



How to GO WIDE for BIG PROFIT

Take Your Print Shop to
the Next Level with this
Wide Format Guide

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WIDE FORMAT SOLUTIONS

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WIDE FORMAT SOLUTIONS



- Introduction
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- Benefits of Wide Format
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- Insider Tips to Get Started
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A decorative graphic consisting of several concentric, slightly offset green circles, creating a sense of motion or a stylized 'O' shape.

Hi.

We're Millcraft

Millcraft is a time-honored, legacy company with more than 100 years of experience in the print market. We're rooted in a simple philosophy: honor the customer relationship.

As our customers' needs evolve, Millcraft continues to diversify and grow as a vibrant company, adding to our resources and infrastructure to best help our customers. With specialists in nearly every aspect of the supply chain, we've been able to amass experience and hire industry experts to provide solutions within:

- » Paper
- » Wide Format Printing
- » Apparel
- » Craft Beverage

Millcraft is well positioned to support our customers and guide you through growing and diversifying your businesses. We believe in innovation and evolution, and we're committed to fresh solutions for clients and implementing new technologies.

True to our founding philosophy, we honor the customer relationship. Our Millcraft team operates as an extension of your business, and we are proud to be known as a valued partner to your print shop. When you have questions, we have answers... **Just ask.**

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Why We Made This 'Go Wide' Guide



YOUR SUCCESS IS OUR PASSION

With more than 100 years of experience in the printing industry and our team of experts in the wide format market, **Millcraft created this guide with one purpose in mind: to help you succeed in your commercial print business.**

New growth opportunities are key to your success—wide format presents the prospect of double-digit growth and multiple revenue streams for today's print shops.

It's no longer a question of whether or not your commercial print company should invest in wide-format printing. As Matt Goeller, Senior Product Specialist, Wide Format Media/Substrates at Millcraft, says, "Anyone who is in the print business has a need for this segment. Wide format is not going away; it's only going to get bigger."

Global wide-format
market growth expected:
USD \$14.1 billion by
2033, 5.44% CAGR

– Globe Newswire



See The Big Picture With Wide Format

While the commercial print industry faces a changing landscape, with digital marketing and alternative media options leading to a decline in traditional printing needs—**demand for wide-format services and print solutions continues to rise**, with the global wide format printers market size expected to grow from \$8.3 billion in 2023 to \$14.1 billion by 2033.

WIDE FORMAT

Wide format printing and large format printers, also known as wide format printers, are generally defined as computer-controlled printing machines that support a maximum print roll width of between 18" and 100". Printers with capacities over 100" wide are considered super wide or grand format. Wide format printers come in two basic formats: Roll-fed (PVC for banners, wraps, textiles, etc.) or flatbed (card, board, wood, metal, rigid PVC and Polystyrene, etc.)



WIDE FORMAT PRODUCTS

Wide format printers are used to create nearly limitless large-scale solutions, including but not limited to: banners, posters, trade show graphics, yard signs, wallpaper, adhesive vinyl for decals, wall murals, and vehicle wraps to electronic circuit schematics, architectural drawings, construction plans, backdrops for theatrical and media sets, and large format artwork or signage.



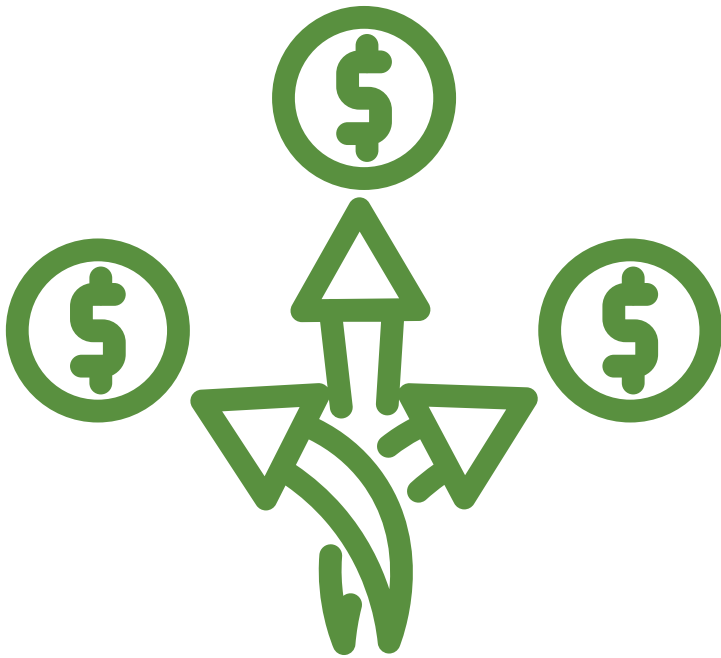
Top 5 factors driving wide format growth: Apparel & textile; signage; advertising; decor; CAD & technical printing

