



EXECUTIVE SUMMARY

Summary

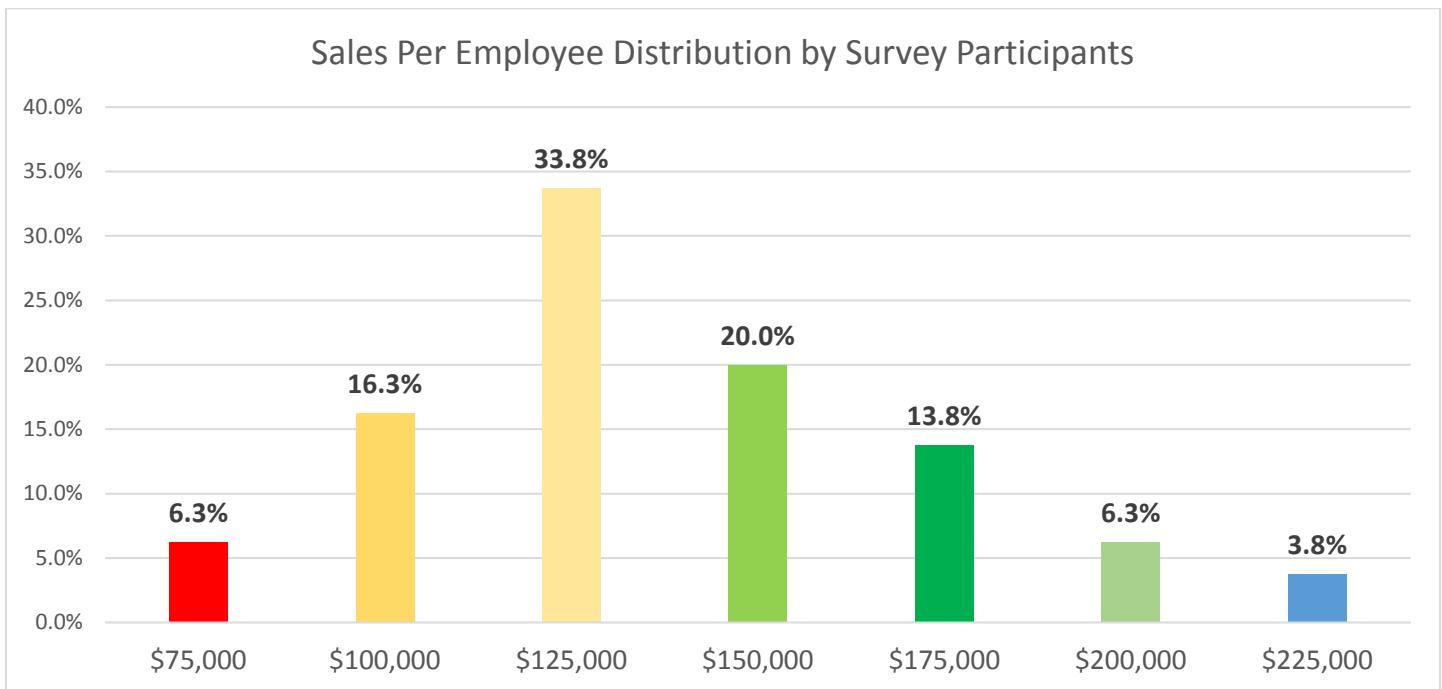
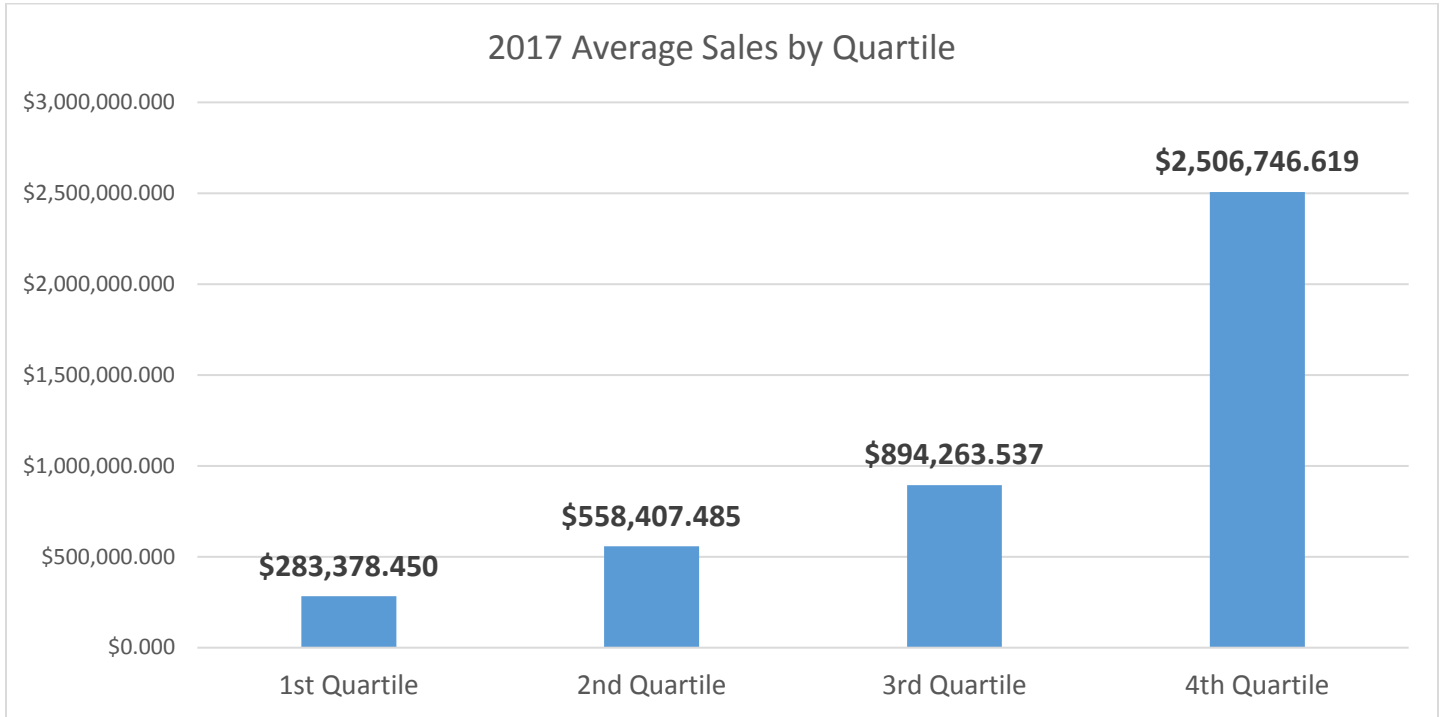
Welcome to the 2018 Offset and Digital Printing Pricing Study Report. In addition to pricing policies and issues, this report covers a variety of topics. These include:

