

# General Sessions: **WHO BUYS WIDE-FORMAT: HOW, FROM WHOM, AND WHY**

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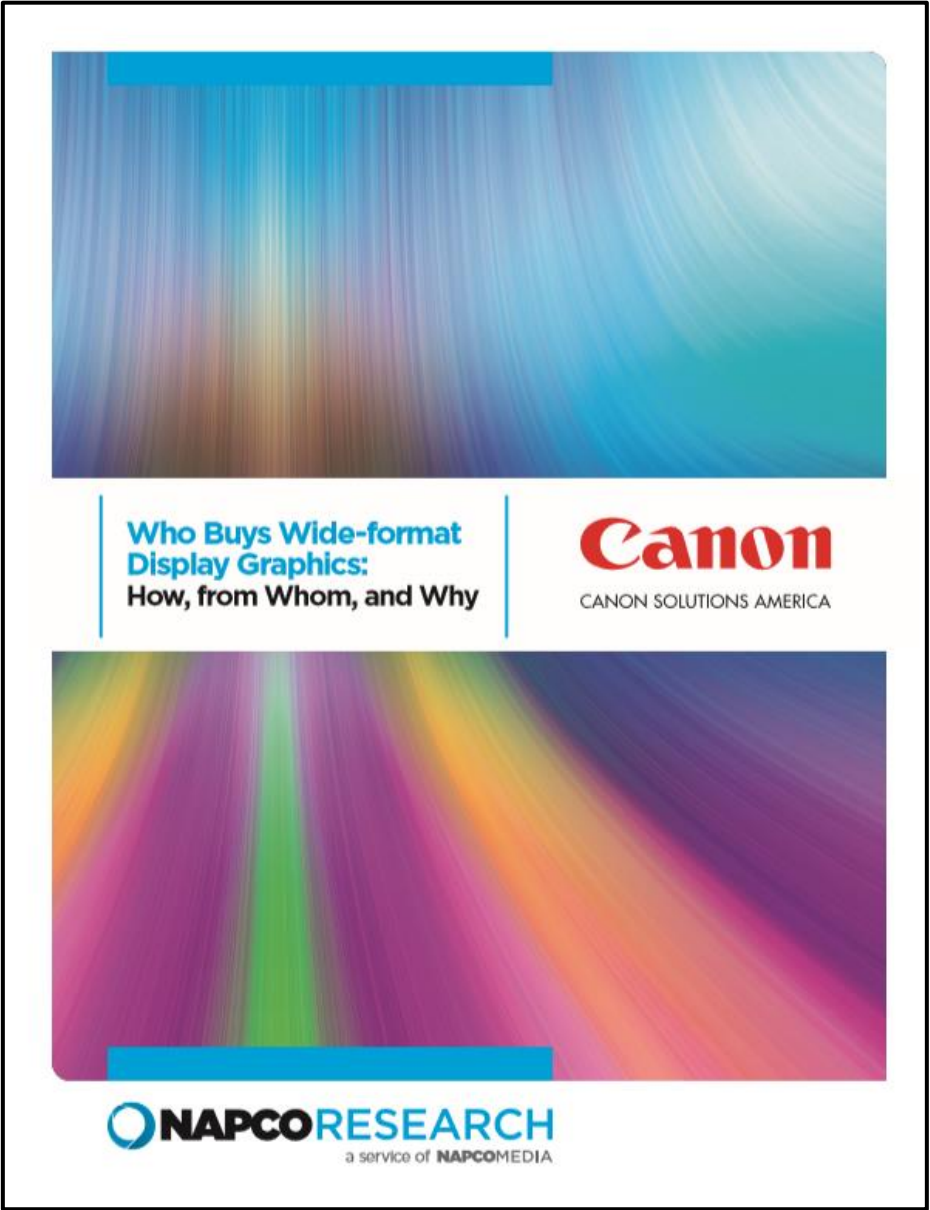
# RESEARCH STUDY

- NAPCO Research designed and deployed 2 surveys:
  - Buyers and influencers of sign and display graphics
  - Providers of sign and display graphics
  - In the field this year
- Goals:
  - Identify trends influencing demand
  - Define buyers’ purchasing needs and preferences
  - Understand providers’ challenges, opportunities, and investment plans

Number of Survey Completes

Segment	Response
Purchasers or Purchase Influencers of Sign and Display Graphics	125
Providers of Wide-format Printing	85

Release Date: October 2023



# AGENDA

- The Opportunity
- Who is the Buyer?
- Why do they Buy?
- What do they Buy?
- Where do they Buy?
- What do they look for in Providers?



# MANY HIGH-VALUE APPLICATIONS

- Wide-format graphics are powerful communication tools, compelling marketing vehicles, and effective décor enhancers
- Build brand equity and recognition
- Create long-term awareness
- Wayfinding
- Banners, Posters, Billboards, Soft Signs, Window Graphics, Wall Coverings, Floor Graphics, Vehicle Wraps, (the list goes on) **deliver results**

Billboard for Netflix Extraction 2 SWEATS

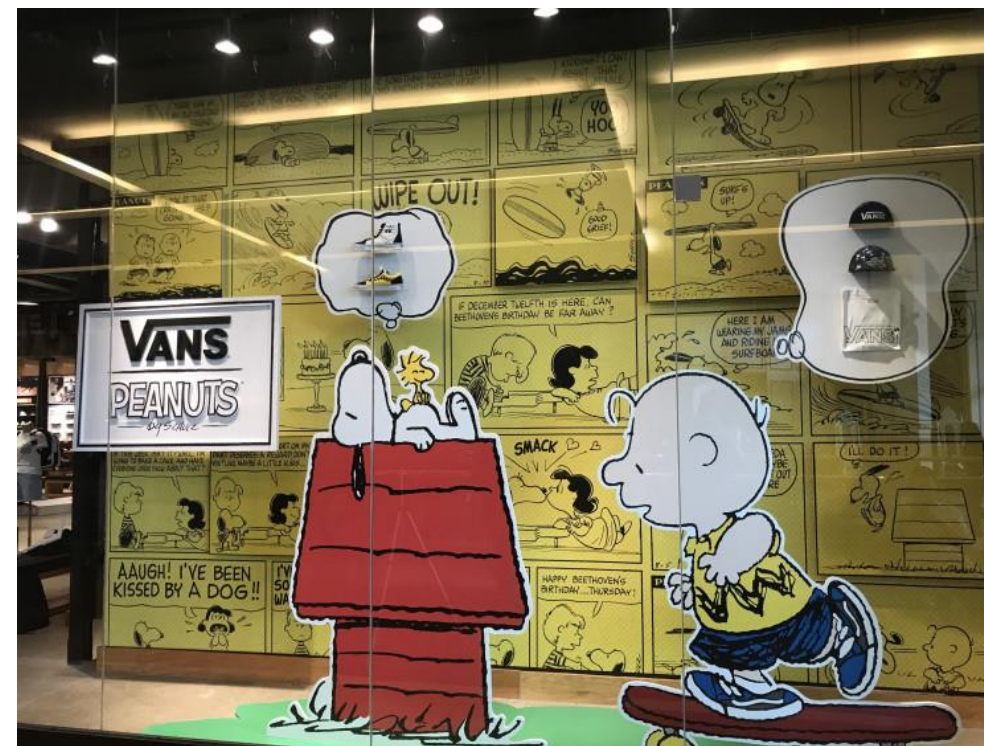


Wayfinding Signs



FASTSIGNS

Retail Window Display



Direct Edge Media

Burberry Store Retail Floor Graphics



Vomela



# WIDE-FORMAT APPLICATION DEMAND DRIVERS

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Innovations in Technology and Substrates

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Every Surface is a Canvas

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Demand for Experiential Marketing

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Marketers Mixing Media

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Availability of Embellishment/Enhancements

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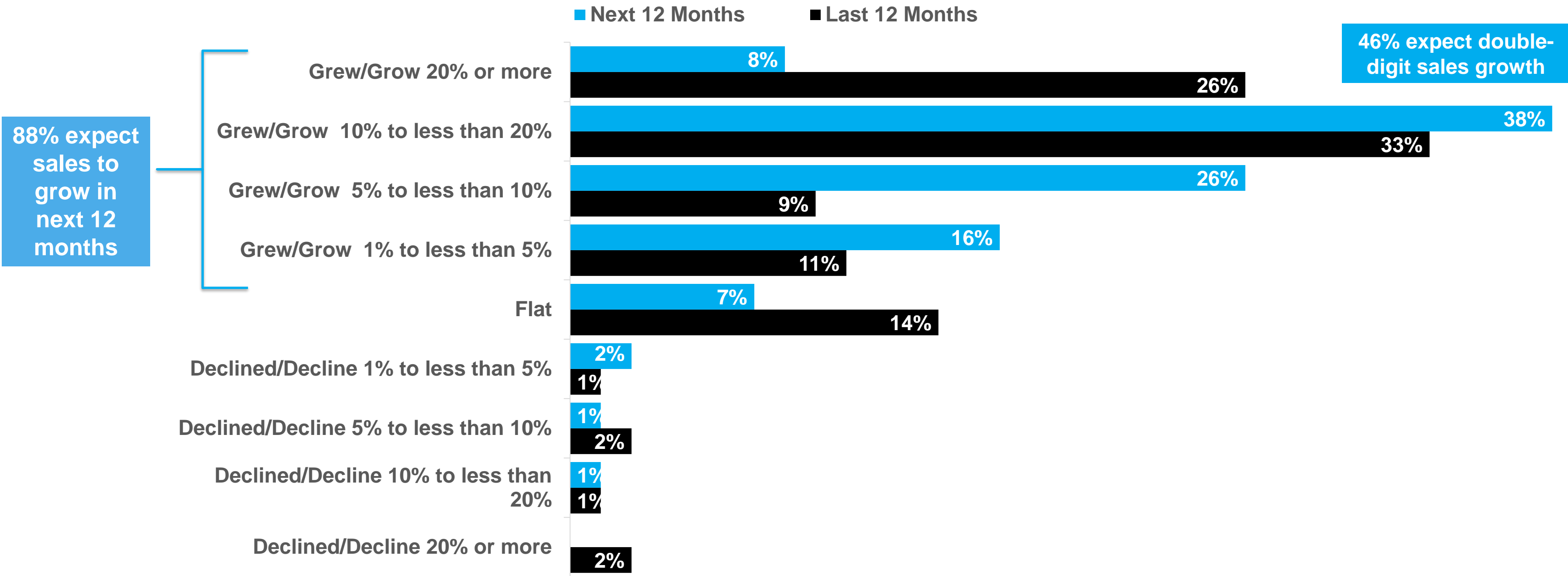


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# PROVIDERS EXPECT GROWTH

Q. What was/do you expect your organization's rate of sales growth in the last 12 months/next 12 months?



n=85 Providers of Wide-format Printing  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023

# PROVIDERS KEY CHALLENGES

Q. Rate the level of challenge each of the following factors presents to your wide-format printing business.

## Described as a Critical Challenge

- Hiring production staff 42%
- Increasing labor costs 42%
- Maintaining profitability 38%
- Increasing shipping costs 37%
- Finding new sales/revenue sources 33%
- Hiring sales reps 30%
- Increasing substrate prices 30%
- Increasing ink prices 23%
- Keeping up with print buyer demands for price and quality 22%
- Staying current with hardware/software technology solutions 18%
- Meeting customer sustainability requirements 14%
- Obtaining materials 14%

n = 73 Providers of Wide-format Printing

Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023



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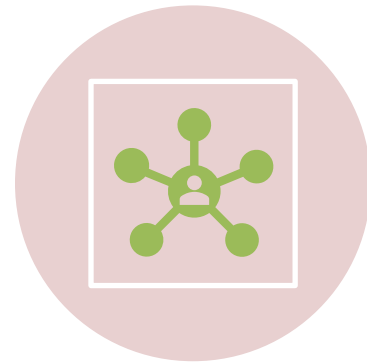
WHO IS THE BUYER?



# BUYER CHARACTERISTICS



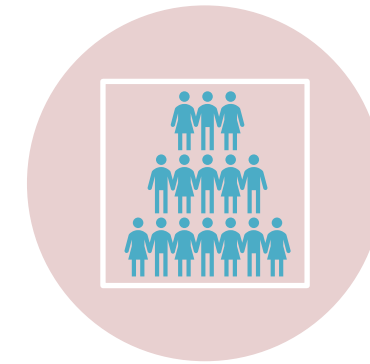
MANY JOB  
RESPONSIBILITIES



OPTIONS BEYOND  
PRINT



INTENSE PRESSURE TO  
DEMONSTRATE ROI



REPRESENT MULTIPLE  
GENERATIONS AND  
EXPERIENCE LEVELS

# PURCHASING DECISION MAKERS

Q. Which of the following describes your role in your organization?

1. CEO/President/Owner/Director 47%
2. Marketing Executive 13%
3. Manager 8%
4. Marketing Program Manager/Marketing Manager 7%
5. Management Executive 3%
6. Designer 3%
7. Chief Experience Officer 2%
8. Customer Relationship Manager 2%
9. Event Manager 2%
10. Brand Manager 1%
11. Facilities Manager 1%
12. Print Buyer/Specifier 1%
13. Product Manager 1%
14. Purchasing 1%



