

# *Color Production Printing in Corporate Environments U.S. and European Perspectives*



*This new INTERQUEST study updates the impact of digital color production printing in large corporations, and offers comparisons between the United States and Europe*

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# About the Research

The objective of this project sponsored by Xplor International and conducted by INTERQUEST, is to provide an analysis of digital color production printing market trends in corporate environments both in the United States and Europe.

The results of the study are based on a series of 150 in-depth interviews—half in the United States and half in Europe— with executives of digital color printing systems vendor companies, large services bureaus and corporate users.

The study is a follow up to *Color Production Printing in Corporate Environments: Vendor and User Perspectives* published by Xplor and INTERQUEST in 1999.

*Color Production Printing in Corporate Environments: U.S. and European Perspectives* is sponsored by:

Xplor European Region  
Xplor France, French Chapter  
Xplor Italia, Italian Chapter

Xplor Nederland, Dutch Chapter  
Xplor Nordic Region  
Xplor UK & Ireland Region

# What you will find in the report

- How big is the color corporate market compared to the print-for-pay market?
- Are people satisfied with their current systems? What are they looking for in the future?
- What are the applications? How are systems used?
- Are large corporations really moving into color variable data printing?
- What are the outsourcing trends for color documents?

• Detailed market analysis and forecasts for the following countries:

- USA
- Europe
  - United Kingdom
  - France
  - Germany
  - Italy

• Key trends, market penetration, and issues in other European countries

• Comparison between the U.S. and European market

## Who Will Benefit?

- Manufacturers, OEMs, Resellers
  - Digital printing systems
  - Conventional presses
  - RIP/connectivity solutions
  - Software developers
  - Papers and other substrates
  - Ink, toner, and other consumables
- Large Corporate and Government Users
  - In-plant print shops
  - Centralized reprographic departments (CRDs)
  - MIS/data centers
  - Network operations
  - Purchasing managers
- Print-for-Pay Operations
  - Commercial printers
  - Digital service bureaus
  - Quick printers
  - Outsourcing organizations

## Companion Report

INTERQUEST is also offering *Digital Color Production Printing: A Five-Year Market Forecast (2001-2006)*, a companion report that analyzes the market for desktop color page printers, full-color copiers/printers, digital presses and associated controllers and RIPs. This 200-page report published in October 2001 provides:

- Market projections and forecasts
- A detailed analysis of the competition/overlap between various classes of systems
- A competitive analysis of the market leaders (current and future)
- An examination of the trends, issues, and developments related to RIPs and controller

Hand in hand with *Color Production Printing in Corporate Environments: U.S. and European Perspectives*, you will have the most thorough, reliable and thought-provoking perspective available.

### Order Now!

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# INTERQUEST Publications & Videos/CD-ROMs

## Multi-Client Studies and Industry Reports

- *PRINT 01: The Eye of the Storm*<sup>3</sup> (New)
- *Xplor 2000: The Future of the Electronic Document*<sup>3</sup>
- *The Rising Tide of Docutech Competition* (2000)
- *Drupa 2000: The Future of Digital Printing* (2000)<sup>3</sup>
- *Midrange and Clustered Systems: Expanding the Print-on-demand Market*
- *Leading the Pack: 50 Innovative Technology Companies in the Electronic Printing Industry*
- *In-Plant and Corporate Environments*<sup>1</sup>
- *Distributed Print-On-Demand*<sup>1</sup>
- *Internet Printing and Publishing: The Impact on the Paper Document*
- *The Digital Print Factory: Round Two!*

## Books & Guides

- *The Guide to Digital Print Quality* (New)
- *The Guide to Printing Systems Connectivity* (2000)
- *The Guide to Affordable Print-on-Demand Solutions: Midrange and Clustered Printing Systems, 3rd Edition* (New)
- *The Guide to Paper and Digital Printing: What You Should Know* (1999)
- *Nonimpact Electronic Printing: The Reference Handbook (Second Edition)* (1998)
- *Network, Screen, and Page: The Future of Reading in a Digital Age* (1997)<sup>2</sup>

## Color

Over the past decade, INTERQUEST has published a number of multi-client industry studies related to color printing. These include:

- *Digital Color Production Printing: A Five-Year Market Forecast (2001-2006)*<sup>3</sup> (New)
- *Digital Color Production Printing: Market Trends and Dynamics* (1999)
- *Color Production Printing in Corporate Environments: Vendor and User Perspectives* (1999)<sup>3</sup>
- *Desktop Color Laser Printers: Mainstream or Niche Market?*
- *Color Hard Copy Consumables: Market Opportunities and Technology Trends*
- *Color Electrophotographic Printing: Market Trends, Technology Developments and User Needs*
- *Electronic Color Printing: From Dithering to Continuous-Tone*
- *1990s—The Years of Color: Integrating Color Printing/Copying Technologies & Markets*
- *From Monochrome to Color Digital Printing*

INTERQUEST, in association with Xplor International, has also produced a series of educational videos on the topic of color.

- *Digital Short-Run Color Printing: Five Years Later*
- *Electronic Color Printing: Now What?*
- *Highlight Color Printing: Adding Power to Documents*
- *Digital Short-Run Color Printing: The Wave of the Future*
- *Electronic Color Printing: Here and Now!*

In addition, over the last 12 years, INTERQUEST has conducted numerous consulting projects for major industry players.

(1) Commissioned and Published by the Graphic Arts Marketing Information Service (GAMS)

(2) Commissioned and Published by the Electronic Document Systems Foundation (EDSF)

(3) In association with Xplor International



INTERQUEST is a market and technology research and consulting company in the field of electronic printing and publishing. Over the past 12 years, INTERQUEST has published numerous multi-client studies related to digital printing and print-on-demand. In addition, the company has produced a series of educational videos on related topics in association with Xplor International.

INTERQUEST has over 2,000 clients worldwide. For more information about INTERQUEST:

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