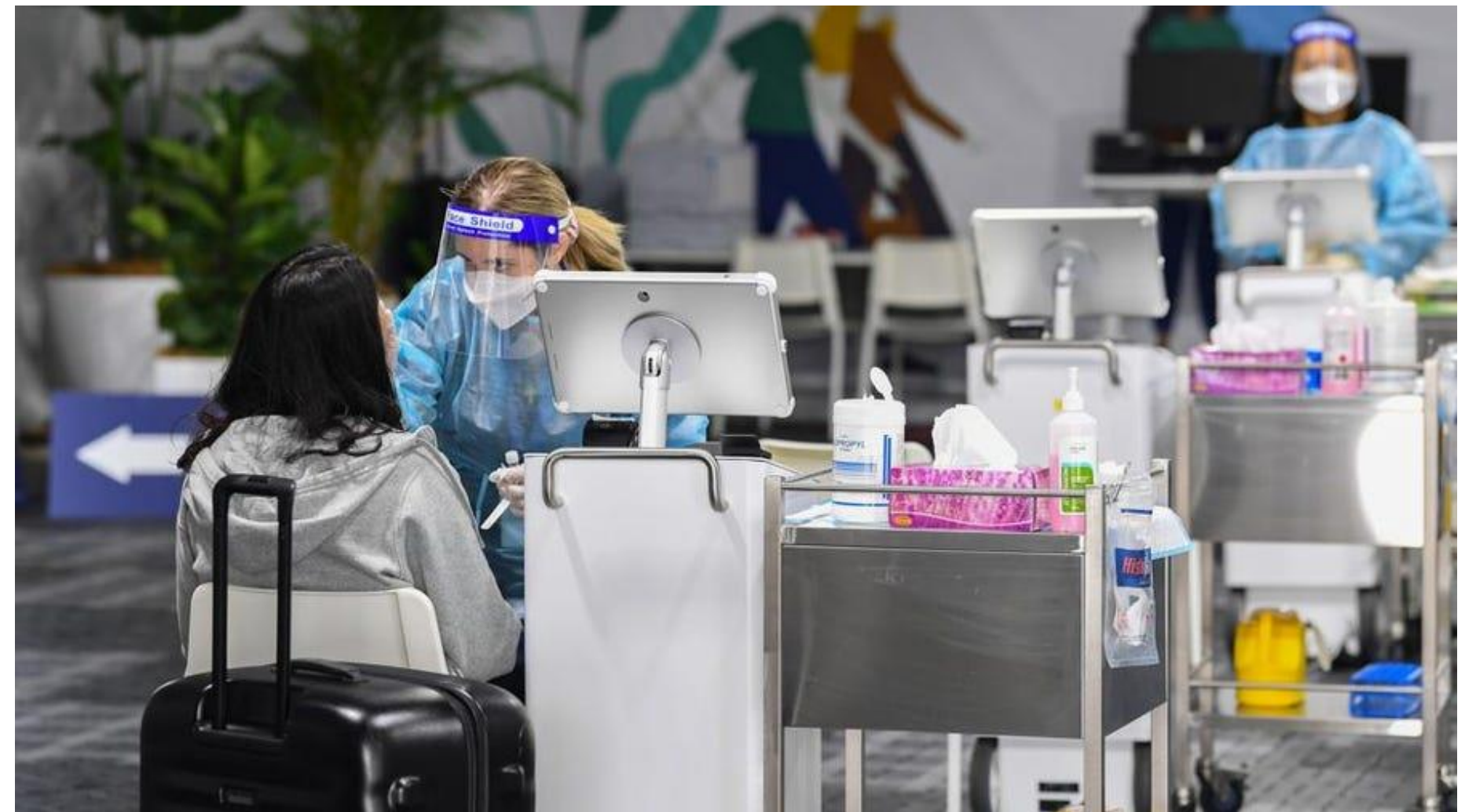
 **The Harris Poll**  
Harris Insights & Analytics LLC, A Stagwell Company