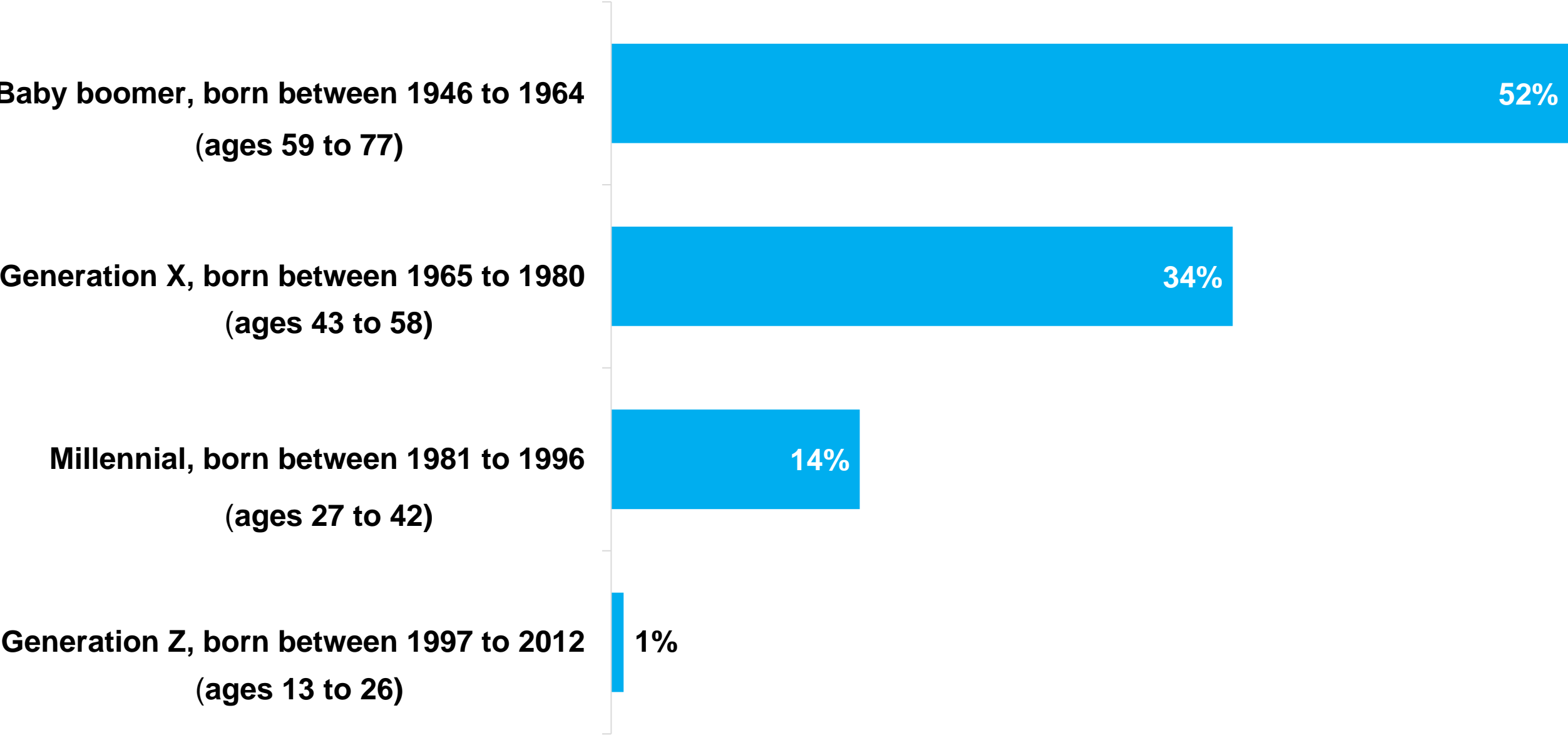
# KEY JOB TITLES

- Merchandisers
- Visual Merchandisers
- Designers
- Purchasing Director
- Purchasing Manager
- Business Manager
- Marketing Director
- Chief Experience Officer
- Event Manager
- Marketing Coordinator
- Marketing Manager
- Store Manager
- Chief Marketing Officer
- Customer Relationship/  
Loyalty Manager
- Communications Director
- Office Manager
- Facilities Manager



# RESPONDENTS BY GENERATIONS

Q. Which generation best describes you?



**Average experience for respondents in purchasing or influencing sign and display graphics: 14 years**

n = 148 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023



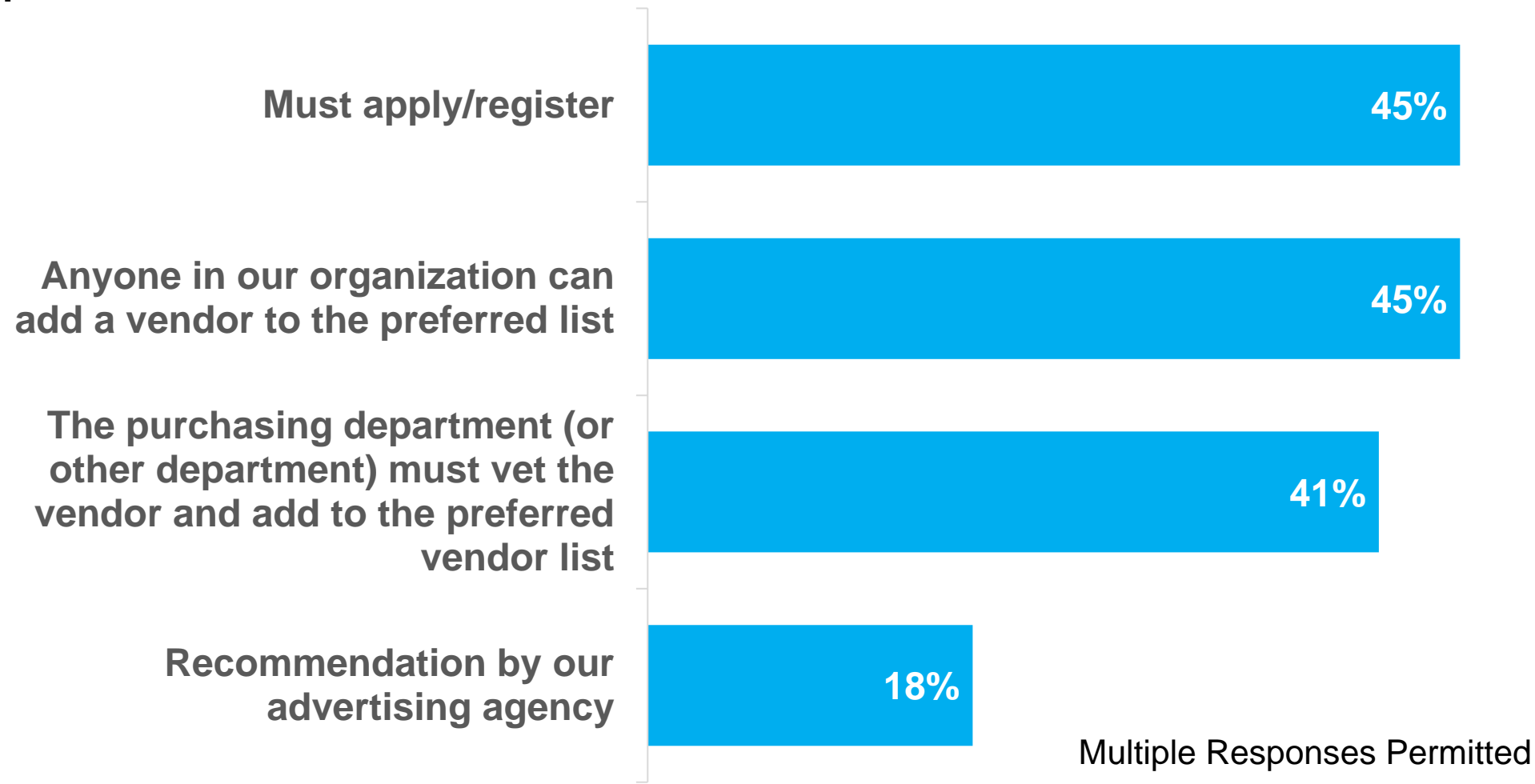
# PREFERRED VENDOR LISTS

19%  
of buyers required to  
buy sign and display  
graphics from an  
approved vendor list

n = 120 Purchasers or Purchase Influencers of  
Sign and Display Graphics

## Getting on Approved Vendor List

Q. How do sign and display graphic suppliers get on your organization's preferred vendor list?



n = 22 Purchasers or Purchase Influencers of Sign and Display Graphics respondents  
required to buy from an approved vendor list

WHY DO THEY BUY?

# THE R'S OF GRAPHICS POWER

## Reach

### Audiences

- Highly visible
- Builds brand equity and recognition

## Reliability

### Channel

- Ever-present — doesn't need to be turned on, tuned into, clicked through
- Hard to ignore

## Recall

### High

- OOH generates up to 67% ad recall, a figure higher than most other channels
- Creates long-term awareness

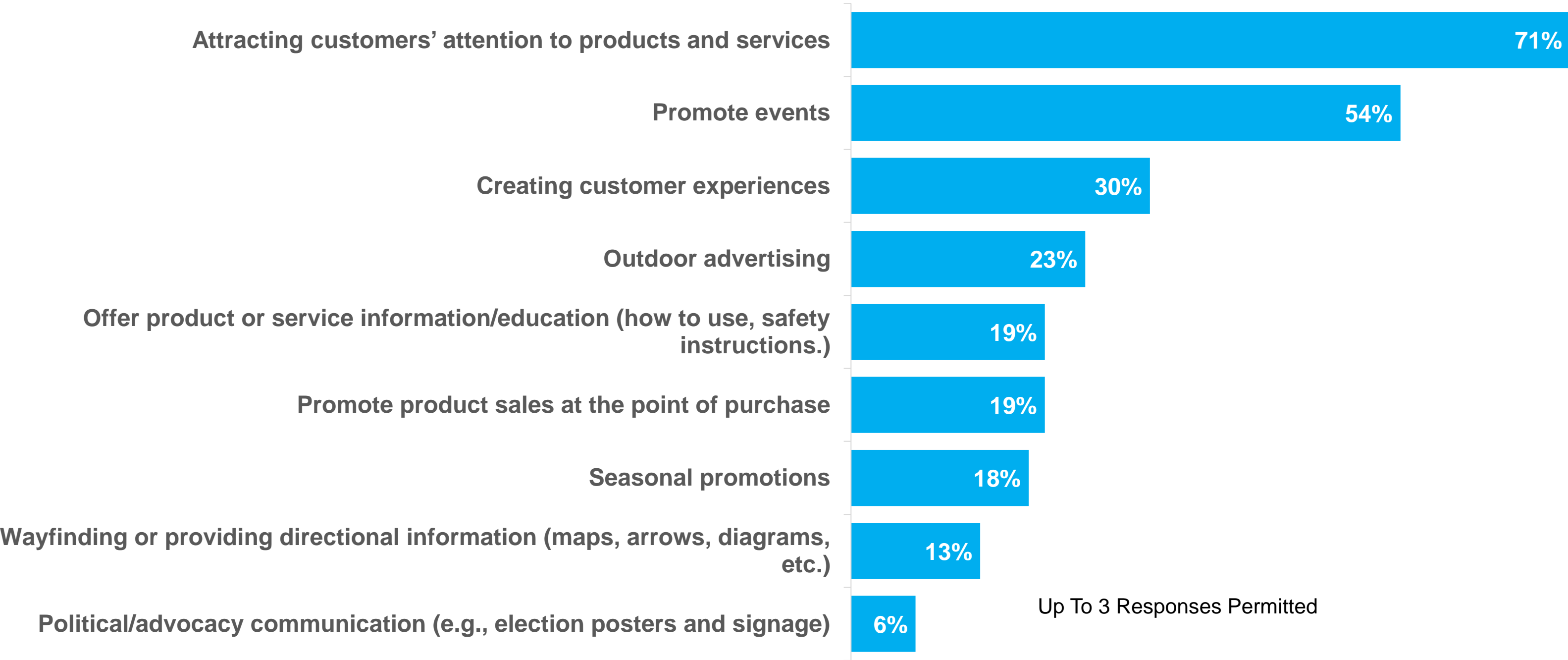
## Radiate

### Environments

- Enhance decor
- Improve experiences

# TOP REASONS USE SIGN AND DISPLAY GRAPHICS

Q. What are your organization's TOP 3 objectives for using sign and display graphics?



n = 125 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023





# ATTRACTION AND PROMOTION EXAMPLES



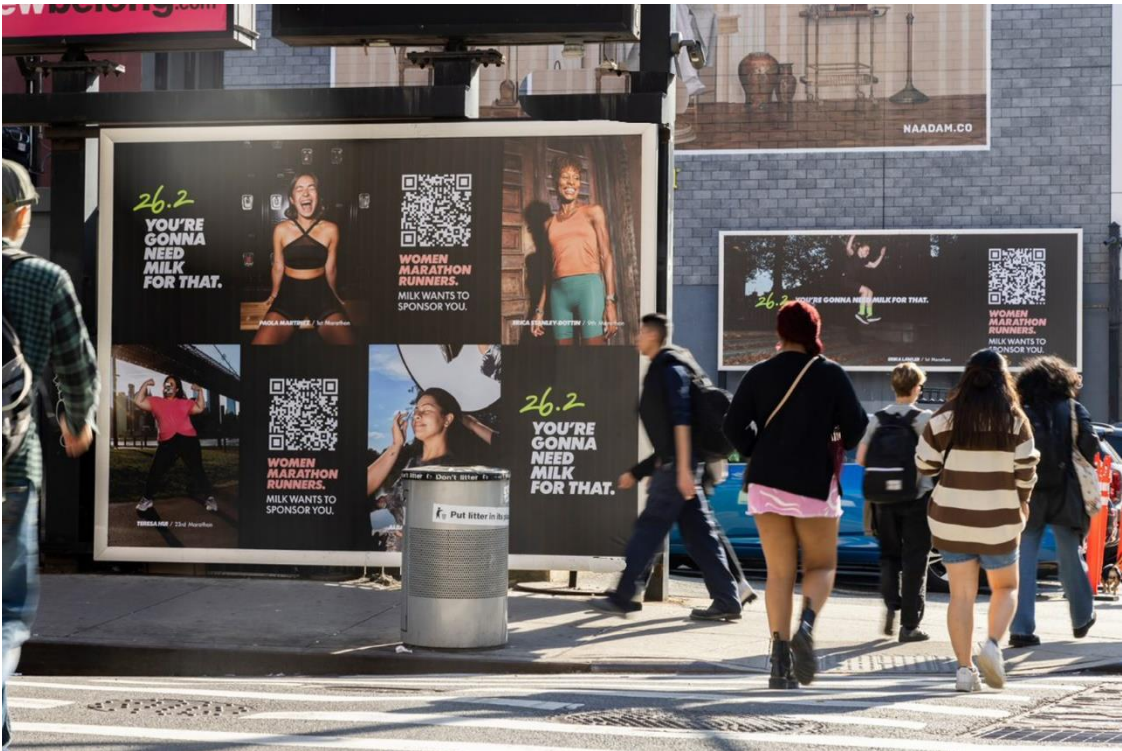
[www.imageoptions.net](http://www.imageoptions.net)



<https://oaaa.org/creative-library/chris-p-poultry-attorney-at-law-2/>



[www.prigraphics.com](http://www.prigraphics.com)



<https://oaaa.org/creative-library/milkpep-supports-female-marathoners-2/>



[www.actionsignsco.com](http://www.actionsignsco.com)