– Large Format Printing Market Research

The Bigger Picture: See How Wide Format Largely Benefits Your Print Business



In today's ever-changing business landscape, Millcraft understands that commercial printers are seeking to expand their services, attract new customers, boost revenue—**wide-format printing opens doors to huge opportunities and immense potential.** With its ability to produce high-quality, large-scale prints, wide-format print equipment creates numerous advantages that will significantly enhance your commercial print business' capabilities and profitability.



DIVERSIFY TO THRIVE

Diversification is the key to staying competitive and thriving in this evolving print market. It's important to explore multiple revenue streams and to consider the **strategic advantage of diversifying as a way to enhance profitability, reduce risk, and ensure long-term sustainability.**

According to Harvard Business Review, companies that diversify their income streams tend to be more resilient against market fluctuations. Diversified companies reported a 33% higher revenue growth and a 20% increase in profit margins compared to those focused on a single product or service line over a five-year period.



ATTRACT NEW CLIENTS

By adding wide-format capabilities, printers can cater to a broader range of customers and meet their varied needs beyond traditional flyers and brochures. Expanding your service portfolio attracts new clients from industries such as retail, advertising, event management, architecture, construction, and interior design—and creates new revenue streams.



STRENGTHEN CLIENT RELATIONSHIPS

Chances are good your customers are already using several common wide-format applications, and they're building relations with competitors for lack of options with your print shop. Incorporating wide-format printing allows your print business to produce the posters, banners, point-of-sale displays, and signs your customers need—fostering stronger partnerships and long-term client relationships.



INCREASE PROFITS

By recognizing the potential of wide-format printing and making the investment, your commercial print business opens the doors to substantial growth in the print market—and widening your profitability.

- » **Greater Opportunity:** Over the last decade, rapid advances in wide-format technology have taken place alongside the ongoing evolution of print heads, inks, and substrates. Today's more efficient end-to-end workflows subsequently creates more opportunities in the continually growing wide-format market.
- » **Higher Profit Margins:** Wide-format printers are able to command higher prices due to the size, complexity, and value their print solutions bring to businesses. Investing in wide-format print equipment allows commercial printers to tap into this market, enjoying higher profit margins and boosting overall revenue.



STAND OUT

Wide-format print equipment is known for its exceptional print quality, sharp resolution, and vibrant colors. This level of quality is crucial when producing eye-catching visuals for promotional materials and displays. Your ability to create visually stunning outputs with sharp images and precise details will help your commercial print shop stand out from competitors—**and leave a lasting impression of quality on clients.**



DELIVER INNOVATION

Wide-format printing doesn't just refer to the size of the print you create; it also reflects the breadth of media you can print on. Wide-format print equipment offers versatility regarding the range of substrates it can handle, allowing commercial printers to meet diverse customer requirements and deliver customized, innovative solutions. From vinyl and fabric to rigid materials such as foam board and aluminum, **your wide format equipment can accommodate a variety of media and open up endless creative possibilities.**



GROW YOUR COMPETITIVE ADVANTAGE

By expanding services to include wide-format printing, printers differentiate themselves from competitors who do not have this capability. Your print business becomes known for your ability to sell full solutions, not just parts of campaigns—you provide new applications on a wide range of media, and you're able to respond fast to last-minute promotions. Wide-format capabilities help to **position your commercial print business as the better choice, all around.**

Top 10 Best Sellers In Wide Format Solutions

Discover how to engage your wide-format printing capabilities and skyrocket sales with these “Top 10” wide format solutions. Chances are good that, alongside flyers and brochures, your customers are in need of or already using several of these popular wide-format applications.

1

Signage (Indoor & Outdoor)

From storefront signs to directional signage. Durable and weather-resistant signs, essential for businesses, events, and public spaces.

