

Grow in high gear

Digital is your driving force

Leading the industry's growth, there are reasons why digital commercial printing is resilient against the downward trend that analog is experiencing. Find out how digital can upgrade your production floor with efficiency gains so impactful it can revamp your business into a versatile, high-performing powerhouse.

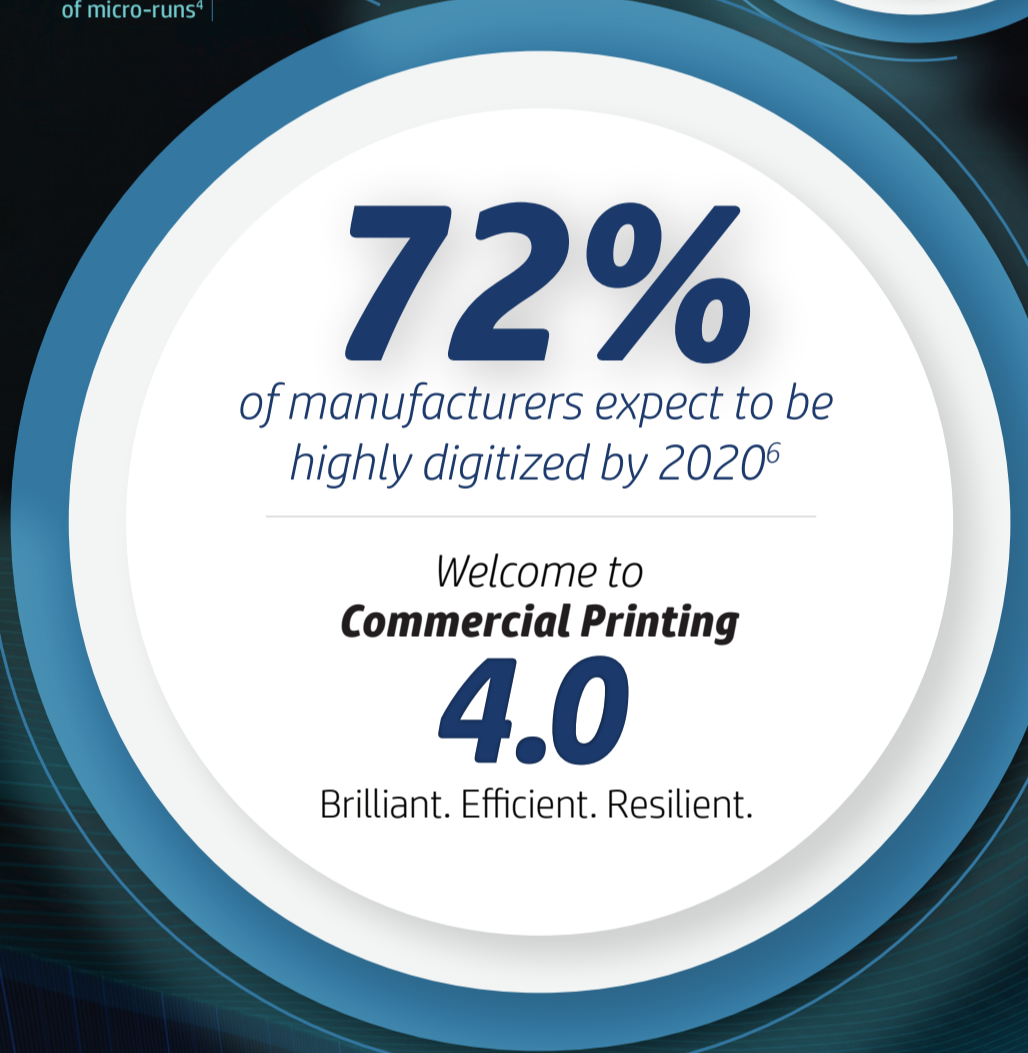


DON'T CALL IT A TREND
It's a new era in manufacturing and customer expectations.



MEET A WORLD OF NEW OPPORTUNITIES.

- 90% of consumers find personalization appealing²
- 24% - 89% premiums customers are willing to pay for digital print enhancements over CMYK-only work³
- Join the proliferation of micro-runs⁴



Offer more to make more

47% of commercial printers describe themselves as a combination of company types⁷

- In addition to providing print service:**
- 43% provide mailing service
 - 28% provide fulfillment service
 - 20% provide marketing service

68% of consumers are more loyal to organizations that offer convenience⁸

5.2% projected web-to-print CAGR through 2021⁹

Sources:

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- IT Strategies - Keeping your print business thriving in today's market - How to overcome complexity and be ready for future
- IEEE Xplore Digital Library. IEEE is Fueling the Fourth Industrial Revolution <https://innovate.ieee.org/innovation-spotlight-ieee-fueling-fourth-industrial-revolution/>
- Hoey, Brian (n.d.), "6 Important Industry 4.0 Statistics to Know," Supply Chain and Sales and Operations Planning Software, (accessed July 17, 2020), [available at <https://blog.flexis.com/6-important-industry-4.0-statistics-to-know>].
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- "New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences," The Industry's Most Advanced Data-Driven Marketing, (accessed June 30, 2020), [available at <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>].
- Web-to-Print Solutions: What's Driving Its Adoption by Print Service Providers? NAPCO Research.