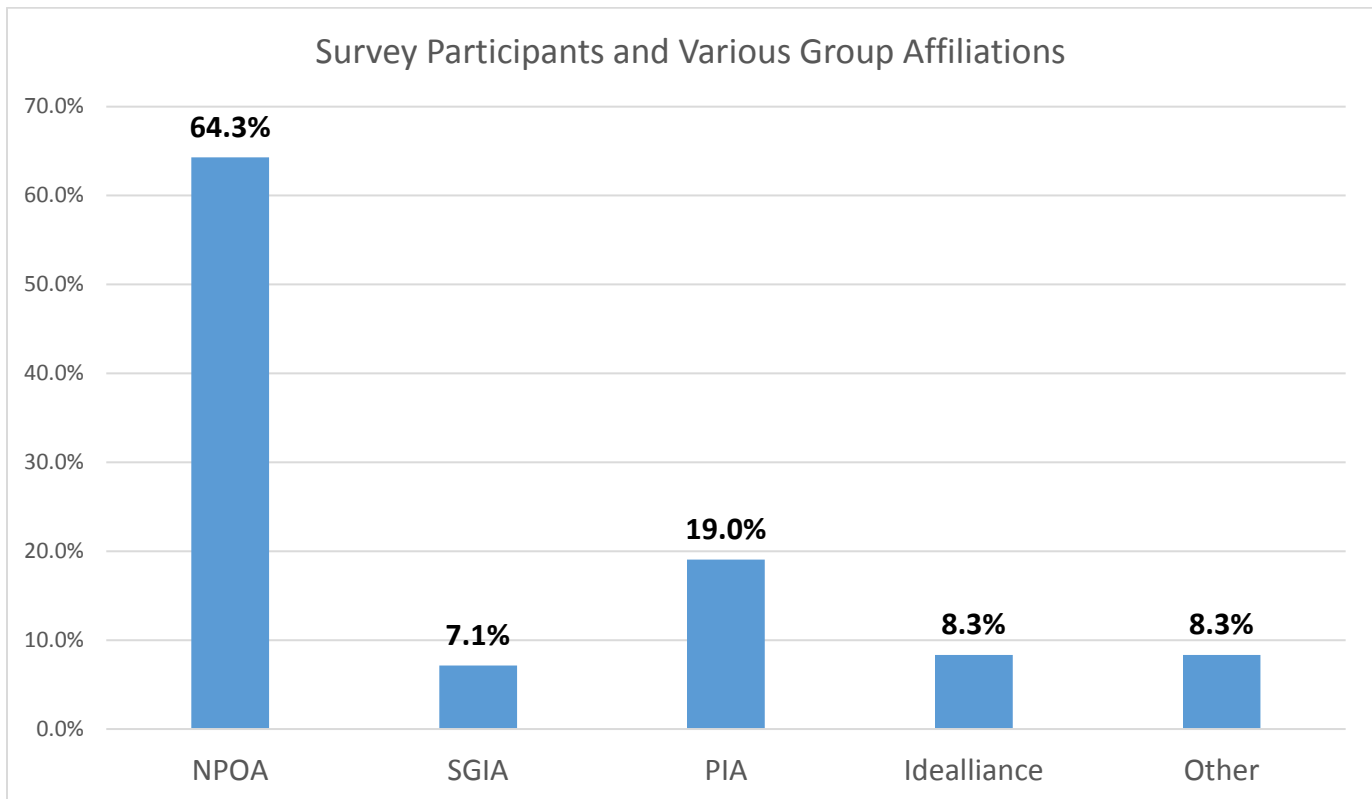
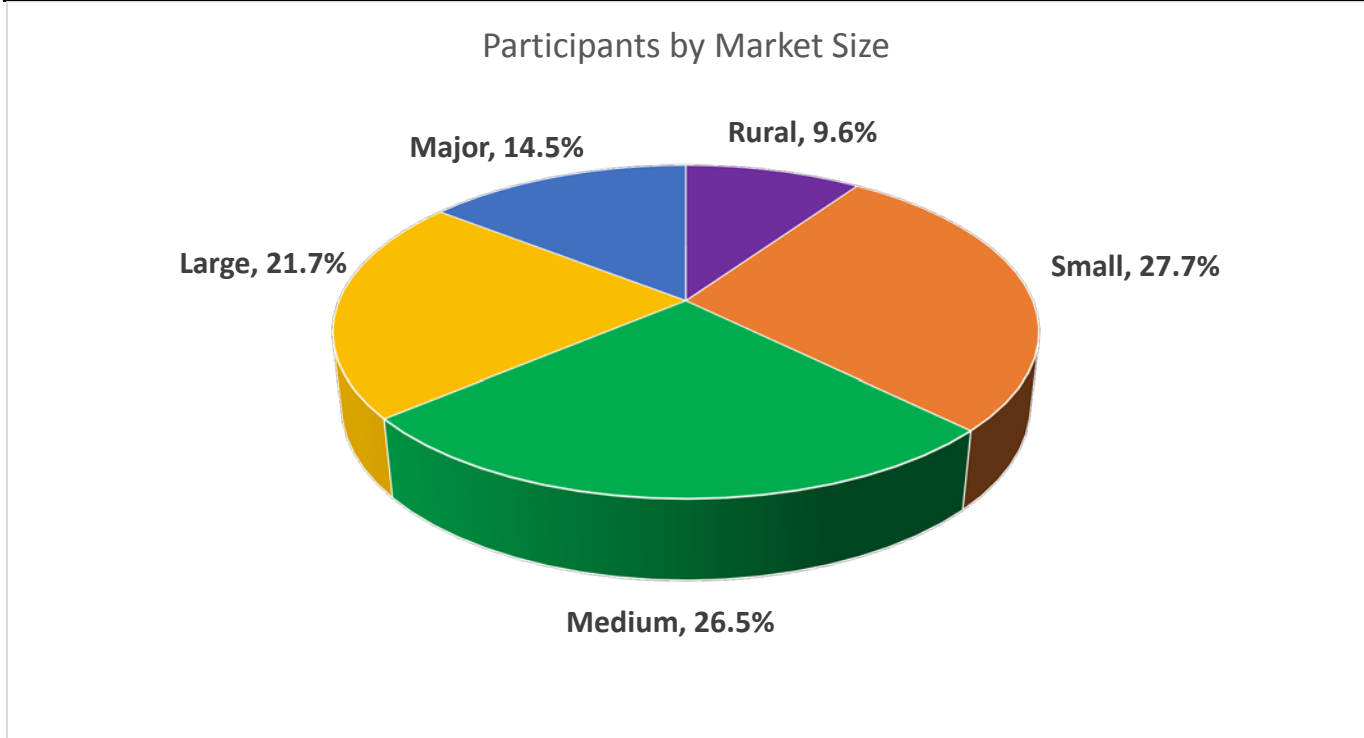
- Sales volume metrics by years
- Productivity benchmarks (sales per employee)
- Trade association memberships
- Geographic distribution of sheetfed and digital printing plants
- Demographic characteristics of owners

