

**If you had one
"burning" question
that you would want
answered at the Wide-
Format Summit what
would it be?**

Marco Boer

Vice President

IT Strategies, Inc.

PRINTING UNITED
ALLIANCE PRESENTS:

wide-format
SUMMIT



1. What does tomorrow's technology look like?

@WF_Impressions
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1. Better PQ, faster, cheaper?

- Predictive analytics
- Engineer out maintenance tasks

2. Removing human touch points

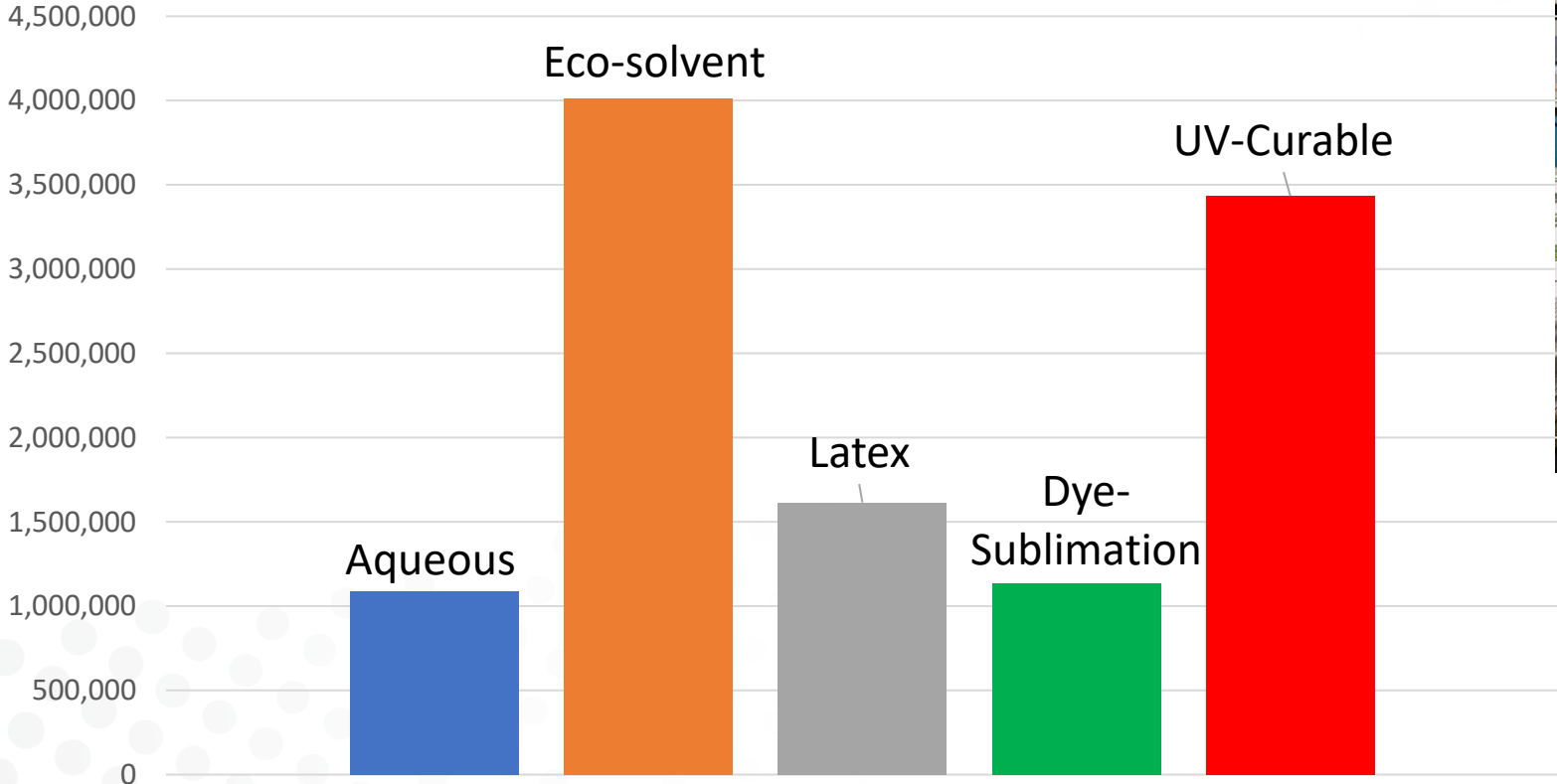
- Cloud software (job in-take/print/finishing/shipping)
- More automated finishing



2. Will new ink chemistry obsolete existing ink types?

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WFG Liter Ink Volume, WW 2021



3. How do “we” address decreasing profit margins?

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1. Growing competition from commercial printers, other
 - Deeper resources
 - More automation
2. Automation isn't free, and isn't a one-time expense
 - Business model is changing from artisanal to professional business
3. Net new applications key to margin growth



4. How can we manage inconsistent substrate availability/color profiling

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1. Waste in re-printing more common as substrate availability changes weekly
 - Investigate existing RIP color profiling capabilities; update or upgrade where needed
 - Investigate if HW OEM can help to simulate media profiles



5. When will substrate availability/pricing stabilize?

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1. Availability: paper/board, vinyl, or fabric?
 - Less domestic capacity, but shipping container availability improving – enabling greater availability of imported substrates
2. Pricing: don't expect any price reductions in the foreseeable future
 1. Production energy cost surcharges
 2. Shipping cost surcharges



Bottom Line

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Don't wait to invest because you fear there will be something better available tomorrow

Technology improvements are mainly focused on removing human touch points

Formalize a capital investment budget for next five years, for HW and software.

