

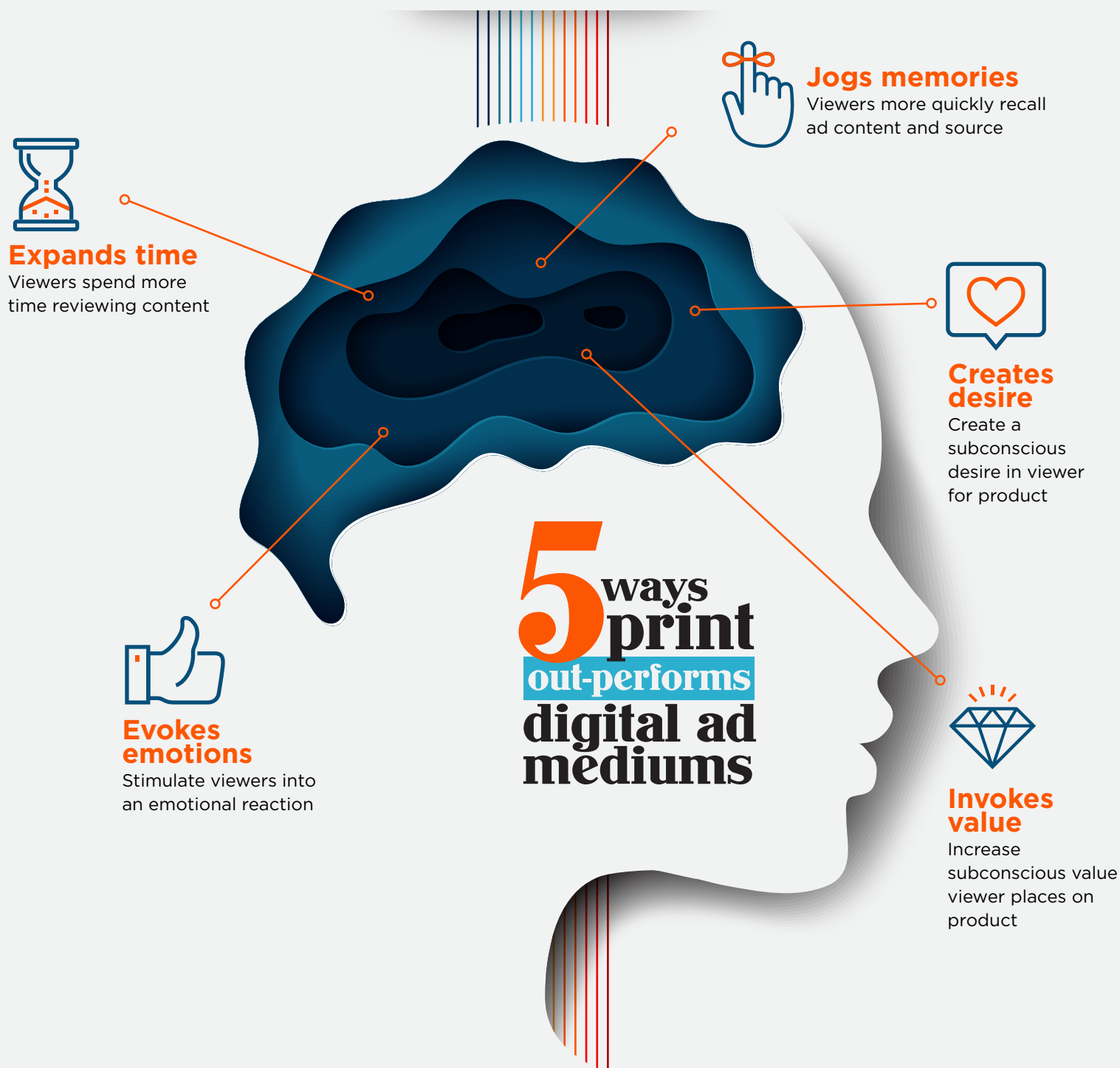
Act now. Plan now.

Print's new role has been defined.
Real possibilities await.

With the acceleration of digitization and a fast-changing global economy with new customer demands, printers have to adapt and survive by expanding offerings. The need for innovation is clear, but two questions remain: **Why is print still relevant in an online world and where is the growth now?**