Some of the key findings in the study include:

- The average annual sales volume for participating printers was just over \$1 million. The median annual sales volume was somewhat less—\$678,000.
- The average number of employees was just over 8 and the median was 6.
- The average square footage of participants' facilities was just under 8,000. The median square footage was 5,000.
- The typical plant was founded around 1977 (average) and 1982 (median). Owner's ages were typically 58 years.
- The vast majority of operations were independent rather than franchises.
- In terms of trade association memberships, the most common membership was NPOA followed by Printing Industries of America (PIA).
- The geographic distribution of participants ranges across the board from major markets to small and rural markets. A total of 42 states are represented by the 83 survey participants.
- Pricing strategies and tactics for the participants span a broad range reflecting the independent nature of this entrepreneurial marketplace.
- The participants also demonstrated a varied mix of product and service offerings.

A graphic overview of the survey findings are presented below. The sections of the report following the graphic overview provide detailed information on pricing by printing process, color, equipment, brokered services, and current and future business strategies.

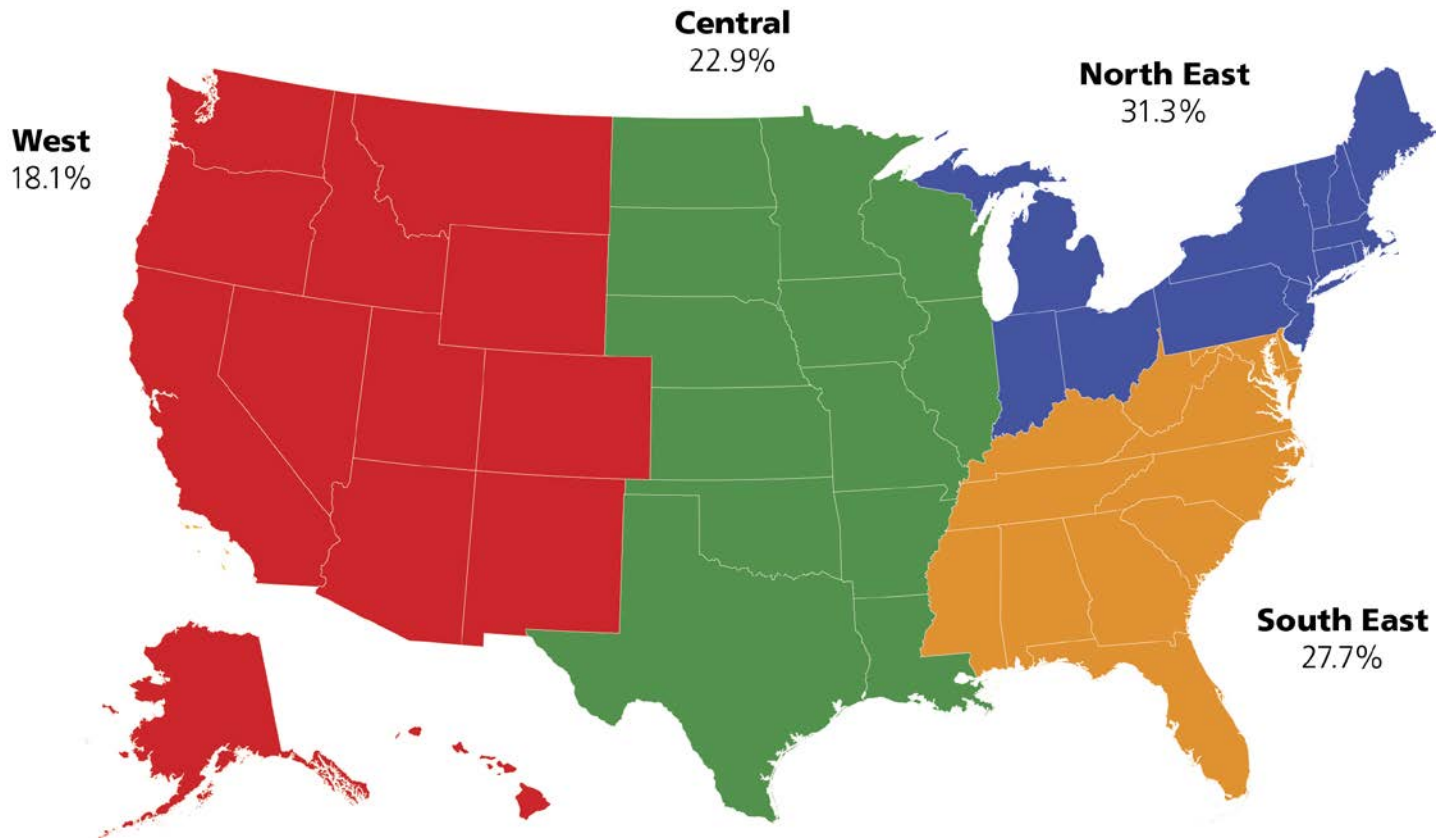




SURVEY RESPONDENTS:

Total number of respondents85

LOCATION BY REGION



NUMBER OF LOCATIONS

Average number of locations 1.05
 Median number of locations 1.00

TOTAL NUMBER OF SQ. FT.

Average number of square feet (all firms) 7,982
 Median number of square feet (all firms) 5,000

YEAR FOUNDED

Average 1977
 Median 1982

OWNER'S AGE

Average	58
Median.....	58

MARKET SIZE: Population size of immediate market area:

Rural area (Under 25,000 population).....	9.6%
Small market (25,000–100,000 population).....	27.7%
Medium market (100,000–300,000 population)	26.5%
Large market (300,000–1 million population)	21.7%
Major market (1 million population or greater).....	14.5%

ASSOCIATION/FRANCHISE AFFILIATIONS: The following associations/organization to which you belong:

NPOA	64.3%
PIA.....	19.0%
SGIA.....	7.1%
Idealliance.....	8.3%
Other	8.3%

TOTAL # OF EMPLOYEES: Include all working owners for all locations listed in question #2. For each 40 hrs. of part-time employees record as 1 full-time employee.

