

PRINTING UNITED  PRESENTS:
ALLIANCE

wide-format **SUMMIT**

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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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Divisional Merchandising Director – Print Services

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Officedepot.com

Who Should Consider Online Storefronts?

100%

You should.