

CMYK Plus

Commercial Printing Demand, Needs and Opportunity Assessment

Prepared: September 2020



KEYPOINT
INTELLIGENCE

Table of Contents



Introduction



Study Goal & Benefits



Methodology and Analysis Output



Deliverables, Timeline & Estimated Pricing

Introduction: Defining the Demand and Need for Going Beyond CMYK

- ◆ **In 2020, the printing industry faces unprecedented challenges**
 - › A pandemic
 - › Recession
 - › Attempts to reopen economies
 - › End-customers that face uncertain times
- ◆ **Print service providers (PSPs) need to differentiate more than ever**
 - › Providing services that create repeat customers
 - › Increasing profit margin
 - › Develop new lines of business
- ◆ **Vendors have increased the product offerings to enable print service providers (PSPs) with capabilities that go beyond CMYK**
 - › White ink, neon colors, metallic inks, spot color capability and colors for security
- ◆ **The key questions that need answering include**
 - › What is PSP demand CMYK Plus capabilities?
 - › What capabilities are needed by application?
 - › How much value does CMYK Plus capabilities produce for both PSPs and end customers?



Beyond CMYK Multi-Client Study

Identifying Marketing Demand, Need and Impact

◆ **Study Goal:**

- › Survey print service providers to define market demand for services that go beyond CMYK process color

◆ **Study Objectives:**

- › Measure the importance of providing CMYK Plus capabilities to business customers who purchase printing services
- › Identify “must have” capabilities by application and type of effect
- › Explain the primary challenges related to selling CMYK Plus services to customers
- › Determine the current incidence of providing these services
- › Examine PSP purchase intentions and demand drivers
- › Identify core areas of objection among non-adoptioners

Methodology

- ◆ **Desk research**

- › Leverage Keypoint Intelligence 2017 Beyond CMYK Plus Multi-client study
- › Conduct secondary analytics on existing product offerings and market direction
- › Leverage Keypoint Intelligence's prior quantitative and qualitative research
- › Conduct discussions with industry stakeholders as necessary

- ◆ **25-minute web- and Computer Aided Telephone Survey (CATI)**

- › U.S. - Web-survey
- › UK, France, Germany, Benelux & Nordics – CATI survey
- › **Sample Size:**
 - **U.S.:** 115 to 125 respondents
 - **UK:** 25 to 30 respondents
 - **France:** 25 to 30 respondents
 - **Germany:** 25 to 30 respondents
 - **Benelux & Nordics:** 25 to 30 respondents

Methodology (Continued)

◆ Survey screening criteria

- › Works for a commercial printer, quick printer, digital printing specialist, direct mail service bureau
- › Title: Owner, production manager, senior sales executive, press operator, operations manager
- › Has worked at the company, or in the industry for more than 2 years
- › Is knowledgeable about the types of products produced in the printing plant
- › Has digital printing equipment
- › Is knowledgeable about the types of printing equipment are in the plant
- › Can speak to their company's need for the ability to print and produce products for business customers that have printing or post-printing elements that go beyond process color

◆ Quota requirement:

- › Minimum of 40% of sample by region qualifies for one of the of the following:
 - Has CMYK plus types of equipment or related post-printing finishing equipment (e.g. lamination or foil stamping)
 - Is planning on or considering purchase this type of equipment
 - Currently provides these services but outsources the work to a third-party trade printer
 - Note: The expectation is that more than 40% will fall into one of these categories
- › Maximum of 60% that don't offer and are not considering

Deliverables, Timeline & Pricing

◆ Deliverables

- › Executive Summary (PowerPoint)
- › Webinar

◆ Timeline

- › Initiate research in October
- › Complete by December 20th

◆ Pricing

- › Early-bird pricing (by October 26th): \$19,995
- › List pricing: \$25,000

Sponsors can influence surveys to allow for some customization of your key needs

Thank You

✉ riley.mcnulty@keypointintelligence.com

✉ German.sacristan@keypointintelligence.com



KEYPOINT
INTELLIGENCE

WEYMOUTH

97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
781.616.2100
info@infotrends.com

HEADQUARTERS

80 Little Falls Road
Fairfield, NJ 07004
973.797.2100
info@buyerslab.com