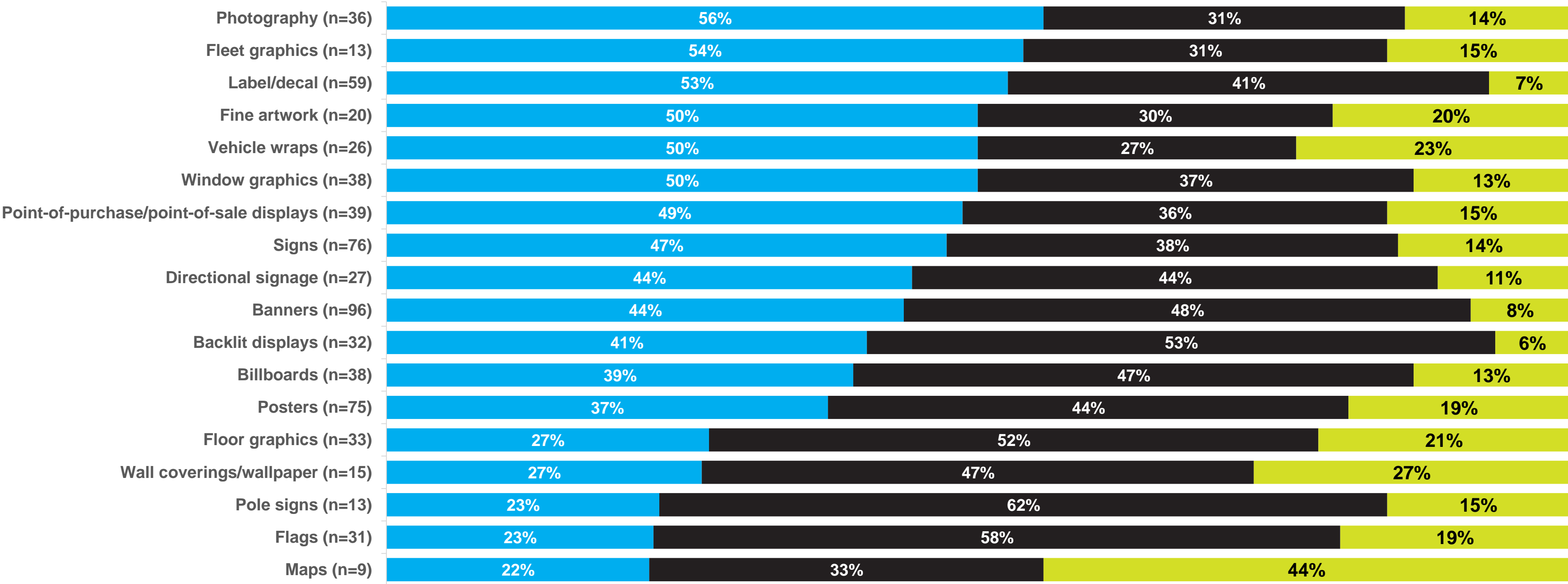


WHAT DO THEY BUY?

# BUYER SPENDING TREND LAST 12 MONTHS

Q. In the last 12 months, what was your organization's spending trend for the sign and display graphics you purchase?

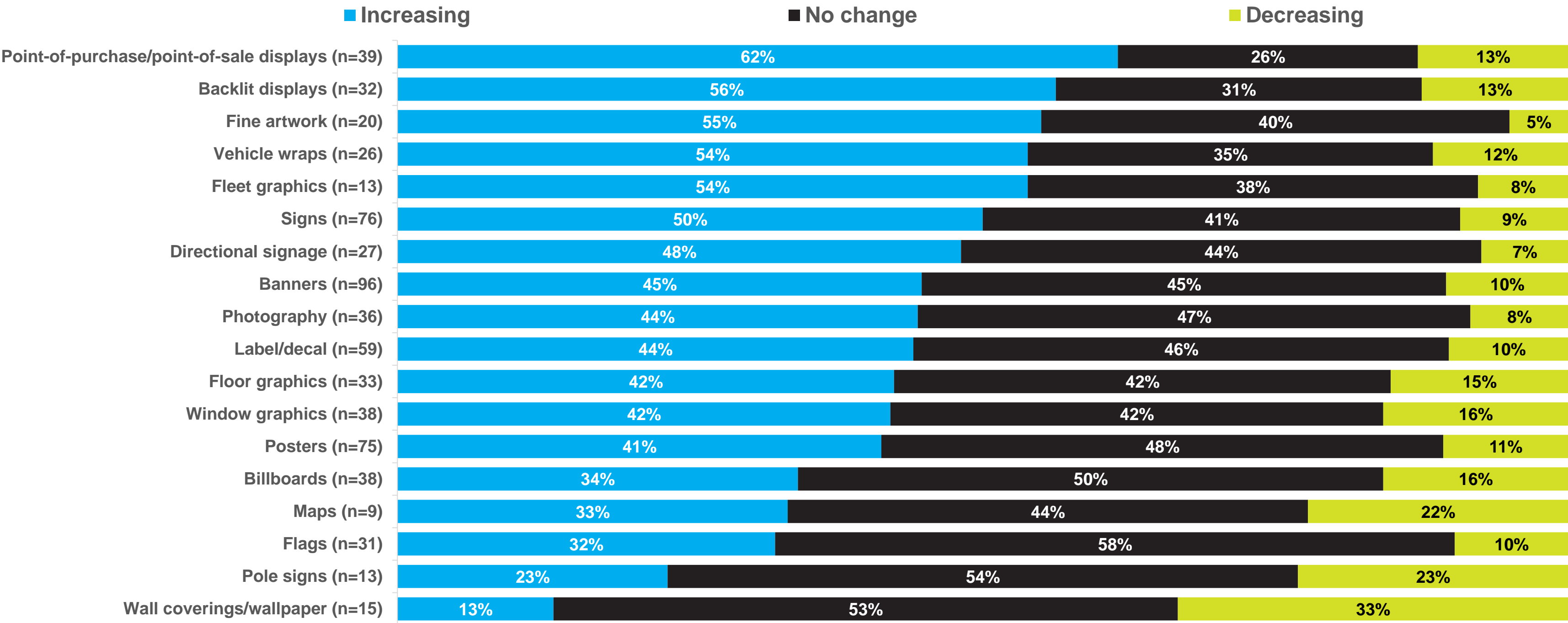
■ Increased                      ■ No change                      ■ Decreased



n = 125 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023

# BUYER SPENDING EXPECTATIONS NEXT 12 MONTHS

Q. In the next 12 months, what do expect will your organization's spending trend will be for the sign and display graphics you purchase?

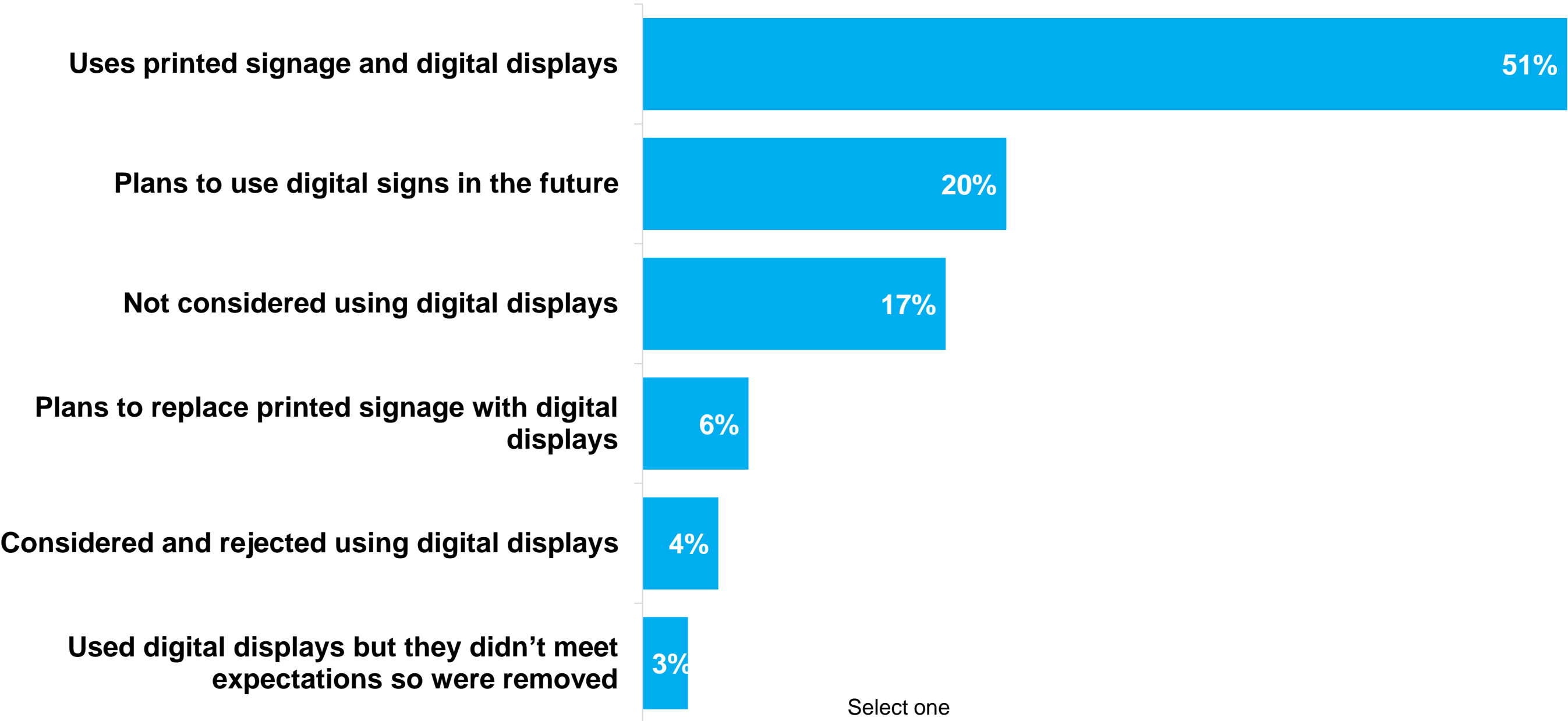




# USE OF DIGITAL SIGNAGE

Q. Which of the following statements best aligns with your company's use of digital signs/displays?

My company...

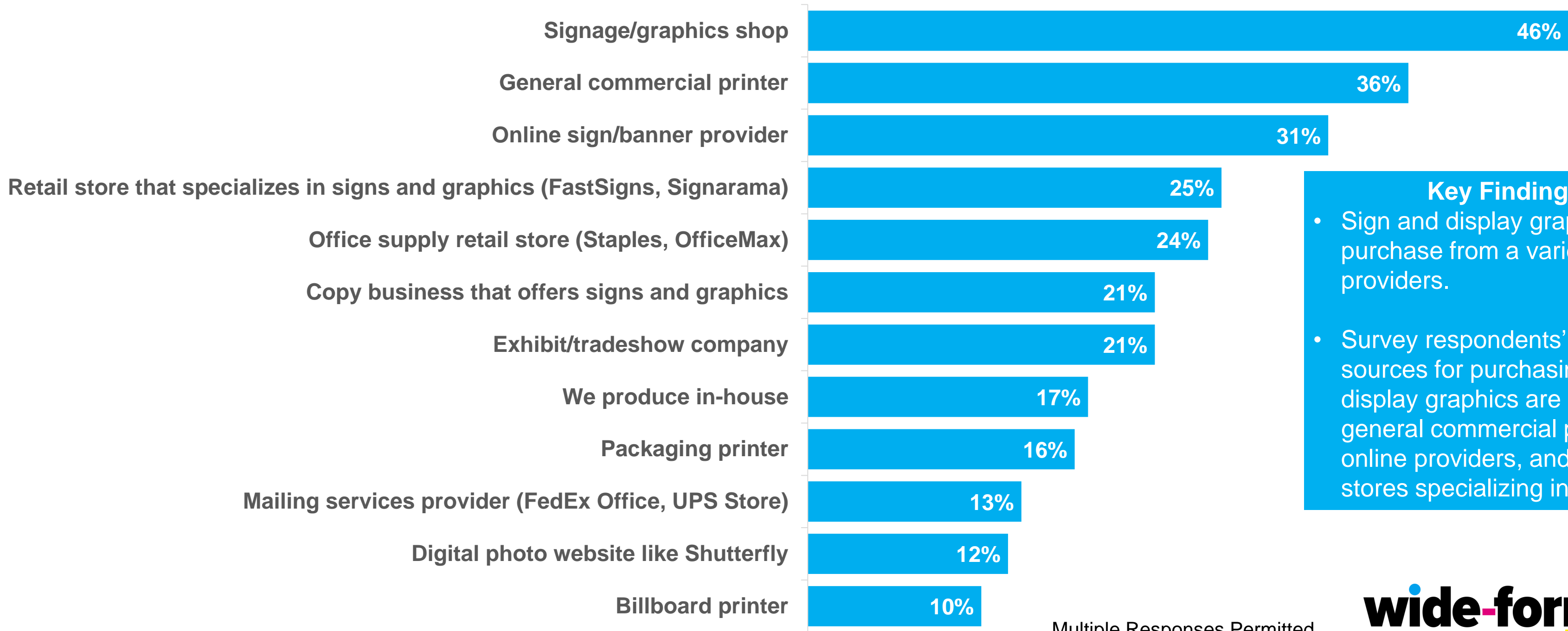


n = 120 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023

WHERE DO THEY BUY?

# WHERE ORGANIZATIONS BUY SIGNAGE

Q. Where does your organization purchase its sign and display graphics?



## Key Findings

- Sign and display graphic buyers purchase from a variety of providers.
- Survey respondents' top sources for purchasing sign and display graphics are sign shops, general commercial printers, online providers, and retail stores specializing in signage.

