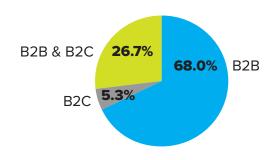
COMMERCIAL PRINTERS SCORECARD

COMPANY OVERALL

65.0% – fewer than 20 employees

63.1% – sales less than \$3M

72.2% – more than 20 years in business



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



is the average number of markets served.

The most popular markets:

Nonprofits (69.4%), Corporate Branding (61.2%), Food Services (57.1%)

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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%)

OPERATIONS

55.6% are entirely or mostly digital, while18.5% are entirely or mostly analog.

74.1%use more than50.0%of their potential production

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

Future looks promising Current increase Future solve for production amount of work Future solve for products sold profitability

Industry confidence





45.7% Neutral