Print's enduring persuasive powers

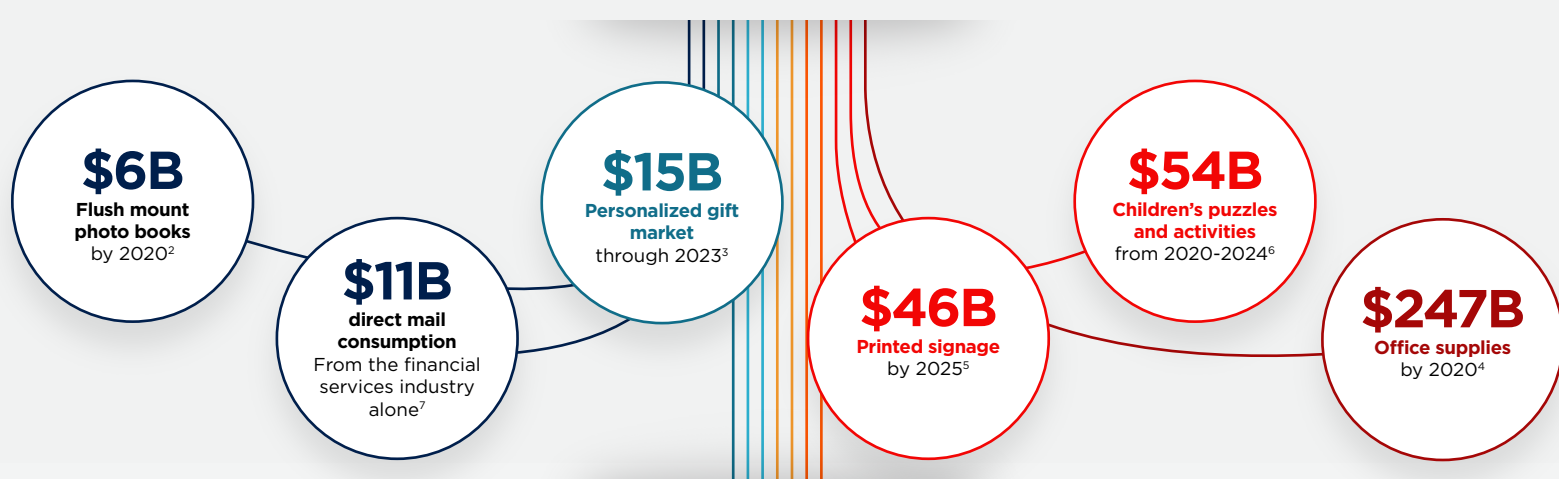
The best way to garner the attention of consumers is with a strategic blend of print and digital touch points—a mix that maximizes digital's instantaneous aspects and print's tangible strengths.¹



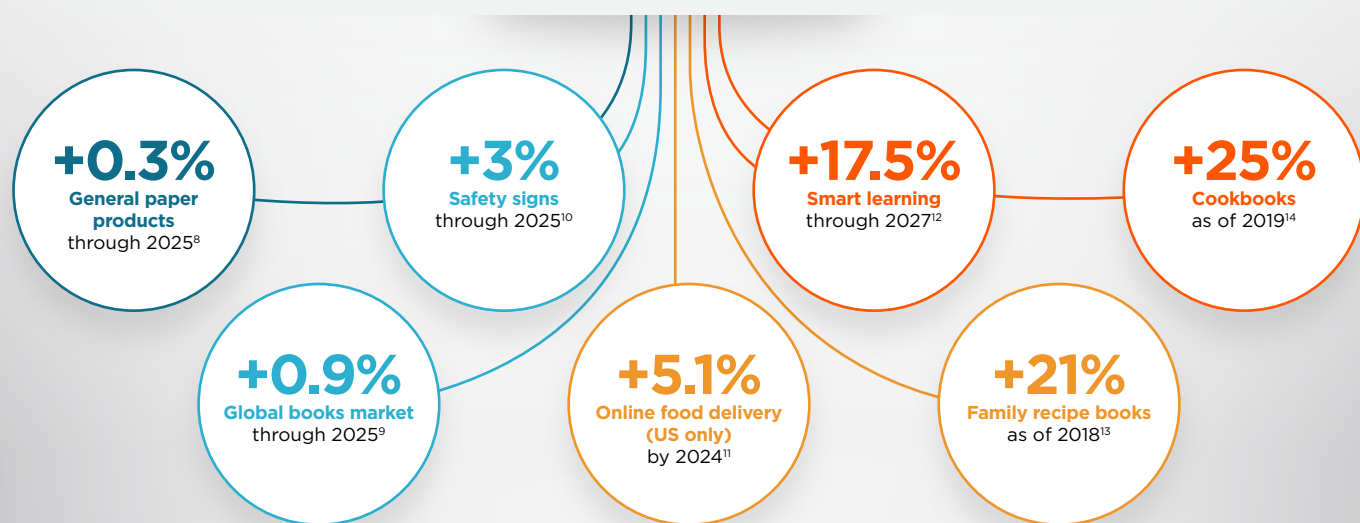
Real possibilities, by the numbers.

Beyond ad content, print's unique qualities give it the ability to not only market products, but accompany them in different forms of collateral. Plus, in many industries paper is the object of attention. These print-minded industries are growing with opportunity right now.

Billion-dollar outlooks



Climbing CAGRs



Learn how printers are equipping themselves with more agility and capturing the real possibilities of a changing world.

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