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# Normalization of Covid-19

Relaxation or elimination of testing requirements for travel

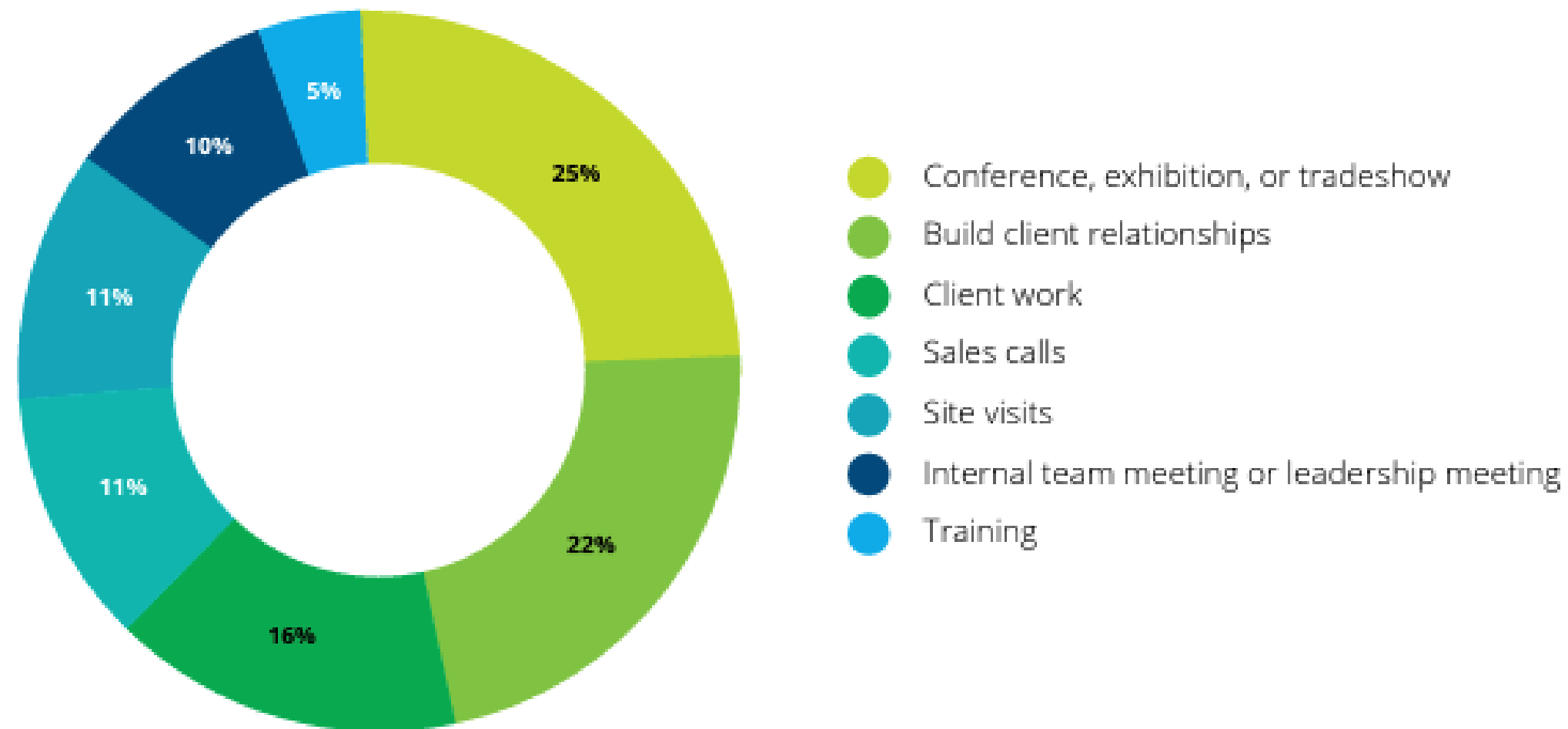
On June 10, 2022, the Centers for Disease Control and Prevention (CDC) removed the last major Covid air travel requirements — requiring travelers flying to the U.S. to supply a negative Covid-19 test result or documentation of recovery.



# Normalization of Covid-19

In 2022, attending conferences and industry events was the top impetus for business trips, followed by trips to build client relationships.

