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GET INTO WIDE FORMAT DIGITAL PRINT

YOUR FAST TRACK GUIDE:
HOW TO GET INTO
WIDE FORMAT DIGITAL PRINT

NEW MARKETS, OPPORTUNITIES
AND REVENUE STREAMS THE EASY WAY



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GETTING INTO WIDE FORMAT DIGITAL PRINT IS EASY

THE GLOBAL MARKET FOR WIDE FORMAT DIGITAL INKJET PRINTING IS ESTIMATED TO BE MORE THAN 'A STAGGERING' £50BN PER YEAR, AND YET COMMERCIAL PRINTERS OCCUPY LESS THAN 5% OF THIS SECTOR*.

This is somewhat surprising considering there are very few barriers to entry; a commercial printer producing wide format prints is really no different to producing any other form of colour printing except that the finished product is generally considerably larger – as indeed are the potential profit margins. And high profit margins represent one of the best reasons for getting into wide format printing right now. Besides, you're a printer – and printers already know how to print. You understand colour and how RIPs work and, best of all, you already have a customer base that is probably already buying wide format print elsewhere. The only trouble is they probably haven't been buying it from you. Getting into wide format digital print means that you'll be able to offer many of your customers a huge range of new

Every business you deal with is a potential customer for the vast range of new wide format print products and services you could offer.

output and services that they're either looking for, or are already buying from someone else. This means that you'll quickly be able to build some loyalty with your customers and win some valuable new business at the same time.



Wide format digital printing is where you'll discover a whole host of new markets where the range of applications for print is still growing, and where you'll have a highly profitable new income stream to exploit. The key to keep in mind with wide format is that it's so

The Roland DG Academy provides free training with most product purchases; from application to software.

much more than just big prints. You can quickly produce highly personalised output economically in quantities where the minimum run length is one and where the lead time is now. And the best thing about it is that it's all touch button simplicity, just the same as any other form of digital printing. The applications for wide format are practically limitless. Whatever your customers need, whether it's big or small, for indoors or out, be it labels, decals, posters, banners, window graphics, exhibition banners, point-of-sale collateral, vehicle liveries, bus shelter posters – whatever – getting into wide format means that you can do it all.

SO WHY SEND YOUR CUSTOMERS ANYWHERE ELSE?

WHY SHOULD YOU GET INTO WIDE FORMAT PRINTING?

YOU ALREADY HAVE THE CUSTOMERS. EVERY BUSINESS YOU DEAL WITH IS A POTENTIAL CUSTOMER FOR THE VAST RANGE OF NEW PRINT PRODUCTS AND SERVICES THAT YOU COULD OFFER.

Working with inexpensive materials, you'll produce attractive highly marketable output in little time and at little cost in quantities of one and up.

You already have the knowledge and skills. You understand print and applying your skills to the wide format market will enable you to sell top quality, highly marketable output.

You'll be able to produce much more than you think. With the versatility of wide format print you can produce the more typical banner and poster output, however you can also move into exhibition graphics, point-of-sale materials, labels, vehicle graphics, floor graphics, packaging proofs, signs and window graphics and so much more. And, by investing in the right machine, you can produce both indoor and outdoor work.

You'll make more profit. Working with inexpensive materials, you'll produce attractive highly marketable output in no time and at little cost in quantities of one and up, so it's a very lucrative opportunity.

You'll rapidly recover your investment. The hardware you need to enter and exploit this growing market is inexpensive

to acquire and affordable to operate. It works hard and it pays for itself – fast.

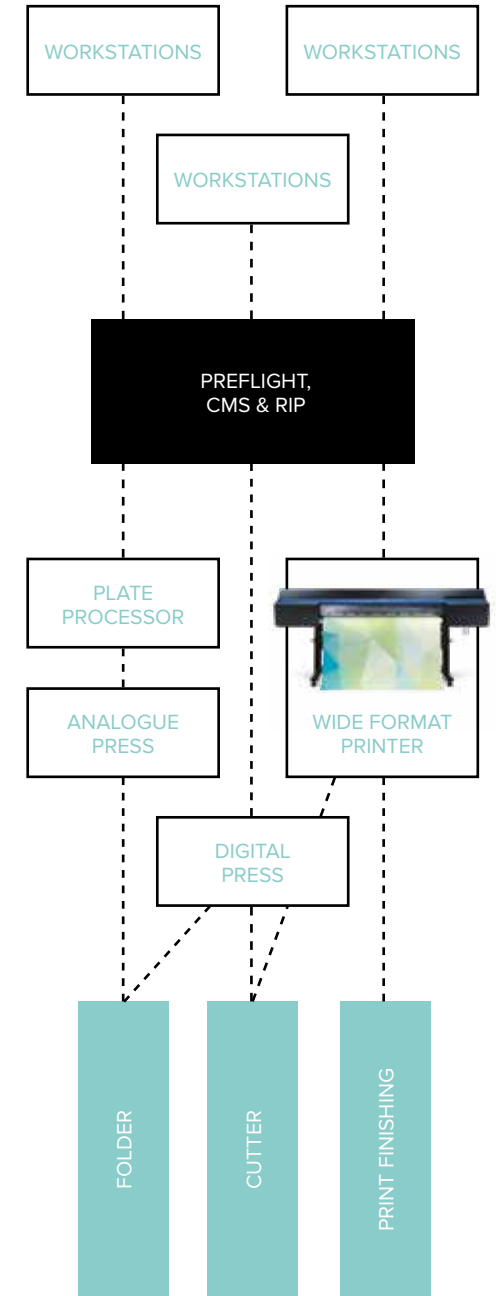
You'll win customer loyalty and new business. Businesses everywhere need the output you could easily offer, produce and supply.

