Industry convergence

Printers expand their services in

- Graphic and sign (65.4%)
- Functional printing (21.0%)
- Package printing/converting (19.8%)
- Apparel decoration (14.8%)

Average revenue contribution

- Graphic and sign (22.3%)
- Functional printing (19.7%)
- Package printing/converting (14.2%)
- Apparel decoration (19.2%)

MARKETS & PRODUCTS

9 is the average number of markets served.

The most popular markets:
- Nonprofits (69.4%), Corporate Branding (61.2%), Food Services (57.1%)

4 is the average number of products offered.

The most popular products:
- Direct Mail (73.3%)
- Marketing Collateral (70.2%)
- Point-of-Purchase (POP)/Display Advertising (64.9%)

BUSINESS OUTLOOK

Future looks promising

- Sales: Current increase, Future increase
- Production/amount of work: Current increase, Future increase
- Employment: Current decrease, Future increase
- Prices for products sold: Current increase, Future increase
- Pre-tax profitability: Current increase, Future increase

Industry confidence

- 47.8% Positive
- 45.7% Neutral

55.6% are entirely or mostly digital, while 18.5% are entirely or mostly analog.

Practically all (96.3%) provide finishing services, with bindery (75.9%) and lamination (61.1%) being the most popular.