Figure 3. Primary reasons for business travel, 2022



Conferencing software has proven an inadequate substitute for the networking that goes on at industry events.

Source: Deloitte Global State of the Consumer Tracker.

# Normalization of Covid-19

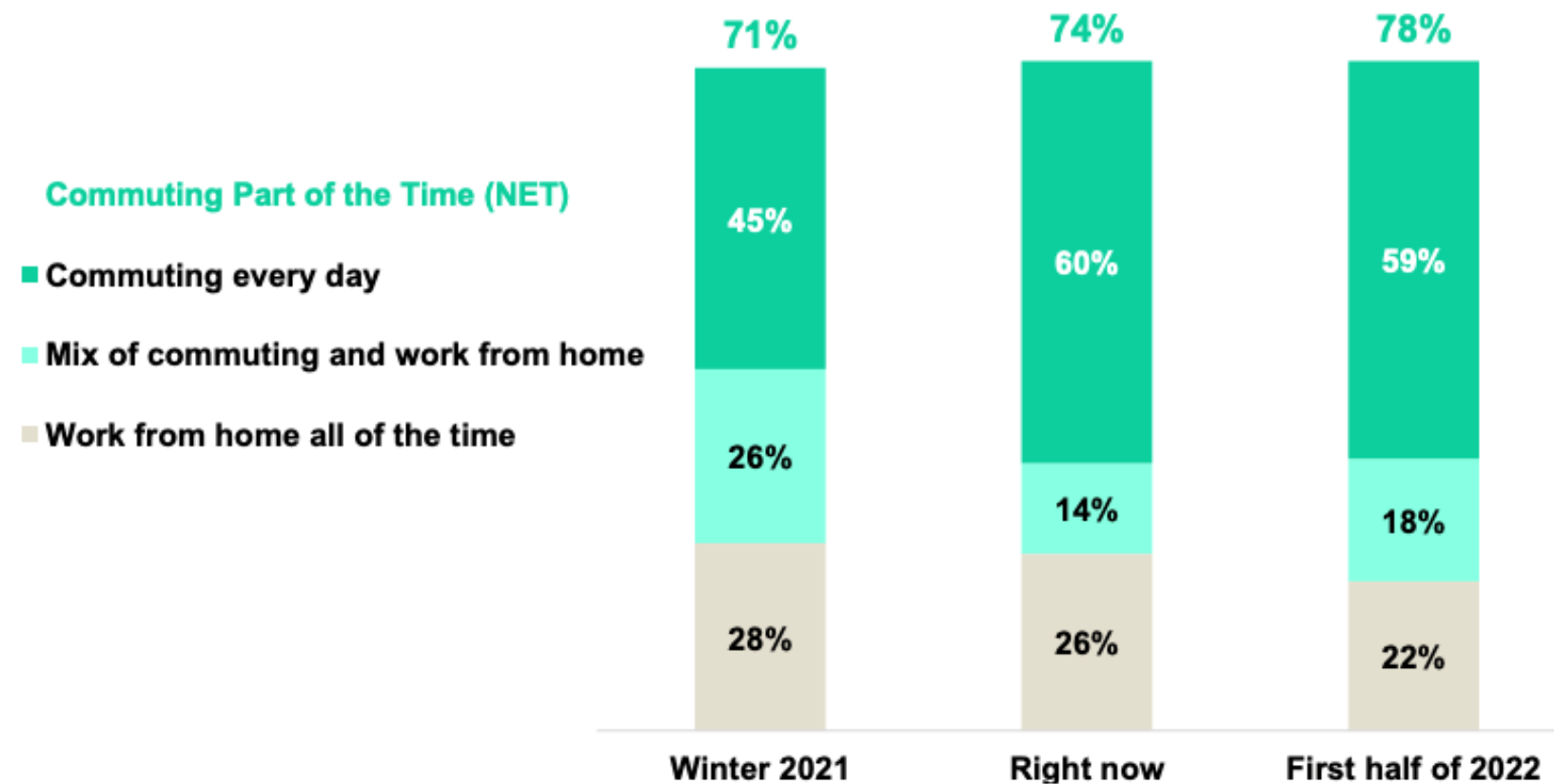
Commuters increasing / New back-to-office strategies