Average number of employees.....	8.5
Median number of employees.....	6.0

2016 TOTAL ANNUAL SALES

Average sales.....	\$1,269,385
Median sales	\$867,000

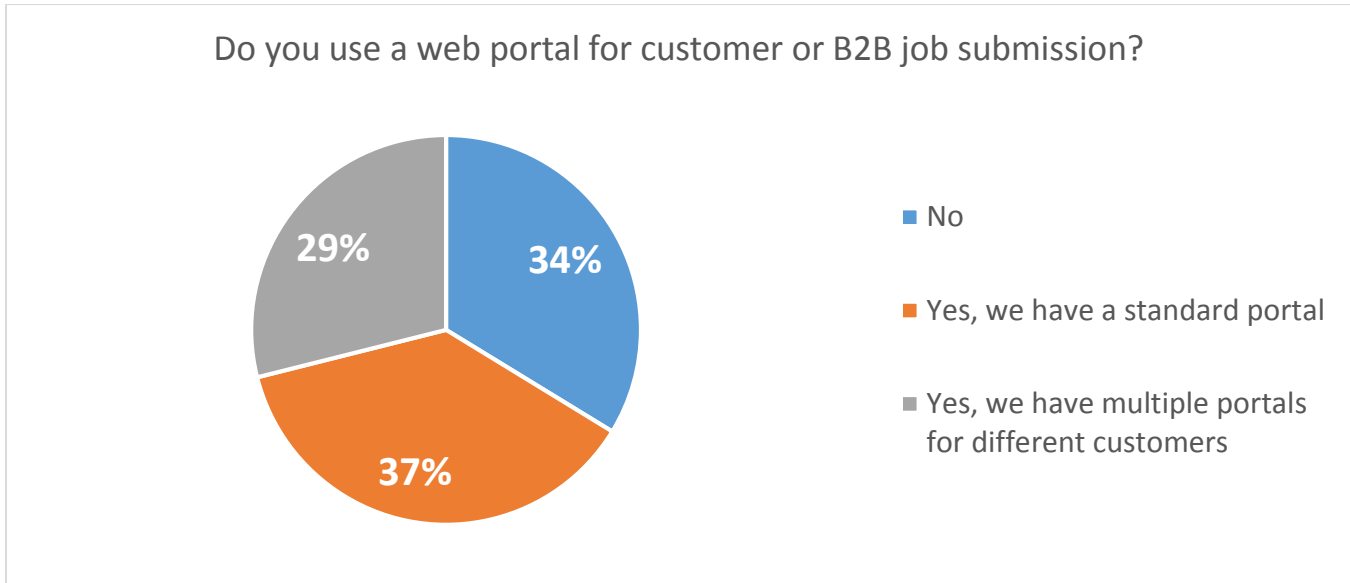
2017 TOTAL ANNUAL SALES

Average signs & wide-format sales.....	\$1,327,916
Median signs & wide-format sales	\$888,000

SALES PER EMPLOYEE 2017

Average sales per employee	\$143,404
Median sales per employee.....	\$145,733

Current and Future Business Practices



Web portal used for customer or B2B job submission:

None.....	29
EFI (Digital StoreFront).....	3
Pressero.....	3
Website4Printers.....	21
MarcomCentral.....	1
Four51.....	4
MyOrderDesk.....	10
Other (free form).....	17

Color management strategy:

Calibration and generic media profiling.....	12
Calibration and specific media profiling.....	21
Frequent calibration.....	28
Infrequent calibration.....	16
None.....	6

Most likely to invest in the next year:

New capabilities to grow top line revenue.....	32
Workflow and efficiency to improve bottom line results.....	51