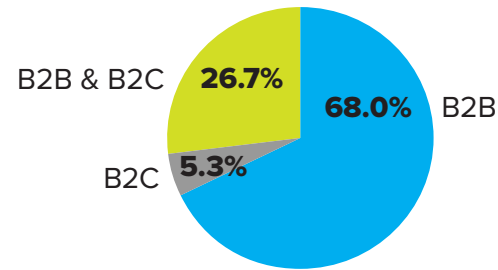


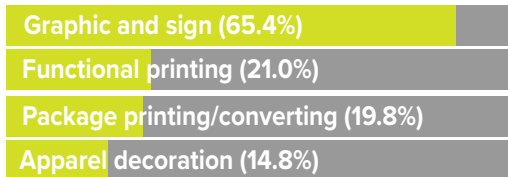
COMPANY OVERALL

**65.0%** – fewer than 20 employees  
**63.1%** – sales less than \$3M  
**72.2%** – more than 20 years in business

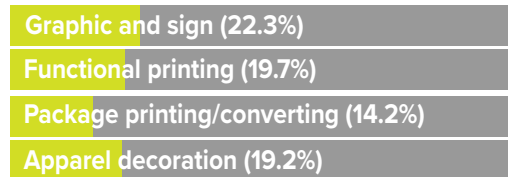


Industry convergence

Printers expand their services in



Average revenue contribution



OPERATIONS

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

**74.1%** use more than **50.0%** of their potential production

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

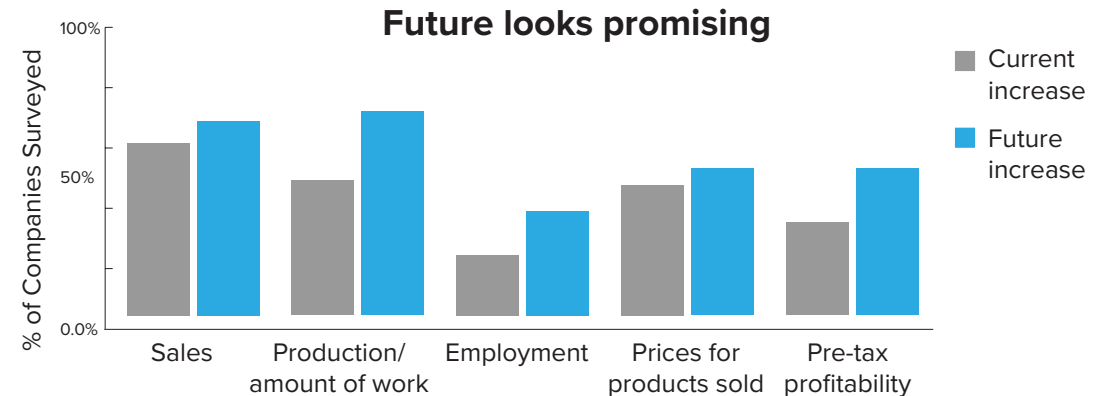
MARKETS & PRODUCTS

**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:**



BUSINESS OUTLOOK



Industry confidence