OAAA Q4 CONSUMER TRENDS FOR OOH

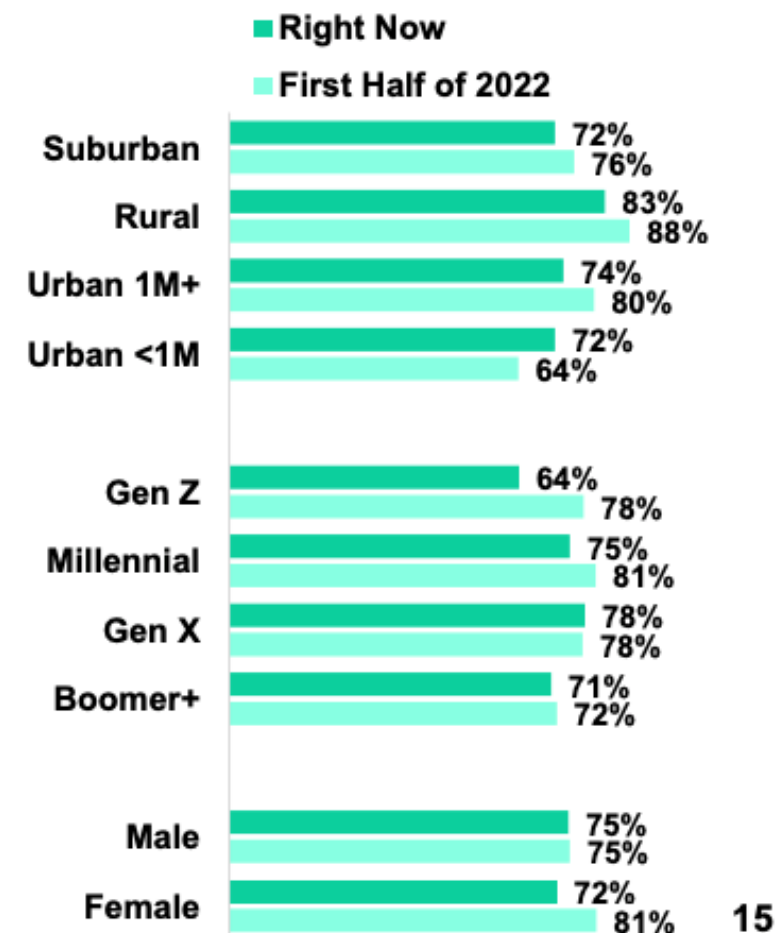


## Total Commuters Continue to Grow Through 2022

Thinking ahead, which of the following best describes your expected work situation for each of the following timeframes?



% Commuting Part Time or More (NET)

