COMMERCIAL PRINTING SCORECARD

BIGGEST BARRIERS TO GROWTH

- Finding new customers: 58.2%
- Downward pressure on prices: 45.5%
- Cost of new technology adoption: 38.2%
- Recruiting/retaining production personnel: 25.5%
- Rising costs: 25.5%

CAPITAL EQUIPMENT PURCHASE PLANS

- Plan to purchase capital equipment during the coming year: 53.2%
- Plan to invest $5,000 – $49,999: 37.8%
- Plan to invest $500,000 or more: 24.3%

The highest percentages plan to purchase:

- Wide Format Inkjet: 16.1%
- Direct-to-Garment Inkjet: 13.0%
- Commercial Inkjet: 12.9%

STRATEGIES FOR BUILDING COMPETITIVE ADVANTAGE

- Lean manufacturing/continuous improvement: 80.9%
- Improve customer service: 63.4%
- Maximize value of current customers: 61.0%
- Becoming a one-stop shop: 51.1%
- Reduce operating costs: 51.1%

TOP FACTORS IN THE CAPITAL EQUIPMENT PURCHASE DECISION

- Customer support: 57.6%
- Durability of equipment: 54.5%
- Price to operate/maintain: 45.5%
- Brand name/reputation: 42.4%
- Range of capabilities: 30.3%

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Based on 2019, Q4 SGIA Industry Survey