Multiple Responses Permitted

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# WIDE-FORMAT IMPRESSIONS 150 – First 49



WIDE-FORMAT IMPRESSIONS 150												
2022 Ranking	2021 Ranking	Company	Principal Officer	WF Sales (Millions)	WF Sales %	Overall Sales (Millions)	Primary Spec	In-House Printing Technologies	# Locations	Employees	URL	
1	2	Orora North America (Itha Orora Visual and Orora Packaging Solutions), Mesquite, TX	Stephen Williams	\$378.00	14%	\$2,700.00	PKG 85%, DWF 1% (including point-of-purchase), PUB 1%	DCS, DCW, DWF; FLX, LTR, OFD, OFS, OFW, SCR	15	2,889	ororanewsall.com	
2	1	Imagine, Minneapolis, MN	Chris Cavanaugh	\$256.23	73%	\$351.00	DWF 73%; PKG 12%; COM 10%; DM 5%	DCS, DCW, DWF; FLX, LTR, OFD, OFS, SCR	4	1,242	theimagingroup.com	
3	3	Vomela Specialty, St. Paul, MN	Mark Auth	\$140.00	40%	\$350.00	SPEC 45% (SCR printing, small-format digital, dye-sublimation); DWF 40%; COM 8%; DM 5%; PKG 2%	DCS, DWF, OFD; OFS, SCR	21	1,300	vomela.com	
4	5	Miller Zell, Atlanta, GA	Chip Miller	\$129.35	65%	\$199.00	DWF 65% (including POP); COM 22%; INS 13%	DWF, SCR	2	300	millerzell.com	
5	—	RD Donnelley (RDO), Chicago, IL	Tom Quinlan	\$74.46	2%	\$4,963.70	SPEC 34% (Digital print & fulfillment, digital & creative solutions, labels, supply chain mgmt, forms, BPO); COM 30%; PKG 15%; DM 10%; S/T 8%; DWF 2%	DCS, DCW, DWF; FLX, LTR, OFD, OFS, OFW, SCR	114	32,000	rd.com	
6	4	Showdown Displays, Brooklyn Center, MN	Kevin Walsh	\$64.26	90%	\$71.40	DWF 90%; SPEC 10% (Promotional products)	DWF	3	450	showdowndisplays.com	
7	6	Transcontinental Inc., Montreal, Quebec	Peter Brues	\$52.80	2%	\$2,640.00	PKG 54%; SPEC 44% (Printing and media); DWF 2%	DCS, DCW, DWF; FLX, OFS, OFW	41	8,000	tc.tc	
8	7	Lithographix Inc., Hawthorne, CA	Herb Zebrack	\$38.00	40%	\$95.00	DWF 40%; COM 20%; CAT 10%; DM 10%; PKG 10%; INS 10%	DCS, DWF, OFD; OFS, OFW	1	250	lithographix.com	
9	8	Duggal Visual Solutions, New York, NY	Michael Duggal	\$37.38	42%	\$89.00	SPEC 44% (Custom displays, retouching, multimedia, and photographic work); DWF 42%; COM 10%; CAT 2%; BKS 2%	DCS, DWF	9	391	duggal.com	
10	12	Amsive, Bolingbrook, IL	Brad Moore	\$36.00	20%	\$180.00	DM 65%; DWF 20%; COM 15%	DCS, DCW, DWF; OFD, OFS, SCR	5	700	amsive.com	
11	10	Olympus Group, Milwaukee, WI	Brian Adam	\$30.00	100%	\$30.00	DWF 100%	DWF	5	250	olympusgrp.com	
12	19	Big Mountain Imaging, Philadelphia, PA	Jason Cardonick	\$29.00	100%	\$29.00	DWF 100%	DWF	2	42	printingbigideas.com	
13	22	Mittara Group, Des Moines, IA	Jon Troen	\$27.77	5%	\$555.40	DM 20%; INS 15%; SPEC 15% (Custom technology solutions, data & analytics, and content creation); PKG 10%; CAT 10%; PUB 10%; S/T 5%; COM 5%; DWF 5%; FIN 5%	DCS, DCW, DWF; OFD, OFS, OFW	18	2,000	mittara.com	
14	—	Bluemedia, Tempe, AZ	Jared Smith	\$27.10	100%	\$27.10	DWF 100%	DCS, DCW, DWF	1	160	bluemedia.com	
15	11	Primary Color, Cypress, CA	Dan Hirt	\$25.92	40%	\$64.80	DWF 40%; COM 25%; DM 15%; SPEC 10% (Dye-sublimation, fabrication, installations); PKG 10%	DCS, DWF, OFS	2	263	primarycolor.com	
16	15	Sandy Alexander Inc., Clifton, NJ	Michael Graff	\$22.00	20%	\$110.00	COM 39%; DM 23%; DWF 20% (including visual displays); CAT 8%; FIN 5%; INS 5%	DCS, DCW, DWF; OFD, OFS, OFW	4	400	sandyinc.com	
17	—	TentCraft, Traverse City, MI	Matt Bulloch	\$21.50	100%	\$21.50	DWF 100%	DWF	2	90	tentcraft.com	
18	—	ABS Graphics, Itasca, IL	Russ Babka	\$20.25	50%	\$40.50	DWF 50% (including POP and display); DM 30%; COM 15%; PKG 5%	DCS, DWF, OFS, SCR	1	145	absgraphics.com	
19	9	Image Options, Foothill Ranch, CA	Dave Bales	\$20.00	50%	\$40.00	DWF 50%; SPEC 49% (Custom fabrication, wood and metal work, specialized experiential graphic production and installations); PKG 1%	DWF	3	150	imageoptions.net	
19	17	Turbo Images, St. Georges, Quebec	Pier Veilleux	\$20.00	100%	\$20.00	DWF 100%	DCS, DCW, DWF; SCR	5	135	turbo-images.com	
20	—	Yunker Industries, Elkhorn, WI	Karl L. Yunker	\$19.50	75%	\$26.00	DWF 75%; COM 25%	DWF	1	70	yunker.com	
21	—	DirectConnectGroup, Cleveland, OH	Robert A. Durhan	\$19.25	10%	\$192.51	COM 40%; DM 22%; SPEC 10%; DWF 10%; PUB 7%; CAT 5%; INS 4%; S/T 2%	DCS, DCW, DWF; LTR, OFD, OFS, OFW	8	700	directconnectgroup.com	
22	13	DATA Communications Management, Brampton, Ontario	Richard Kallam	\$18.10	10%	\$181.00	COM 45%; DM 20%; SPEC 20% (Labels, resales, warehousing, and logistics, tech-enabled workflow solutions); DWF 10%; PKG 5%	DCS, DCW, DWF; FLX, OFD, OFS, SCR	8	915	datacm.com	
23	30	Drummond, Jacksonville, FL	John Falconetti	\$17.04	30%	\$56.80	COM 50%; DWF 30%; DM 15%; PUB 3%; CAT 2%	DCS, DWF, OFD; OFS	6	234	drummond.com	
24	34	D'Andrea Visual Communications, Cypress, CA	David D'Andrea	\$16.73	75%	\$22.30	DWF 75% (including grand-format printing, custom fabrication, installations); PKG 15%; CAT 5%; DM 5%	DCS, DWF, OFS	2	90	dandreavisual.com	

Primary Specialties: BKS – Book Manufacturing; CAT – Catalogs; COM – General Commercial Printing; DM – Direct Mail; DWF – Wide-/Grand-Format Printing; FIN – Financial Printing; GAR – Garments; IND – Industrial Printing; INS – Inserts/Preprints; NEWS – Newspapers; PKG – Packaging; PUB – Publications/Periodicals; SPEC – Specialty Printing; S/T – Statements/Transactional; N/A – Not Available.

Printing Processes/Capabilities: DCW – Digital Continuous-Web; DCS – Digital Cut-Sheet; DWF – Digital Wide- & Grand-Format; FLX – Flexography; GRV – Gravure; LTR – Letterpress; OFS – Offset Sheetfed; OFW – Offset Web; OFD – Offset/Digital Hybrid; SCR – Screen

Wide-format Impressions | wideformatimpressions.com | JANUARY/FEBRUARY 2023

WIDE-FORMAT IMPRESSIONS 150												
2022 Ranking	2021 Ranking	Company	Principal Officer	WF Sales (Millions)	WF Sales %	Overall Sales (Millions)	Primary Spec	In-House Printing Technologies	# Locations	Employees	URL	
25	28	Prisma Graphic, Phoenix, AZ	Robert Anderson	\$15.40	20%	\$77.00	SPEC 35% (Digital on-demand storefronts); DM 25%; COM 15%; PKG 10%; BKS 5%; CAT 5%; PUB 5%	DCS, DCW, DWF; OFD, OFS, OFW	2	300	poweredbyprisma.com	
26	52	Candid Litho/Candid Worldwide, Manhasset, NY	Howard Weinstein	\$15.00	30%	\$50.00	DWF 30%; PKG 30%; DM 20%; INS 10%; CAT 10%	DCS, DCW, DWF; LTR, OFD, OFS, OFW, SCR	2	150	candidwv.com	
27	18	Cowan Graphics Inc., Edmonton, Alberta	Blaine MacMillan	\$14.82	60%	\$24.70	DWF 60%; SPEC 25% (Flot graphics, SCR print); GAR 5%	DCS, DWF, SCR	3	155	cowan.ca	
28	27	Thomas Printworks, Richardson, TX	Bryan Thomas	\$13.30	25%	\$53.21	COM 32%; DWF 25%; S/T 17%; DM 15%; INS 5%; CAT 5%	DCS, DWF, LTR, OFD, OFS	25	375	thomasprintworks.com	
29	26	Baesian Group, Hilliard, OH	Rod Baesian	\$12.80	40%	\$32.00	FIN 50%; IND 40%; SPEC 10%	DCS, DCW, DWF; OFS	2	130	baesian.com	
30	41	DCG ONE, Seattle, WA	Brad Clarke	\$12.57	12%	\$104.77	DM 38%; SPEC 17% (Agency & marketing technology); COM 15%; DWF 12%; PKG 7%; S/T 4%; CAT 3%; PUB 2%; INS 2%	DCS, DCW, DWF; LTR, OFS, OFW	4	500	dcgona.com	
31	—	Rand Graphics, Wichita, KS	Randy Vautravers	\$12.48	40%	\$31.21	COM 50%; DWF 40%; SPEC 10%	DCS, DWF, OFD; OFS, SCR	2	200	randgraphics.com	
32	36	Colorchrome Atlanta, Norcross, GA	John Rhodes	\$12.39	100%	\$12.39	DWF 100%	DWF	1	70	colorchrome.com	
33	29	Hatteras, Tinton Falls, NJ	Bill Duerr	\$12.20	20%	\$61.00	COM 45%; DM 20%; DWF 20%; PKG 15%	DCS, DWF, OFS	2	300	hatteras.us	
34	34	ColorDynamics, Allen, TX	Matt Coltharp	\$12.01	38%	\$31.60	DWF 38%; COM 30%; DM 17%; CAT 5%; PUB 5%; BKS 5%	DCS, DWF, OFS; OFW	1	170	colordynamics.com	
35	31	Ennis Inc., Midlothian, TX	Keith Walters	\$12.00	3%	\$400.01	SPEC 47% (Forms, labels, tags, envelopes); COM 20%; S/T 15%; FIN 10%; PKG 5%; DM 5%; DWF 3%; CAT 1%	DCS, DCW, DWF; FLX, OFS, OFW, SCR	51	2,013	ennis.com	
35	32	DGI Invisals, North Billerica, MA	Glen Fairbanks	\$12.00	100%	\$12.00	DWF 100%	DWF	1	140	dgi-invisals.com	
36	47	ER2 Image Group, Harrovet Park, IL	Gary Schellener	\$11.96	80%	\$14.95	DWF 80%; SPEC 20% (Installation services, design, etc.)	DWF	1	65	er2image.com	
37	33	Phase 3 Marketing and Communications, Atlanta, GA	Ken Holszaw	\$11.87	41%	\$28.94	DWF 41%; SPEC 34% (Agency services, fabrication, warehousing, distribution); COM 15%; GAR 7%; PKG 2%; DM 1%	DCS, DWF	3	180	phase3mc.com	
38	35	Source One Digital, Norton Shores, MI	Randy Crow	\$11.70	90%	\$13.00	DWF 90%; PKG 5%; COM 5%	DWF	1	60	sourceonedigital.com	
39	—	TI Group, Toronto, Ontario	Renee Walsh	\$10.20	30%	\$33.99	DWF 30%; FIN 20%; COM 20%; SPEC 20% (Creative and visual merchandising/fabrication); DM 10%	OFS, DCS, DWF	2	160	tigroup.ca	
40	—	Pictura, Golden Valley, MN	Paul Lilienthal	\$9.50	95%	\$10.00	DWF 95%; PKG 5%	DWF	1	35	picturagraphics.com	
41	40	Postal Center International (PCI), Weston, FL	Ismael Diaz	\$9.45	5%	\$189.00	BKS 20%; DM 20%; CAT 15%; COM 10%; S/T 10%; FIN 5%; PKG 5%; INS 5%; GAR 5%; DWF 5%	DCS, DCW, DWF; LTR, OFD, OFS	2	310	pcbbrands.com	
42	29	PDI Group, Kirkland, Quebec	Jamie Barbieri	\$9.38	25%	\$37.50	COM 43%; DWF 25%; SPEC 15% (Media and graphic services); PKG 7%; DM 6%; BKS 4%	DCS, DWF, OFD; OFS, SCR	4	260	groupepdi.com	
43	82	Imperial Communications, New Berlin, WI	Jason Stormowski	\$9.10	50%	\$18.20	DWF 50% (including POP); PKG 20%; COM 10%; DM 10%; INS 10%	DCS, DWF, OFS	2	73	imperial-vc.com	
44	49	Chicago Print Group Inc., Calumet Park, IL	Paul Denst	\$9.01	80%	\$11.26	DWF 80%; PKG 10%; DM 4%; CAT 3%; BKS 3%	DWF	1	30	chiprintgroup.com	
45	—	1Vision Inc., Jackson, MS	Allen Taheri	\$9.00	20%	\$45.00	DM 62%; DWF 20%; COM 15%; CAT 1%; BKS 1%; PKG 1%	DCS, DCW, DWF; OFD, OFS	4	228	1-vision.com	
46	45	Sharpe Co., Winston Salem, NC	Zane Sharpe	\$8.45	65%	\$13.00	DWF 65% (including signage and construction drawings); COM 25%; CAT 5%; DM 5%	DCS, DWF	7	76	sharpeco.net	
47	—	The Marek Group, Waukesha, WI	Fuzzy Marek	\$8.38	20%	\$41.90	COM 40%; DM 40%; DWF 20%	DCS, DWF, OFS	3	175	marekgroup.com	
48	38	Enhance a Colour, Danbury, CT	Kevin O'Connor	\$8.22	85%	\$9.67	DWF 85%; IND 15%	DCS, DWF	1	32	eacgs.com	
49	—	S2K Graphics, Chatsworth, CA	Dan Puls	\$7.60	100%	\$7.60	DWF 100% (including window graphics, installation, POP, retail execution services)	DWF, SCR	1	35	s2kgraphics.com	

Primary Specialties: BKS – Book Manufacturing; CAT – Catalogs; COM – General Commercial Printing; DM – Direct Mail; DWF – Wide-/Grand-Format Printing; FIN – Financial Printing; GAR – Garments; IND – Industrial Printing; INS – Inserts/Preprints; NEWS – Newspapers; PKG – Packaging; PUB – Publications/Periodicals; SPEC – Specialty Printing; S/T – Statements/Transactional; N/A – Not Available.