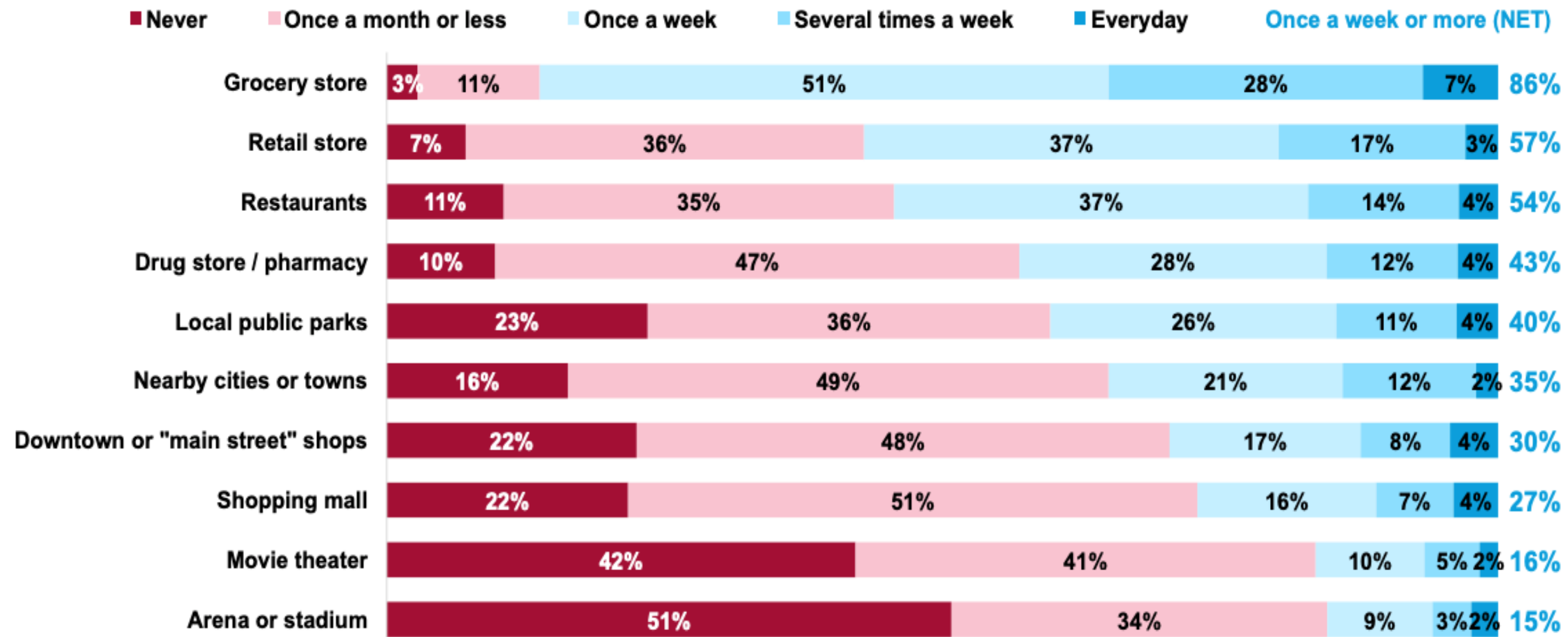


BASE: EMPLOYED (N=524)  
 Q1a. Thinking ahead, which of the following best describes your expected work situation for each of the following timeframes?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2021

# Normalization of Covid-19

Consumers will most often visit grocery and retail stores, restaurants, and pharmacies in 2022.

Thinking about 2022, how often do you anticipate you will visit each of the following?



BASE: GENERAL PUBLIC (N=1,000)  
 Q5. Thinking about 2022, how often do you anticipate you will visit each of the following?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2021





## Normalization of Covid-19

- Areas of Opportunity
  - Retail & POP
  - Compliance & Safety Signage





## Normalization of Covid-19

### • Live events

- Concerts, Festivals, and Fairs
- Exhibitions
- Sports events
- Corporate events
- Conferences & seminars



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## Normalization of Covid-19

- Areas of Opportunity
- Travel and Tourism
  - Restaurants
  - Hotels
  - Airports

# Revenge Travel



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Italy, S  
every  
By Eri  
JULY 14



Millions of Europeans are  
called **revenge tourism**,  
during the pandemic-af  
Michel Euler/AP



And millions of Chinese tourists are expected to visit  
Europe this summer and fall, following  
China's travel restrictions.  
Jin Mamengni/Xinhua/Getty

Italy is likely to surpass the record number of tourists and  
overnight stays set in 2019, before Covid struck,  
according to market research firm Demoskopika.  
Stefano Montesi/Corbis/Getty



# U.S. Airport Traffic Returns to Pre-Pandemic Levels

Average daily passenger volume passing through TSA checkpoints at U.S. airports



Source: U.S. Transportation Security Administration



statista

# Revenge Travel

## Travel on the increase

- Prior to the pandemic, daily passenger volumes of 2+ million were the norm rather than the exception.
- At the onset of the pandemic, daily passenger throughput fell as low as 100,000 in April 2020.
- Through July 12, average daily passenger traffic stands at 2.28 million for this year.