2

POP Displays

Large, attention-grabbing displays for trade shows and exhibitions. Backdrops, banners, and standees that help businesses stand out in crowded venues.

3

Window Graphics

Able to adhere to glass surfaces, and can be easily removed or changed; promotional displays, privacy screens, or decorative purposes.

5

Backlit Displays

Indoor and outdoor, retail environments, airports, public spaces. Visuals remain sharp and eye-catching even when illuminated from behind.

4

Floor Graphics

For marketing, wayfinding, and safety instructions. These graphics are durable and slip-resistant, suitable for high-traffic areas.

6

Vehicle Graphics

Eye-catching vehicle wraps transform cars, trucks, and buses into mobile billboards, effectively increasing brand visibility.

7

Posters

High-quality with crisp images and bright colors, for promotional materials, educational purposes, and decorative elements in a multitude of settings.

8

Banners

Advertising, events, promotions. These durable, large-scale prints can withstand outdoor conditions, making them perfect for both indoor and outdoor use.

10

Building Wraps

Transform a whole building, create a huge promotional space with a high-resolution building wrap.

9

Billboards

High-impact, large-scale advertisements, high-resolution. Suitable for outdoor use while maintaining their visual appeal over extended periods.

Insider Tips: Know Before You Grow



Huge opportunity abounds in wide format, yet where to begin? With a wide investment window, ranging from \$25,000 to \$2 million and beyond, **it's imperative that your commercial print shop enters the wide format market with the right equipment that will meet your demand – and deliver ROI.**

Consider carefully the following insider tips from Millcraft when preparing to take your first strategic steps into the largely growing market that is wide format printing.

ASSESS SPECIFICS

Talk with your top 10 customers, and ask them for specifics. Heads up: If you ask your customers whether they have wide-format printing needs, they may say no simply because they don't connect 'wide-format printing' with the posters, tradeshow signs, retractable banners and canvases that they are likely already selling (and getting done by other printers).

A Millcraft customer, for example, discovered that **80 - 90% of its customer base was using wide-format print products.** Find out what your top 10 customers are doing, what they would like to do more of, and how you can help them do it for less.

GAUGE YOUR INVESTMENT

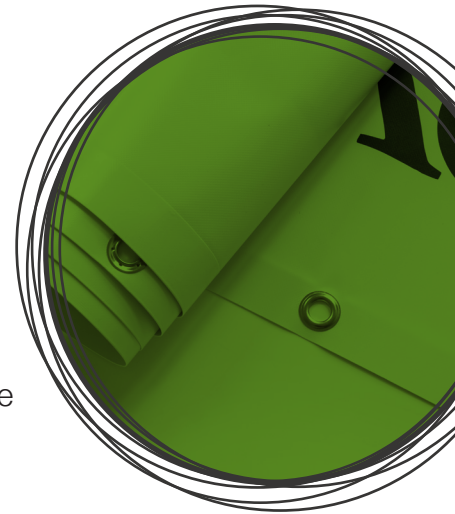


Look at outsourcing and see the numbers for what they are: **The amount your company has outsourced over the last two to three years is an accurate indicator of your wide-format printing needs.** For example, a commercial print business may think they want a \$500,000 elaborate setup. Yet, if the business has only outsourced \$20,000, the ROI on spending \$500,000 will be 5 years or more. Considering that technology and equipment needs change over time, it's recommended to aim for ROI in 2 to 2.5 years.

On the flipside, it would be a mistake to go in with entry-level equipment if you or your clients are currently outsourcing \$300,000 to \$400,000 in wide-format printing already. If your business purchases the next level up, you can increase your output and get a bigger return on investment.

LEAD LEAN

When entering the projected \$14 billion market of wide-format printing, the tendency is for companies to try to do it all, offer it all – and right at the onset. Rather, Millcraft recommends that companies start out strategically lean, and become an expert in what you offer before expanding into every market. Millcraft advises companies to choose five core items to begin with and recommends: Posters, banners, adhesive vinyl for decals and wall murals, and yard signs—choose your fifth (which is often retractable banners and canvases) based on your customers' needs.