Printing Processes/Capabilities: DCW – Digital Continuous-Web; DCS – Digital Cut-Sheet; DWF – Digital Wide- & Grand-Format; FLX – Flexography; GRV – Gravure; LTR – Letterpress; OFS – Offset Sheetfed; OFW – Offset Web; OFD – Offset/Digital Hybrid; SCR – Screen

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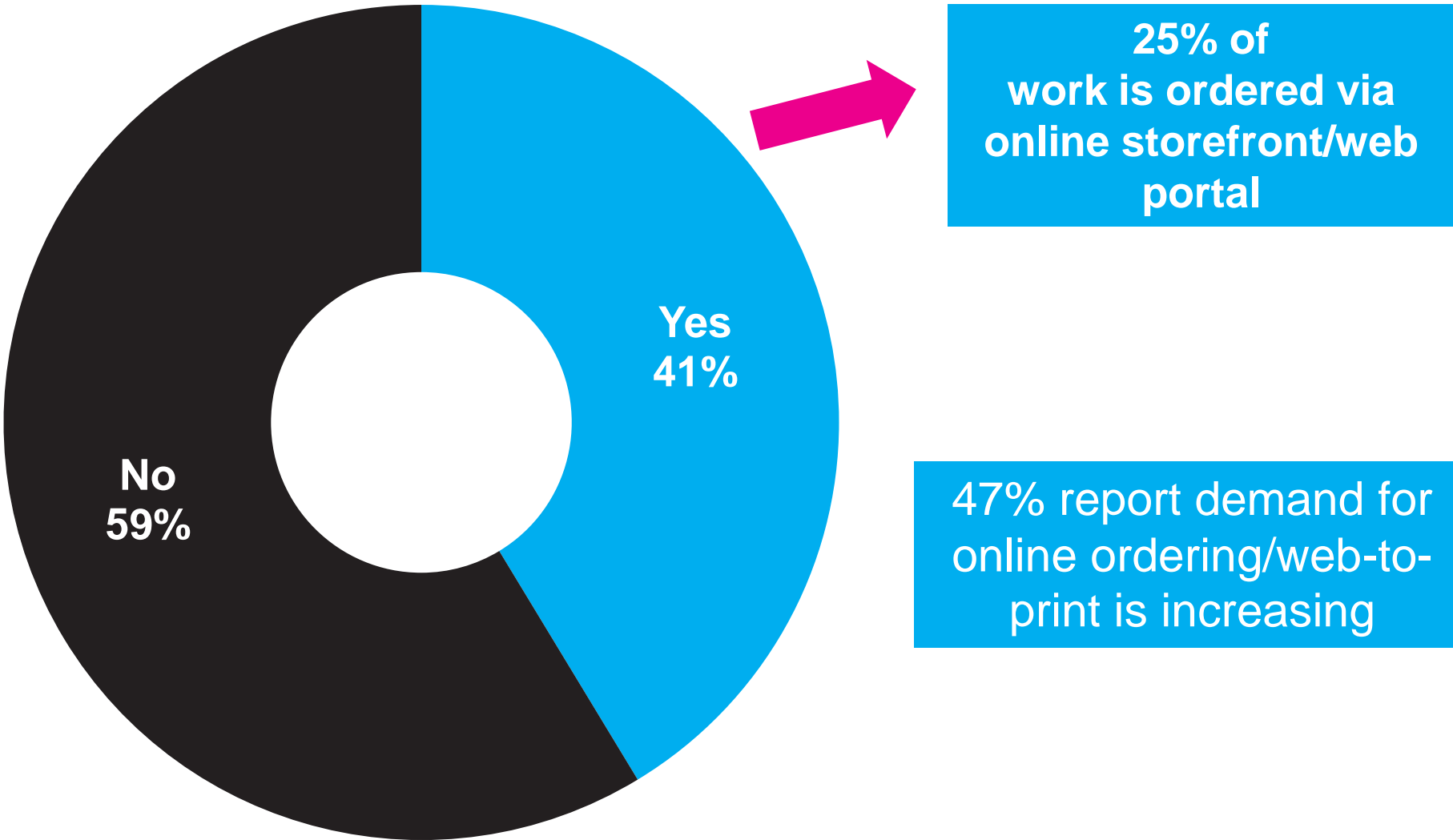
# BUYERS PREFER ONLINE ORDERING

**75%**  
of buyers prefer to  
work with sign and  
display graphic  
providers that offer  
online ordering

n = 111 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023

## Providers of Wide-format Printing

Q. Does your company sell wide-format printing services via an “online” storefront/ web portal?

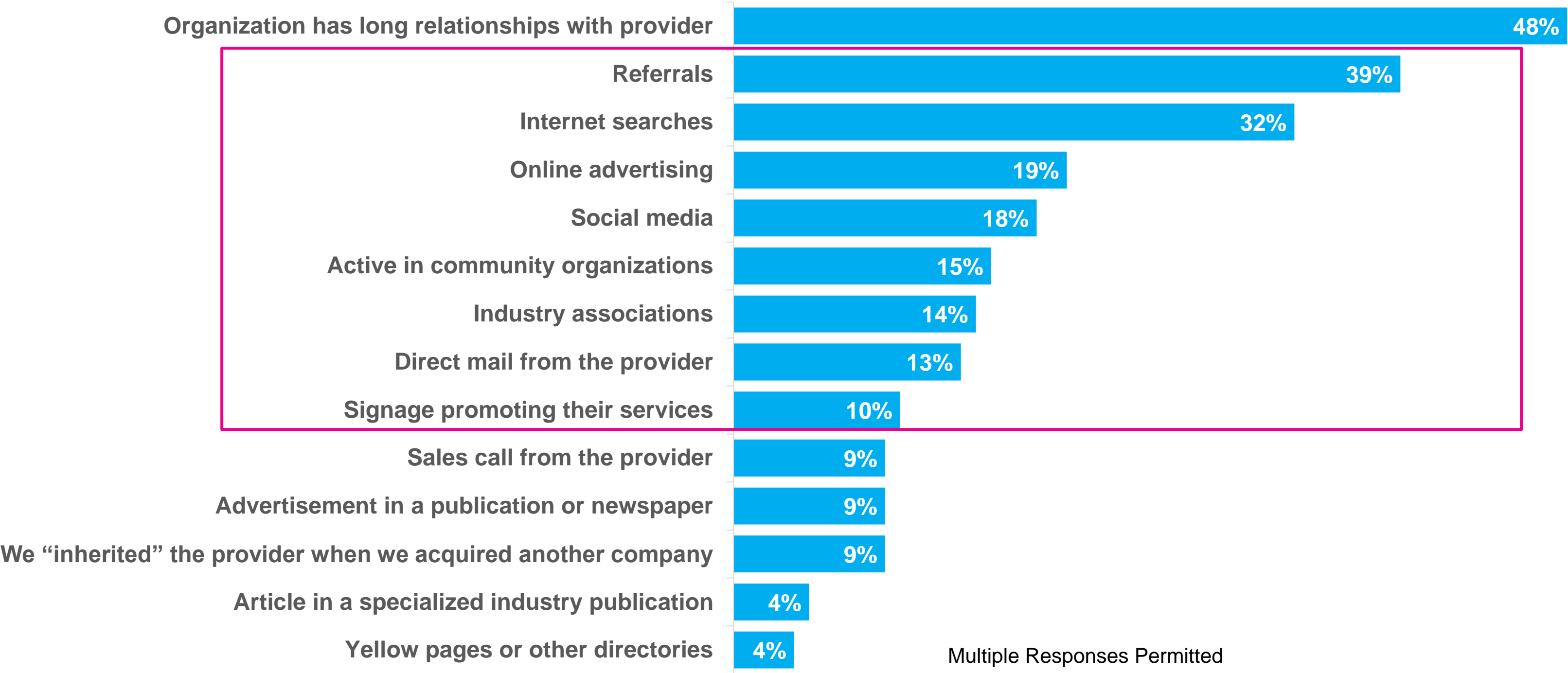


n = 75 Providers of Wide-format Printing  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023

HOW DO THEY FIND PROVIDERS?

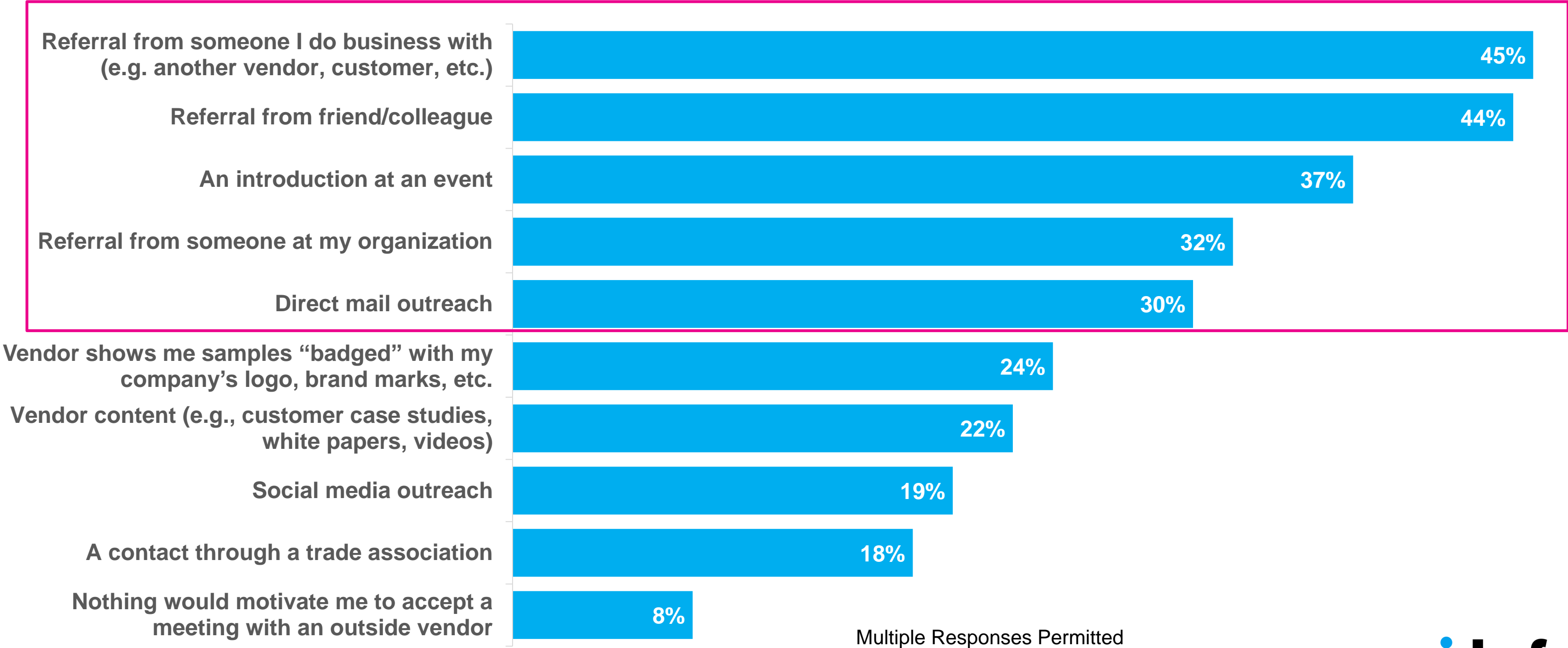
# WAYS BUYERS FIND PROVIDERS

Q. How did you find your current sign and display graphics providers?



# SALES MEETING MOTIVATORS

Q. What would motivate you to accept a meeting with a sign and display graphics provider you had not previously done business with?

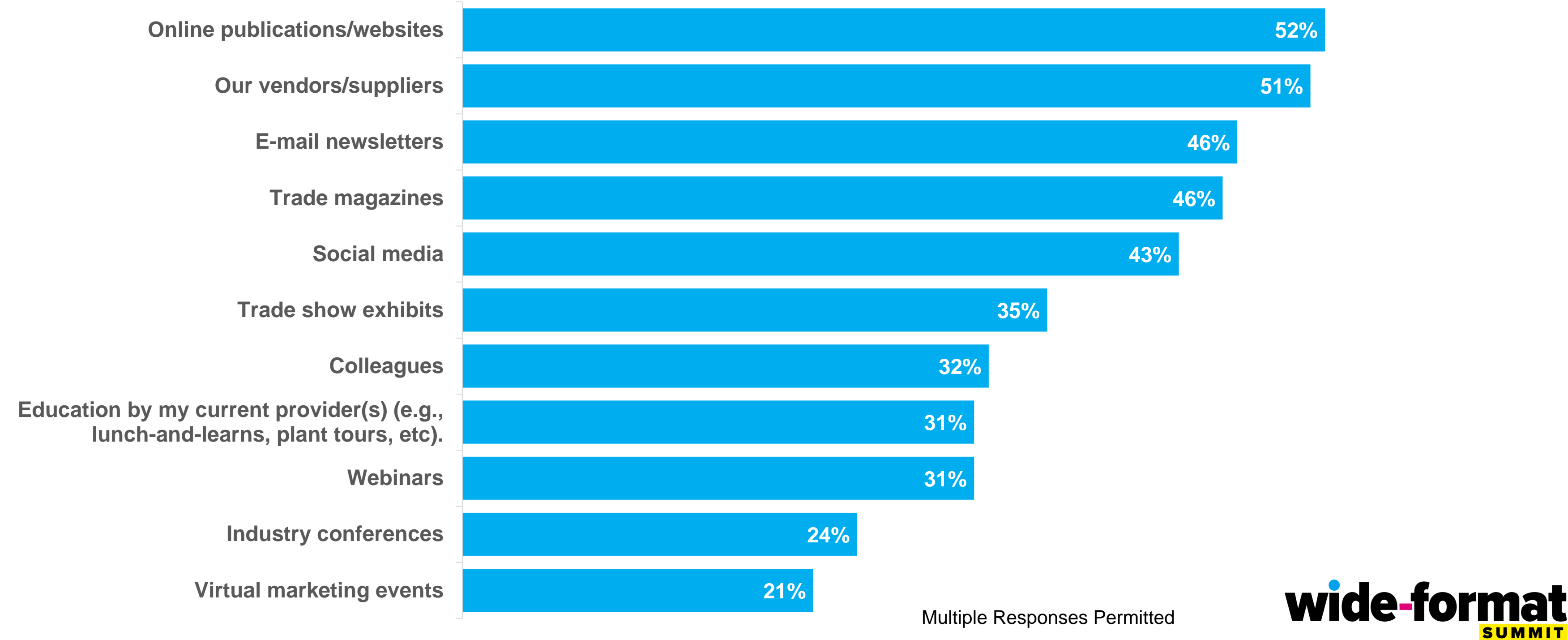


n = 114 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023



# HOW BUYERS LEARN ABOUT TRENDS AND PROVIDERS

Q. How do you learn about new trends and advances in sign and display graphics printing technologies?



n = 114 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023



# FEATURE ARTICLES IN PUBLICATIONS CUSTOMERS READ

## Miller Zell Shares Articles Featuring the Company

## Contributor to Key Customer Publication

Lise Wilson, Miller Zell’s VP of Retail Strategy and Strategy & Account Director



FEATURED IN  
Orchestrating Restaurant Operations to Increase CX



FEATURED IN  
How to Thrive in an Ever-Evolving Retail Landscape



FEATURED IN  
How to Keep Up with Post-Pandemic Food-Shopping Pattern Changes



FEATURED IN  
Best Practices to Localize Your Bank Branches



FEATURED IN  
5 Tips for Nailing CX During Peak Season



FEATURED IN  
A Bit of Tech Goes a Long Way In-Store



TotalRetail  
The Retailer's Source for Content & Community

**LISE WILSON**

**Lise Wilson**

Lise Wilson is Vice President of Retail Strategy and Strategy & Account Director at Miller Zell, Inc., a leading full-service retail experience company.