# Revenge Travel

- Areas of Opportunity
- Window Graphics



# Revenge Travel

Areas of Opportunity

- Airport signage (all types)



# Revenge Travel

Areas of Opportunity

- Vehicle and transit graphics





# Revenge Travel

- Areas of Opportunity
- Wall Graphics



# Revenge Travel

- Areas of Opportunity
- Construction barricades



# Revenge Travel

## Areas of Opportunity

- Themed Hotels
  - Interior décor & exterior graphics



Palm Springs' Taco Bell Hotel

# Revenge Travel

## Areas of Opportunity

- Local amusement parks, events, and fairs



# Changing Role of Healthcare



According to Forrester, the amount of healthcare business conducted through retail outlets will double during 2023.

This is becoming an increasingly visible trend as retailers like Walmart, Amazon, and CVS offer healthcare services such as blood tests, vaccinations, and medical check-ups that have traditionally been delivered by hospitals, clinics, or doctors' practices.





# Changing Role of Healthcare

## Areas of Opportunity

- Window and wall graphics
- Directional signage
- Interior décor



# Sustainability

Many companies in the textile industry innovate to lower their environmental footprint and improve their income. Ikea and Nike are amongst those that aim to reduce water consumption.

The current demand on product **sustainability** pushes brands to explore the circular economy.

Reusing and recycling are concepts are gaining momentum. Hence, the entire industry is going for **sustainable** models from the very start of the production cycle.



# Sustainability

Consumers have become brand champions based on ethics and a brand's commitment to environmental issues.

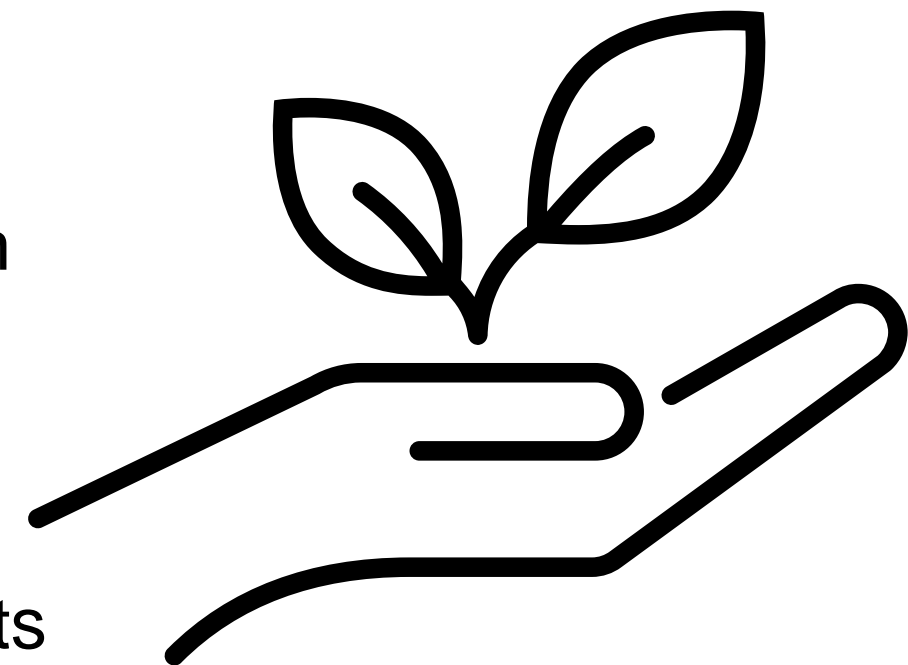
*Forbes:*

“A growing consciousness about the environment paired with an intensifying desire to participate in community causes is rapidly filtering into empowered consumers' buying decisions.