ENLIST EXPERTISE

If you want your investment into the wide format market to **produce sound ROI, open doors to multiple revenue streams and boost profit**, differentiate your commercial print shop from competitors based on impeccable quality and multiple capabilities, while also widening your audience and profit margins – enlist the expertise of Millcraft. With more than 100 years of experience in the printing industry and a team of wide format experts, Millcraft is well positioned to guide and support you through growing and diversifying your business with wide format.

A hand is shown holding a globe, with the entire image covered by a semi-transparent green filter. On the right side, there are two vertical bars: a light green one on top and a dark grey one below it.

Millcraft: Your One Stop Shop for Wide Format Success

Bring in Millcraft's experience and trusted expertise to guide the launch of your lucrative new wide format vertical—and for every detail your commercial print shop needs to strengthen your ultimate business success.

When you have questions, we have answers...*Just ask.*

Q

What if we're interested in wide format, but we aren't sure what equipment we need or what will best serve our business?

A

Contact Millcraft today! We'll walk you through your best investment decisions based on your specific needs, budget, and goals. Millcraft differs from competitors in our high-touch customer service. We develop relationships with our customers, and our team is available at every step to assist with installation, training, and support.

Millcraft has the capacity and experience to help you create and operate your business more successfully with seamless equipment integration. We feature printing equipment, plotters and operational software. In addition, we have fully certified technicians on staff and available to all of our locations to install, answer questions, troubleshoot and support the growth of your business.

Ask Us About Our Equipment Leasing Options: Millcraft makes acquiring necessary equipment more accessible and financially feasible through flexible leasing plans. Our team of experts will not only introduce this new technology, but we'll guide you through operating your business with seamless equipment integration for greater business success.



Q

Do we have space for wide-format printing?
Does Millcraft help us map out a floor plan?

A

Millcraft will not only calibrate your optimal floor plan and workflow, but we'll also provide you an expertly calculated ROI budget down to ink and materials costs alongside equipment. Where others “drop ship”, or sell new equipment but the customer is left on their own to figure everything out, our Millcraft team acts as an extension of your business – we're here for you and we're involved at every step.

Millcraft assists with:

- » Selecting the right equipment based on business needs and budget
- » Expertly calculating ROI
- » Developing your streamlined, optimal floor plan
- » Providing training and support for operating all equipment



Q

How does Millcraft serve as a one stop shop for wide format solutions?

A

Our goal is to provide you with valuable wide format resources that make your job easier. We have the tools to help you navigate the material options for your signage and graphics needs. Millcraft offers our print shop customers a comprehensive selection of resources, beyond equipment, to ensure your success in the wide format market.



ADHESIVE VINYL & LAMINATES

Calendared and Cast Vinyl Films and Laminates: Wide selection of calendared and cast vinyl films and laminates for every application from changeable/removable to permanent wraps and displays.

PAPER MEDIA

Photo, Photo-Realistic and Poster Weight Paper: Products from top brands in the wide format industry.

BANNER MATERIALS

Front Lit, Vinyl Mesh, Double-Sided and More: Single and double-sided digital banner media – including front lit, PVC film and vinyl mesh – for a wide variety of applications.

BANNER & SIGN HARDWARE

Hardware for Displays, Banner Stands: Options for information displays, outdoor displays, banner stands, and more.

RIGID SUBSTRATES

Substrates: Sign-making blanks, panels, and boards in aluminum composite (ACM), foamboard, corrugated plastics, Celtec PVC, ultra-board, polystyrene.

PRINTING EQUIPMENT & INKS

Industry-leading printing equipment, plotters and operational software; fully certified technicians on staff to install, answer questions, troubleshoot and support the growth of your business.

Ready Set: Go Wide for Big Profit with Millcraft

Millcraft created this guide with one purpose in mind: to help you succeed in your commercial print business. Our team of experts strategically assists print shops in diversifying your offering with wide format print capabilities—and boosting your profitability.

With our extensive selection of wide format equipment and resources, Millcraft caters to every detail of your widely diverse commercial printing needs. We go beyond just providing equipment by offering leasing options, streamlined workflow and budgeting, and comprehensive training to ensure your success. By partnering with Millcraft, you gain access to a one stop shop for all the wide format solutions your print business needs, allowing you to focus on what matters most—taking care of your customers in your successful commercial print business.



Get Started Today

800.860.2482

justask@millcraft.com

www.millcraft.com

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