- FACEBOOK
- TWITTER
- LINKEDIN
- EMAIL

April 4, 2023  
**How to Thrive in an Ever-Evolving Retail Landscape**  
The retail industry has undergone a dramatic transformation in the face of factors such as Amazon.com's dominance and an uncertain post-pandemic landscape. To stay successful, retailers have had to adapt their stores rapidly — from reworking layouts to setting up delivery or pickup areas — all while ensuring customer service is still at its highest...

December 15, 2022  
**Tips for Nailing CX This Peak Season**  
This year has been one of uncertainty and disruption across the retail space, with many other headaches arising during peak season. As retailers decipher what to expect during this critical, late fourth quarter, there's a million-dollar question hanging in the balance: With getting items to shelves still a pressing challenge, how does customer experience remain...

December 13, 2021  
**Strategic Store Design is Critical to Meet Anticipated Increases in Holiday Traffic**  
It's not news that the global pandemic has continued to complicate both back-of and front-of-house operations for retailers, but the holidays are coming, nonetheless. Several factors will serve to increase the pressure on physical retail locations this year. There's an increased desire to shop in stores and to shop earlier. Consider: 47 percent of consumers...

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Omnichannel (136)	Retail Stores (76)
Marketing (123)	Mobile Commerce (74)

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# ONLINE INSIGHTS FROM THE IMAGINE GROUP

imagine.

Services Industries Technology Insights Company Contact

Articles

Printer Primer: How substrates and inks impact in-store marketing


Author

John Mack  
VP, Manufacturing

When you're designing signage and displays, how much thought do you give to the physical materials they're made of?

All substrates and inks will have a major impact on the look of your [in-store marketing](#) and [visual merchandising](#) materials. Choose incorrectly and the colors fade, the materials weather and age, and those stunning visuals your design team created end up looking worn and out-rate.

Fortunately, you don't have to be an expert on substrates and inks: that's your in-store marketing partner's job.




imagine.

Services Industries Technology Insights Company Contact

Resources

How to drive more value from your in-store marketing

Turn heads.  
Add value.  
Open wallets.



Consumer expectations have never been higher. Market dynamics have never been more challenging...

Yet, there's never been more opportunity to make an impact and boost your bottom line. That's why we've put together this actionable guide for creating inspired, innovative retail marketing solutions that draw in customers, foster engagement, and increase sales.

Top-ranking retailers understand these realities:

- Aesthetics matter.
- Technology-integrated shopping is here to stay.
- Buyers want to feel connected—both to one another and to where they shop.

Use our checklist as your roadmap for creating a memorable in-store experience that checks every box your customers want now—forging an integrated connection to your brand and products that shoppers don't want to miss out on.

Download now.

First Name\*

Last Name\*

Email\*

Company Name\*

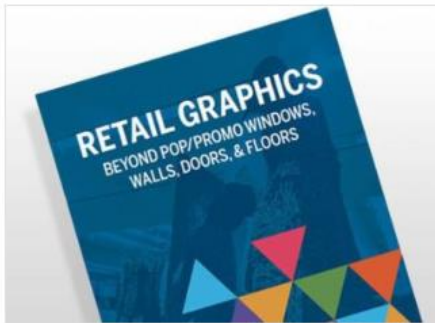
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Submit

www.theimagegroup.com

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# VOMELA OFFERS TOOLS AND GUIDES



### A Guide to Retail Graphics

Get tips for success and savings, retail seasonal planning calendar, and more!

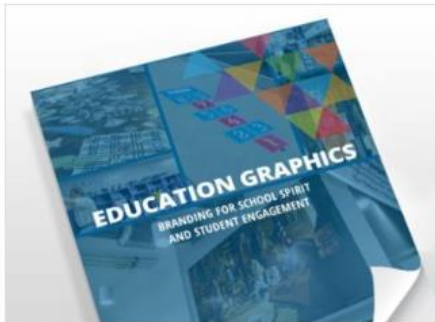
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### A Guide To Healthcare Graphics

Create a welcoming environment in your healthcare organization, and communicate how much you care.

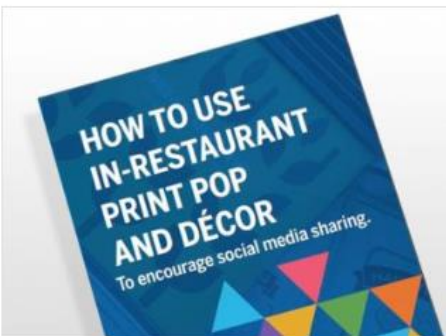
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### Guide to Education Graphics

Create memorable and engaging wayfinding, floor signage, window film, fleet graphics, and cafeteria design projects

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### A Guide To QSR Graphics

Explore best practices for a wide range of print and digital strategies, tips for encouraging online reviews, and more.


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### Multichannel Marketing for Banks & Credit Unions

Learn the basics of multichannel marketing specifically as it relates to banks and credit unions


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### Arts & Entertainment

Get tips and resources for event graphics planning for arts and entertainment venues and events.


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### Substrate Sample Kit

Sample kit featuring a wide variety of our most popular substrates to get a feel for what works best for your ...

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### The Ultimate Guide to Planning Fleet Graphics

Learn all the basics - from selecting the right provider to getting value and roll-out tips.

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### The Ultimate Guide to Print Buying

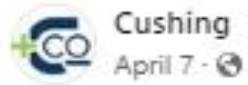
Learn the fundamentals of the print buying process to ensure your next print project runs smoothly.

DOWNLOAD

<https://www.vomela.com/tools-and-guides/>



# SOCIAL MEDIA SHOWCASING WORK



Cushing

April 7 · 🌐

Follow the 🐟! Vinyl floor graphics, like these for [Ann & Robert H. Lurie Children's Hospital of Chicago](#), are an affordable and effective messaging tool. They are non-invasive, don't take up space, and can help guide guests!

<https://www.cushingco.com/custom-wayfinding-directional.../>



Big Mountain Imaging - large and grand format printing is at Resorts Casino Hotel.

May 26 · Atlantic City, NJ · 🌐

Giving Bar One a groovy overhaul - Here's a sneak peak of our install for Resort's retro themed pop-up bar 'Lounge 78' in celebration of their 45th anniversary! [#printingbigideas](#) [#install](#)



Big Mountain Imaging - large and grand format printing

November 8, 2022 · 🌐

It's not every day you get to see the one and only @AdamSandler posing in front of a print we did! Now that's what I call high-quality PSA! 🤩 [#Sandman](#) [#HardRockAC](#) [#BMI](#) [#PrintingBigIdeas](#) [#BigMountainImaging](#)



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# MAKING CUSTOMERS ROCK STARS



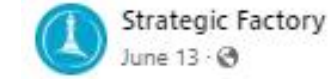
Thank you to Board of Child Care for coming in for a Rock Star Tour and letting us show off our production facility! Contact us to schedule your own tour today. <https://hubs.ly/Q01XHDBp0>

#manufacturing #print #signage #branding #marketing  
#productsandservices



Thank you to Lauren Novsak of [Stevenson University](#) for coming in for a Rock Star Tour and letting us show off our production facility! Contact us to schedule your own tour today. [https://hubs.ly/Q01W\\_wBx0](https://hubs.ly/Q01W_wBx0)

#manufacturing #print #signage #branding #marketing  
#productsandservices



Thank you to Travis Coleman and Chris Langston of [Maryland Heating and Air](#) for coming in for a Rock Star Tour and letting us show off our production facility! Contact us to schedule your own tour today. <https://hubs.ly/Q01Tmcwj0>

#manufacturing #print #signage #branding #marketing  
#productsandservices





# IS TIKTOK FOR YOUR BUSINESS?

TikTok

For You

Following

Explore

LIVE

Log in to follow creators, like videos, and view comments.

Log In

+CO

cushingco

Cushing

Follow

40 Following

137 Followers

2257 Likes


Your partner for innovative graphic solutions.

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Videos

Liked




▶ 234

Whether you're looking t...



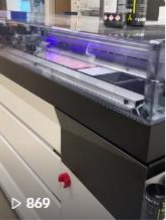
▶ 267

⚠ Caution! ⚠ The ...




▶ 764

Getting back to our roots...




▶ 869

#TFW you've got all your...




▶ 239

💖💖 #acrylic ...




▶ 73

Happy Friday! Testing a n...




▶ 226

How fun are these swirly ...




▶ 843

Window graphics going u...




▶ 252

Have big ideas for brandi...



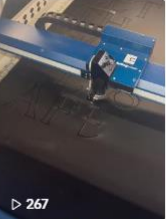
▶ 1884

Okaaay... but have any of...




▶ 742

Let's bring your ideas to L...




▶ 267

Excuse us while we geek ...




▶ 228

On site at Red Mane toda...




▶ 783

Trust the process 💖 ...



▶ 812

Happy #piday 🍷 ♡ Wh...



▶ 267

🔥 This is not a drill: We'r...

About Newsroom Contact Careers

ByteDance

TikTok for Good Advertise

Developers Transparency

TikTok Rewards TikTok Embeds

Help Safety Terms Privacy

TikTok

For You

Following

Explore

LIVE

Log in to follow creators, like videos, and view comments.

Log in

graphix\_unlimited

Graphix\_Unlimited

Follow

10 Following

14 Followers


52 Likes

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Videos

Liked




▶ 328

Part 2 of our wallpaper I...



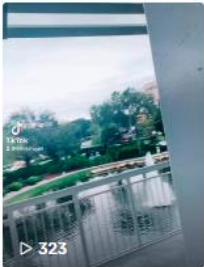
▶ 357

A video showing the pro...




▶ 292

Preparing for our peel an...




▶ 323

We made it to KBIS ...




▶ 728

We made this custom ca...



▶ 23

Limitation process here ...



▶ 658

In chicago for ASI #ASI ...



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# PROVIDE CUSTOMERS WITH USEFUL TOOLS

Suttle-Straus

Your Infographic: Wide Format Substrates

 Maeghan Nicholson <maeghan.nicholson@suttle-straus.com>  
To  Lisa Cross

in f p i

**HI LISA,**

Thank you for downloading our infographic. You can access it at any time here:  
[Open "Wide Format Substrates Infographic"](#)

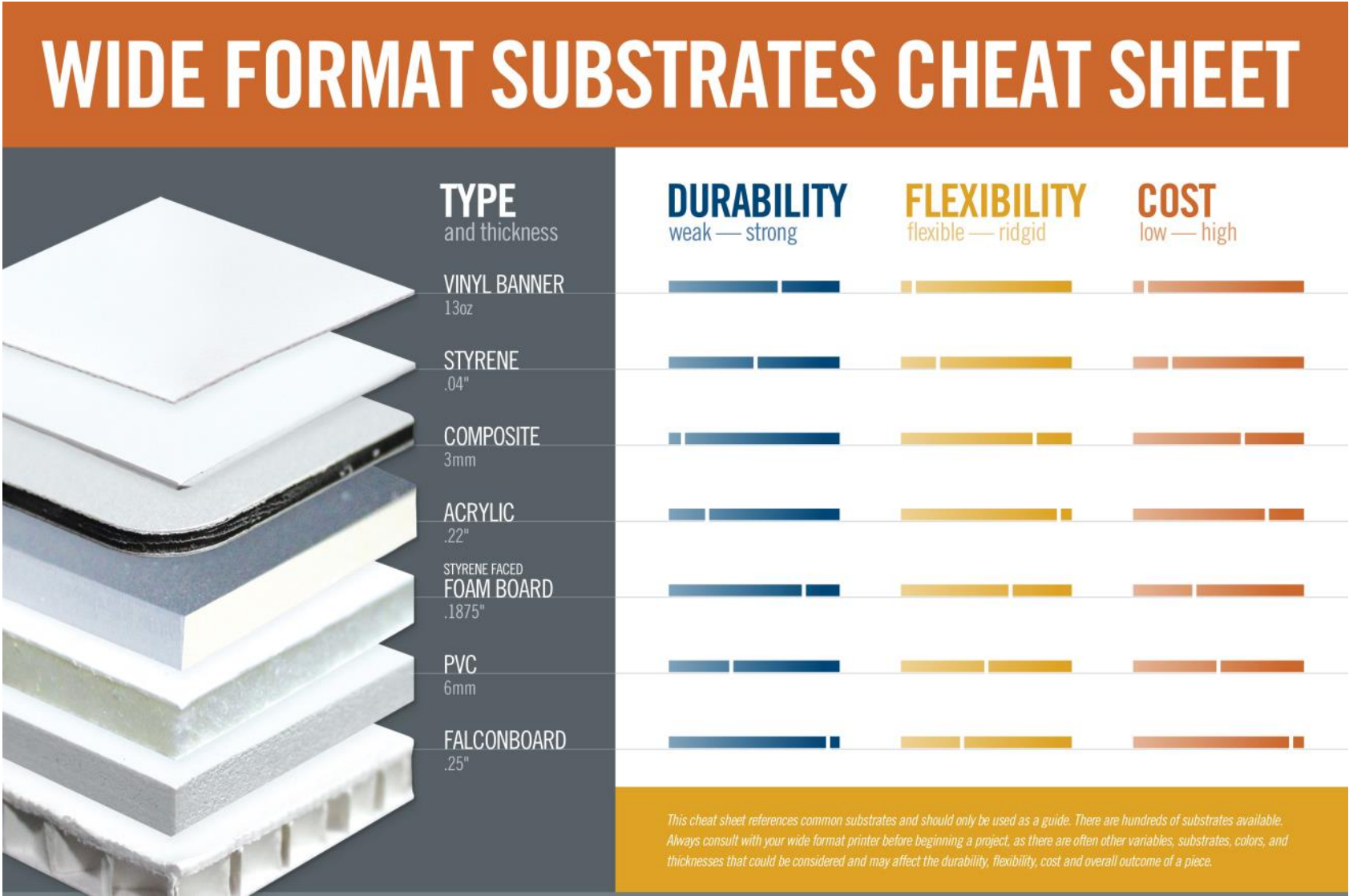
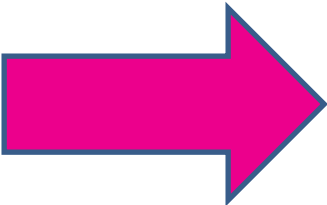
Interested in learning more about Suttle-Straus' wide format capabilities?  
Click [here](#) to view our portfolio or [contact us](#) to discuss your next project.