**68%** of highly empowered consumers plan to step up their efforts to identify brands that reduce environmental impact

**61%** seek out energy-efficient labels when making purchases

**47%** regularly buy organic products.”

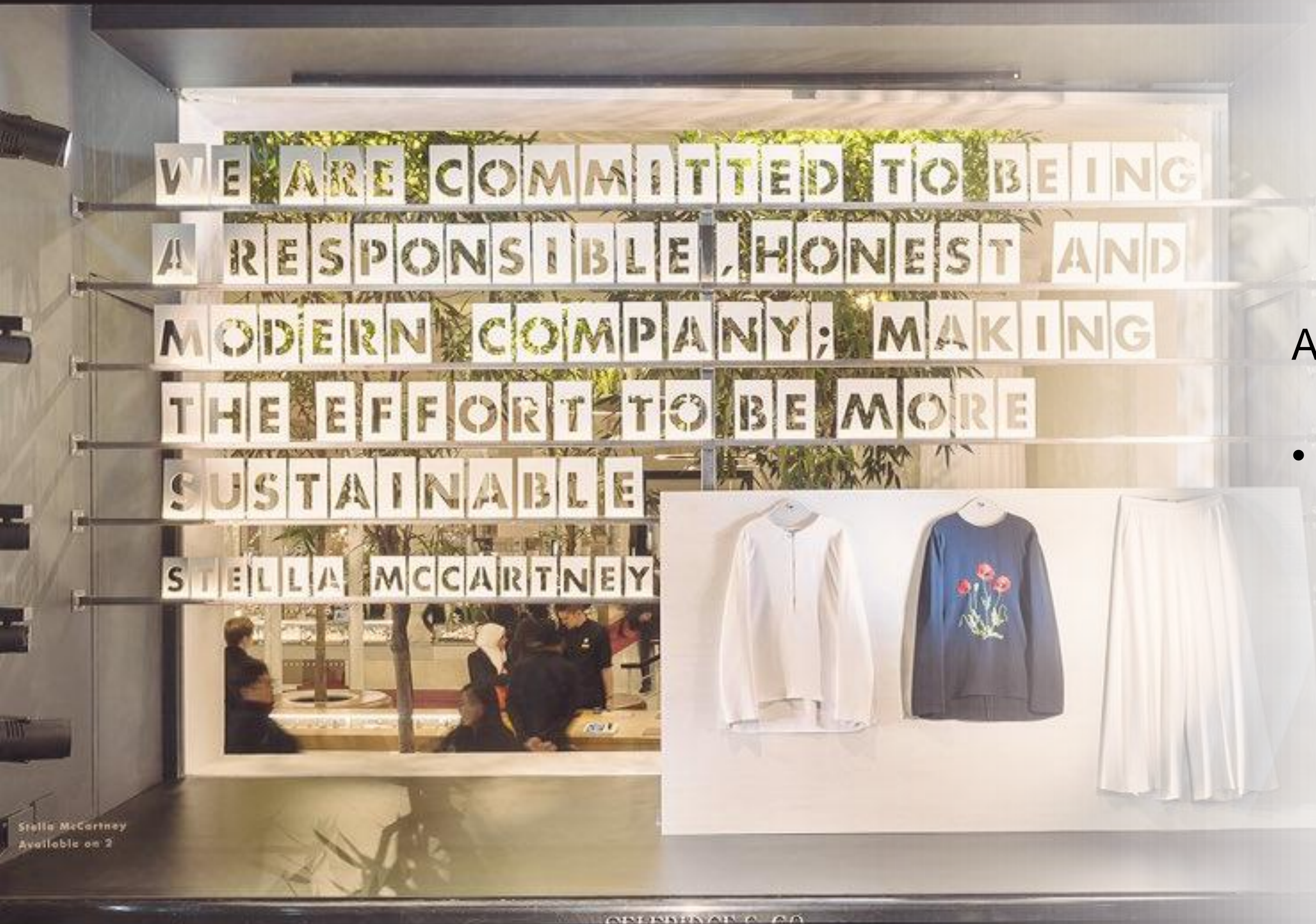




# Sustainability

## Areas of Opportunity

- **Window Graphics**
- Visual merchandising choices can be a prominent way to showcase a brand's corporate values.





# Sustainability

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## Areas of Opportunity

- **Textiles, Banners, Soft Signage, and Flags**

- Digital textile printing has proved to be much more sustainable than analog printing techniques. Its benefits range from a reduction in ink consumption and water pollution, to an increased efficiency of production processes and logistics.

# Sustainability

## Areas of Opportunity

### Soft Signage

Fabrics are an excellent example of sensory marketing.

Store windows and product displays are meant to have dramatic visual appeal.



