

Color Production Printing & Variable Imaging in Graphic Arts: Market Analysis



A new INTERQUEST study, based on an in-depth survey of leading North American and European graphic arts printing operations. This study complements *"Color Production Printing in Transactional Environments: Market Analysis"* published in March 2006



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Study Methodology

This study is based on the results of an in-depth survey of 80 graphic arts print providers that was conducted in the first quarter of 2006. Half of the respondents were in North America and half was in Europe.

The study is part of INTERQUEST's **Color Production Printing & Variable Imaging Advisory Service**, which provides companies with ongoing market research surveys, forecasting and consulting services. This study complements *Color Production Printing in Transactional Environments: Market Analysis* published in March 2006.

Who Should Buy?

- Printer Manufacturers, OEMs, Resellers of:
 - Digital printing systems
 - Conventional printing equipment
 - RIP/connectivity solutions
 - Pre- and post-processing/finishing equipment
 - Software solutions
- Corporate Users
 - Document services departments
 - In-plant print shops
 - Centralized reprographic departments (CRDs)
 - MIS/data center operations
- Print-for-pay Operations
 - Commercial printers
 - Digital service bureaus
 - Quick printers
 - Outsourcing organizations

For Industry Professionals Involved in:

- Sales and marketing
- Product management
- Engineering and product development
- Application and technical support
- Market research and strategic planning
- Sales and technical training
- Selection and purchase of printing solutions
- Printing and publishing operations

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INTERQUEST's Expertise in Color Printing and Variable Imaging

Founded in 1989 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has more than 2,000 clients worldwide; approximately two-thirds are end user organizations and one-fourth is outside the United States.

Transactional & Graphic Arts Printing Experience

Since 1997 INTERQUEST has conducted landmark studies in commercial printing markets for the Graphic Arts Marketing Information Service (GAMIS), a Special Industry Group of Printing Industries of America (PIA).

For more than 16 years INTERQUEST, through its relationship with Xplor International, has conducted numerous studies and developed educational tools related to transactional and corporate printing markets.

Expertise in Digital Color Printing

Since publishing the Years of Color in 1990, INTERQUEST has developed numerous studies analyzing the office and production color printing markets. The company has conducted multiple consulting projects for leading industry players (vendor and user companies), as well as developed training programs and educational tools widely used by vendor and user organizations in the industry.

Research in Color Variable Data Printing

INTERQUEST has tracked color variable data printing technology and markets since 1996. In the past two years INTERQUEST's reports, **Implementing Color Variable Data Printing and Color Variable Data Print Languages**, have been used as training and educational tools by leading color digital printing system vendors.

In 2004, INTERQUEST completed a study, **Variable Data Imaging Opportunities with Digital Printing Presses**, commissioned by GAMIS and the PIA Digital Printing Council.

Color Production & Variable Imaging Advisory Service

At the end of 2003, INTERQUEST launched its **Color Production & Variable Imaging Advisory Service**, which helps companies develop and refine their planning and marketing strategies by tracking—through quarterly surveys of print providers, ad agencies and print buyers—the evolution of the color production and variable data printing market, applications, and issues.

Color Variable Data Printing Seminars

INTERQUEST also conducts seminars. In 2003 we conducted **Profiting with Color Variable Data Print** in six U.S. cities. The objective of these seminars was to show print providers the business opportunities offered by color variable data printing, how to implement and market the service, and how to resolve key technical and marketing issues. In 2005 we conducted—in association with Xplor International and a group of industry sponsors—**Focused Forums**, a series of one-to-one communications seminars targeted the Insurance and Finance/Banking industry sectors in North America. In 2006 we have been conducting similar events jointly with Xplor Canada.

**For more information about INTERQUEST
visit our Website at www.inter-quest.com or call 434/979-9945.**