All the best,  
Maeghan Nicholson  
Marketing Manager

**ABOUT US | CONTACT | PRIVACY POLICY**

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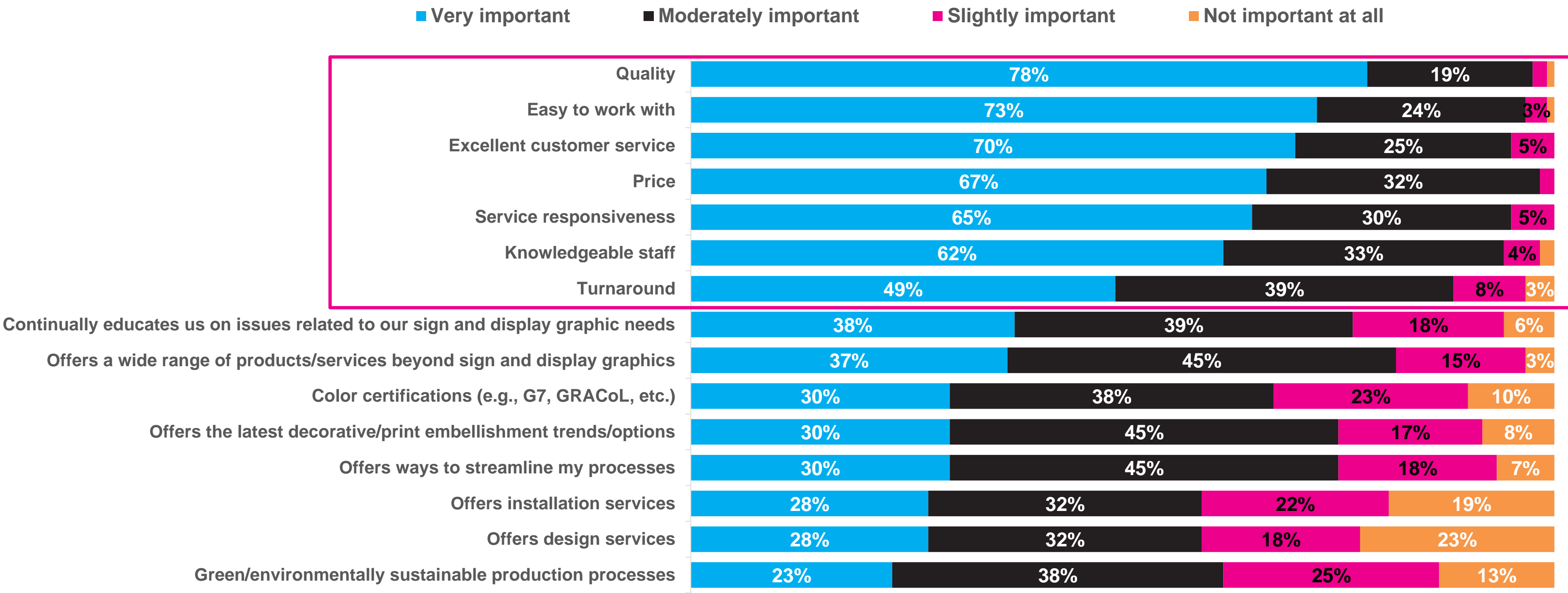


WHAT DO THEY LOOK FOR IN  
PROVIDERS?



# CONSIDERATIONS IN PROVIDER SELECTIONS

Q. Rate the importance of the following considerations when selecting a sign and display graphics provider?

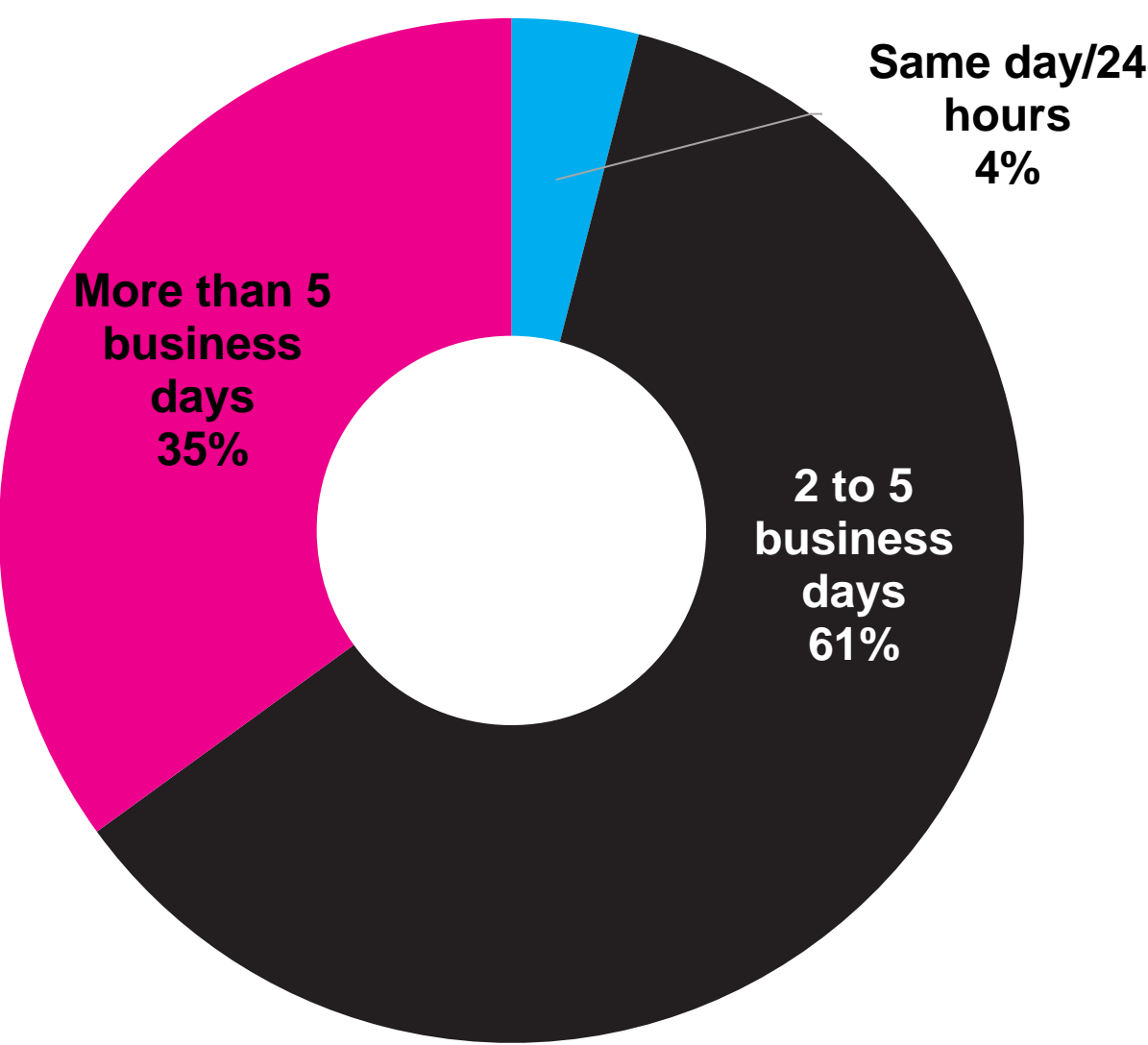


n = 120 Purchasers or Purchase Influencers of Sign and Display Graphics  
Source: Who Buys Wide-format Display Graphics, NAPCO Research 2023

# TURNAROUND TIMES

## BUYERS

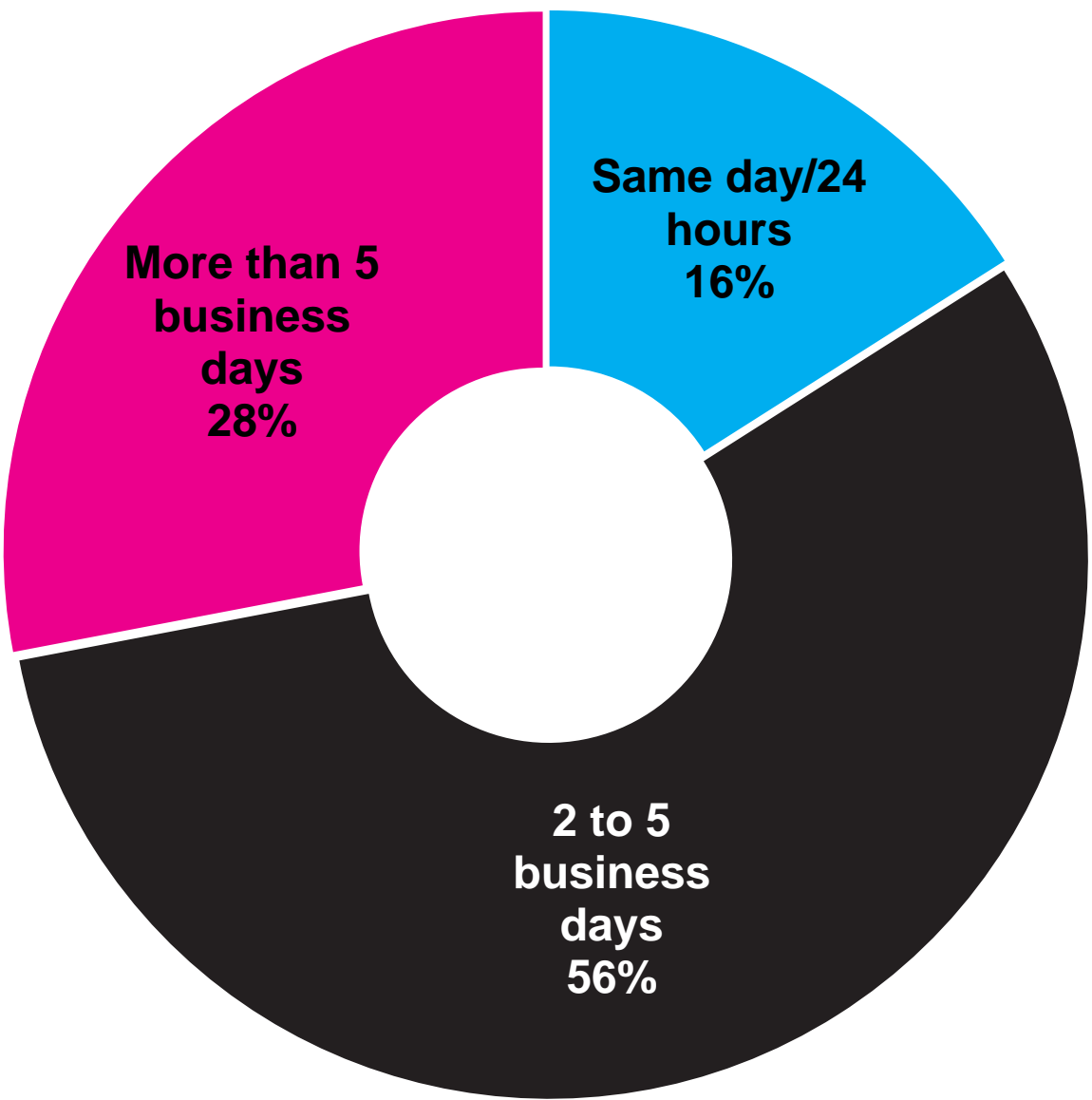
Q. What is the most common turnaround time you demand for your sign and display graphics?



n = 125 Purchasers or Purchase Influencers of Sign and Display Graphics

## PROVIDERS

Q. What percentage of your wide-format work needs to be produced in the following time frames?



n = 75 Providers of Wide-format Printing



# COLOR CERTIFICATIONS FOR WIDE-FORMAT

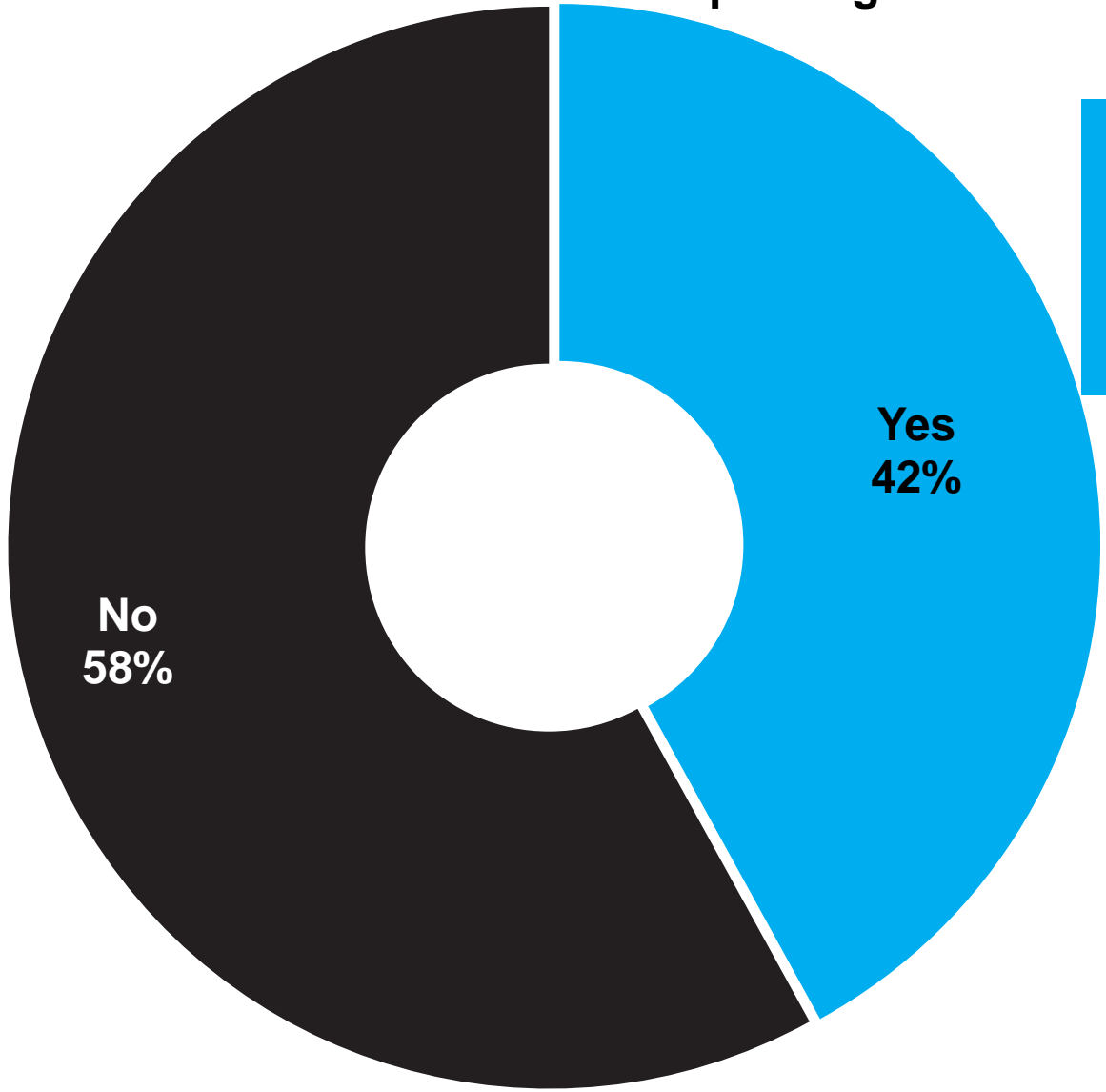
## BUYERS

**54%** of buyers prefer to work with sign and display graphic providers that are **G7** color certified

n = 120 Purchasers or Purchase Influencers of Sign and Display Graphics

## PROVIDERS

Q. Does your company have a G7 or some other level of color certification for its wide-format printing?



27% of sign and display graphic providers report customers require color certifications, like G7