# Sustainability

## Areas of Opportunity

### Hotels

Digitally-printed textiles and fabrics for hotels can bring a high-end look and feel — and allow hotels to update more regularly.



### Home décor

Digitally-printed textiles and fabrics bring updated style to outdated spaces.

# Personalization & Customization



- *New York Times, March 2020*
  - “More and more industries and companies are joining the mass-customization bandwagon. Many are niche manufacturers and start-ups, unencumbered by expensive legacy factories and supply chains. Others are big brands that added customization options to extend their product lines and increase sales.”

# Personalization & Customization



## Areas of Opportunity

- Vehicle Graphics



# Personalization & Customization



## Areas of Opportunity

- Interior Décor



# Personalization & Customization



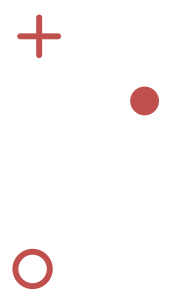
## Areas of Opportunity

- Apparel





# Personalization & Customization



Areas of Opportunity  
Shoes

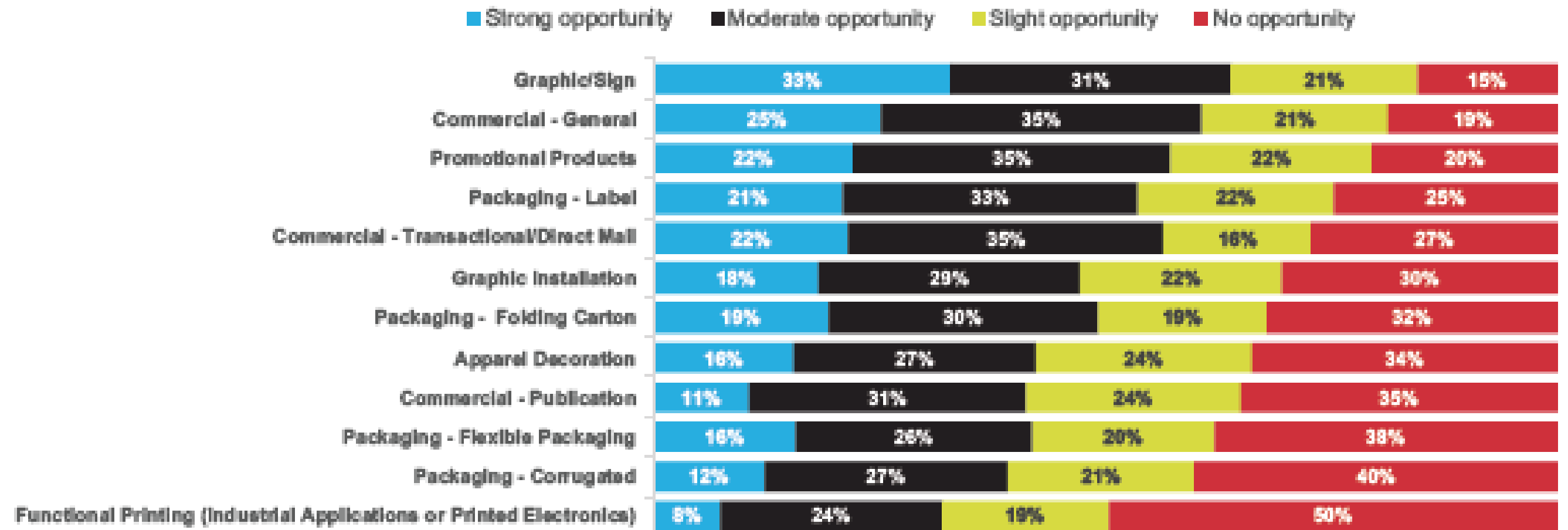


# Convergence & Diversification

80% of PSPs are entering or considering entering a print segment other than their own.

51% are evaluating three or more segments

## Perceived Growth Opportunity



Q. Rank the growth opportunity the following print segments offer your organization.  
*n=480 Respondents that believe there is opportunity in other segments*



# Questions?

For more information or for questions, please reach out to us directly.

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