n = 73 Providers of Wide-format Printing



# OFFER ECO-FRIENDLY WIDE-FORMAT PRINTING

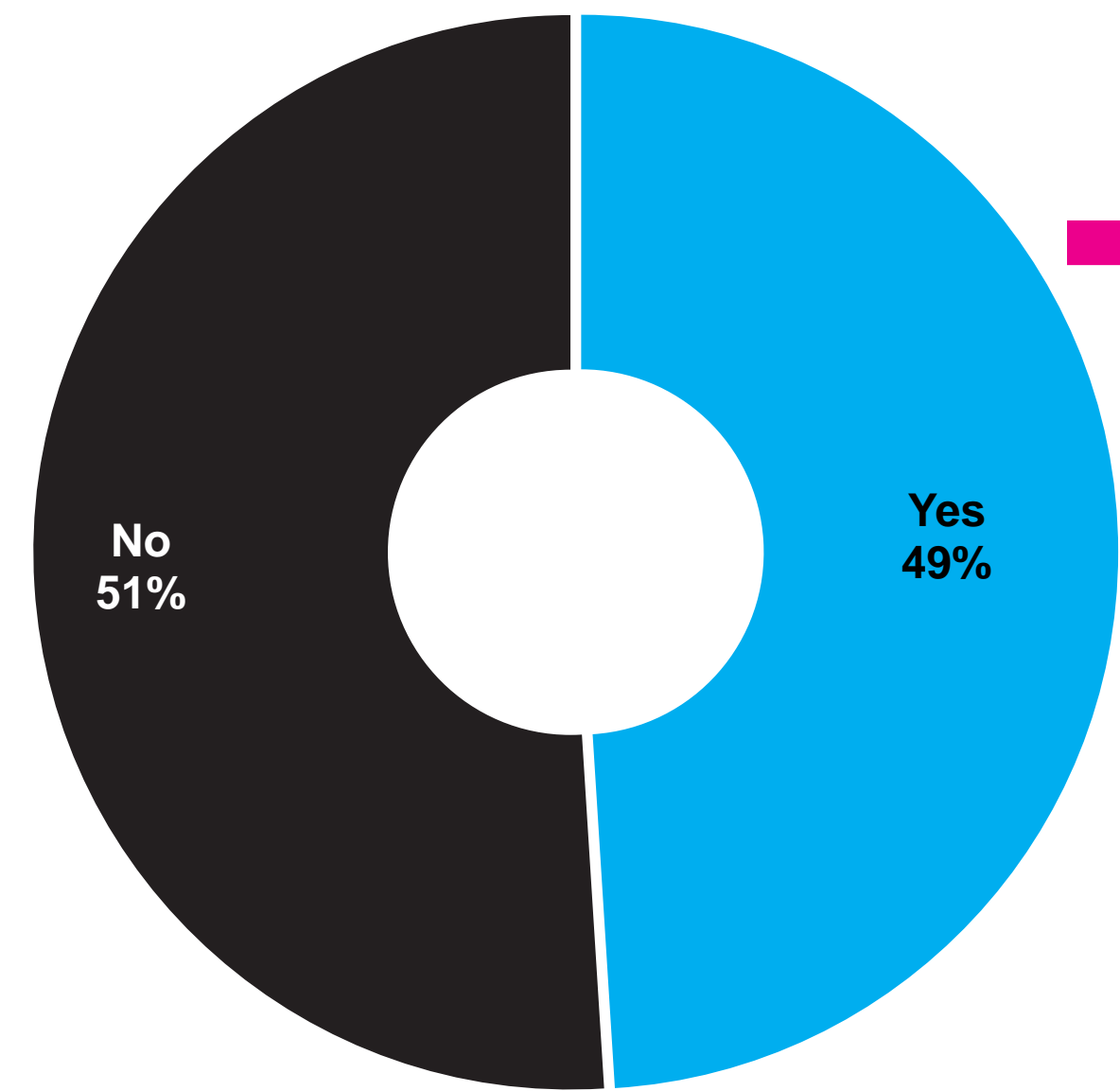
## BUYERS

**68%** of buyers report sustainability is an essential feature when selecting a sign and display graphics provider

n = 120 Purchasers or Purchase Influencers of Sign and Display Graphics

## PROVIDERS

Q. Do you offer “green”/eco-friendly wide-format printing, such as printing recyclable/biodegradable substrates or using more environmentally friendly inks?



22% of the wide-format work produce is “green”/eco-friendly

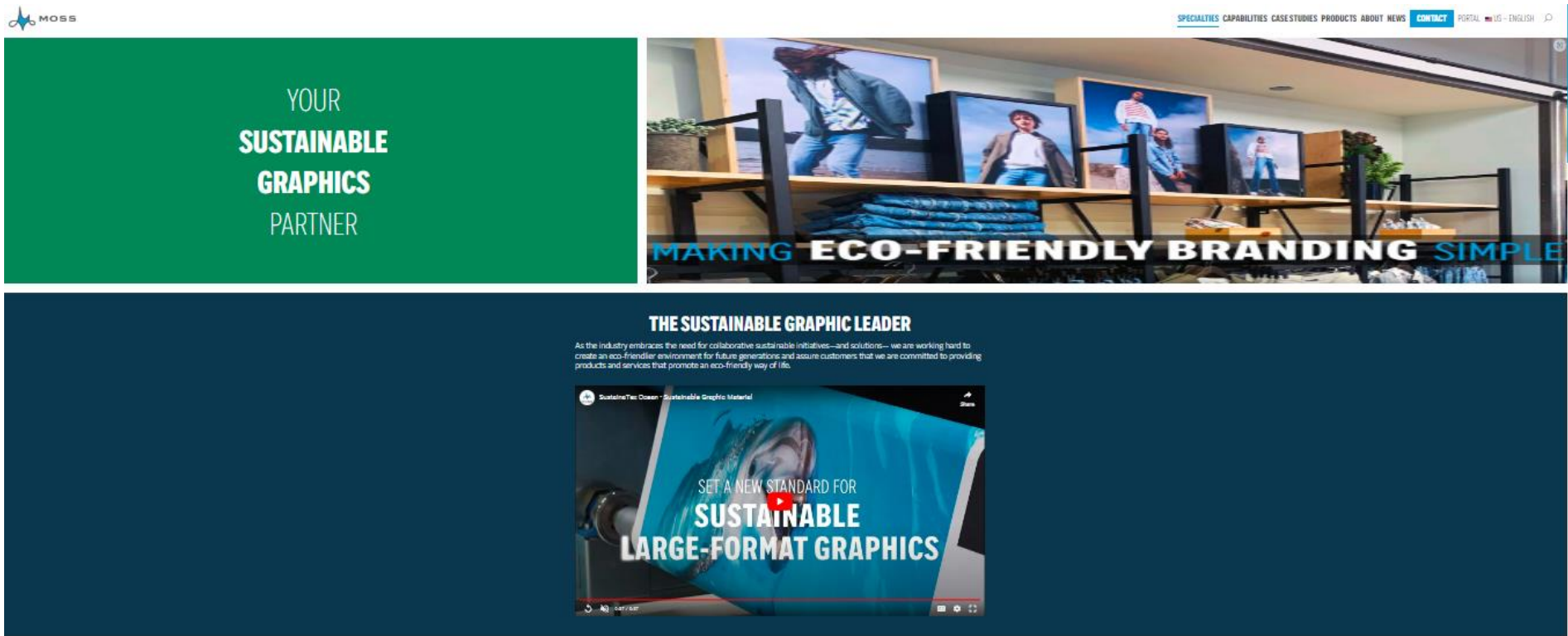
n = 73 Providers of Wide-format Printing





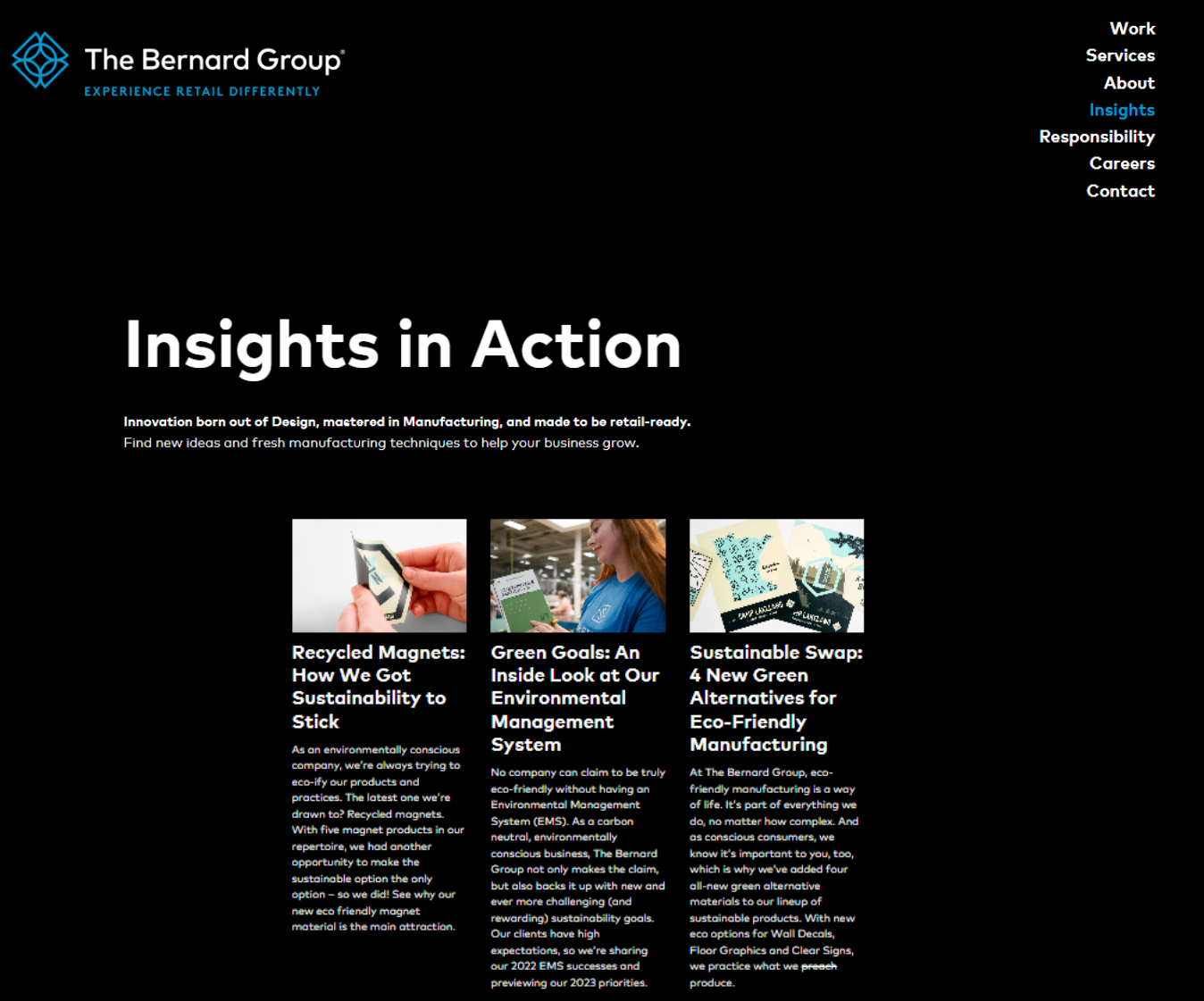
# PROVIDERS MARKETING WITH SUSTAINABILITY

## MOSS INC.: A SUSTAINABLE GRAPHICS PARTNER



[www.mossinc.com](http://www.mossinc.com)

## THE BERNARD GROUP EDUCATES ON SUSTAINABILITY



<https://thebernardgroup.com>

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# IN THEIR WORDS

When asked to state how their sign and display providers could serve them better, buyer respondents offered the following:

- “More accurate time and cost estimates.”
- “Better prices.”
- “Latest trends in advertising such as using AI.”
- “By being more flexible and sending more samples. I like knowing that my graphic providers care about me. If I need project sooner (like in 2 days instead of a 7) and they can do this without charging a huge fee and lack of quality.”
- “Continue with good service. Fast turnaround. Educate me on new products, services.”
- “Turnaround time is always an issue so quicker product in hand is a huge priority.”
- “Case studies and content ideas.”
- “Better education on trends.”
- “Online business portals tracking jobs instead of simple email communications.”



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# RESEARCH TAKEAWAYS

- Solid opportunity in offering display graphics.
- Buyers purchase from a variety of providers.
- Referrals and the internet are top ways buyers find new providers for sign and display graphics.
- Buyers look to a variety of sources to learn about trends and advances in technologies for printing sign and display graphics.
- Top reasons buyers accept sales meetings with a sign and display graphics provider center on referrals (from friends or colleagues, from someone the buyer does business with, or from someone within the buyer's organization) or an introduction at an event.
- Buyer respondents report print quality, customer experience, and customer service are the most important considerations — higher than price — when selecting providers of sign and display graphics.