You'll grow your business. More output sold means more revenue in. But think about the cross-selling opportunities that you can exploit. Wide format buyers need other types of print too.

You'll retain control. Rather than sub-contracting your wide format output or simply turning it away, you will keep control of your costs, your time, your colour accuracy, your quality and ultimately, your customers.

You'll integrate it effortlessly. Adding wide format production to your existing print service offering is simple, and can be incorporated easily into your workflow. Colour accuracy across all materials will match your other printed output for consistency.

Provided you are working with a good quality wide format printer manufacturer, production will integrate into your existing set-up and will need little more than an electricity supply because you already know how to work with colour and how to print. The diagram opposite illustrates how a wide format printer can integrate easily into your workflow.



ALL YOU NEED TO KNOW ABOUT SELECTING A WIDE FORMAT PRINTER

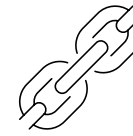
ONCE YOU'VE MADE THE DECISION TO ENTER THE WIDE FORMAT PRINT MARKET YOU'LL NEED A SOLID, RELIABLE WIDE FORMAT PRINTER THAT CAN DO IT ALL; FROM SMALL, ABSTRACT SHAPED ADHESIVE STICKERS INCLUDING CONTOUR CUTTING, TO BIG BANNERS AND GRAPHICS.

You will also need a printer that has the versatility to work with a wide range of materials, because not all can. If you want to produce decals and labels, plus other intricate shapes, an integrated print-and-cut solution will produce both as a single job.



Output

Some printers' output is strictly for short-term and indoor use, so if you want to produce for both indoors and outdoors you'll need a wide format machine that can deliver that. Not all printers are able to.



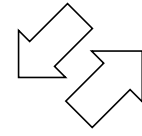
Reliability

When the production run is one, and the lead time is the here and now, the last thing you need is a print engine that is unreliable and doesn't appreciate the urgency. Therefore, what you will need is a printer that is known for dependability and which requires minimal operator intervention – because again, not all do ...



Support

If you have a problem, you also need to be confident that you're dealing with a knowledgeable and professional supplier / manufacturer that can provide a quality and timely after-care and support service. And importantly, you need to be assured that your supplier deals with the whole solution, from hardware, software, ink and technical help, so that you don't get caught between different company's support services.

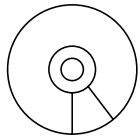


Connectivity

You also want to know that your wide format printer is easy to connect and whether it can be simply plugged into your normal electricity supply. You'll want a solution which is economical to run without any additional power requirements.

The hardware you need to enter and exploit this growing market is inexpensive to acquire and affordable to operate. It works hard and it pays for itself - fast.

ALL YOU NEED TO KNOW ABOUT SELECTING A WIDE FORMAT PRINTER



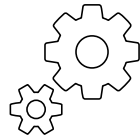
Software

You'll also need a RIP that understands wide format printing applications and your colour management because not all do. Plus it is worth confirming whether you have to pay extra for your RIP or whether it's included with your printer.



Training

While the learning curve to get into wide format is small, there may be some elements where you need guidance. So you will need to consider what training and support your supplier will give you both getting started and along the way.



Integration

It's also important to consider whether your wide format printer will integrate easily with your workflow. You're probably already using a specialist colour solution for proofing – you want your additional output device to work smoothly with your existing configuration for consistent results.



Footprint

You'll need to consider whether your wide format machine will fit in your premises – the footprint of wide format machines varies considerably, even when they print exactly the same output width.

Businesses everywhere need the wide format output you could easily offer, produce and supply, and by being able to satisfy all their printing needs they'll have no reason to go elsewhere.



Rather than sub-contracting your wide format output or simply turning it away, you keep control of your costs and your quality.



WHO BUYS WIDE FORMAT PRINT?

IT'S A PRACTICAL CERTAINTY THAT MANY OF YOUR EXISTING CUSTOMERS ALREADY BUY WIDE FORMAT DIGITAL PRINT. BUT WHERE ARE THEY GOING FOR IT AND WHAT OTHER PRINTING SERVICES ARE THEY BEING OFFERED WHILE THEY'RE LOOKING?

Wide format printing is now in demand everywhere. Retail, commercial or industrial, manufacturer or supplier, private or public – any enterprise that needs to promote or inform is a potential customer for wide format printing.

Advertisers need posters and banners. Shops and stores constantly have events to promote, new pricing to announce and point-of-sale campaigns to wage. Exhibitions and events need colourful graphics and exhibitors need stand displays. Transport fleets need printed liveries. Businesses everywhere need signs, while government buildings and other public institutions need posters and way-finding signs. In fact, if you stop to think about it, you will probably recognise that

you're already doing business with many of these types of customer.

There is an increasing trend emerging that sees existing wide format display graphics companies install short run, cut sheet digital print engines in order to offer their wide format customers a more inclusive printing service. So why don't you consider broadening what you offer your customers too, by moving into wide format print?

There is a constant stream of new materials and applications that keep wide format print buyers busy looking for the next new thing – something that you could produce, easily and profitably. Why send your customers anywhere else?



The durability of wide format print means you can be confident that whatever you create will last whatever the conditions.

Metallic and White Ink Produce Premium Quality Results.

Using metallic and white, you can add stylish accents, sophistication and premium value. It's easy to apply

luxurious effects to printed graphics with brilliant metallic colours that were previously available only through silk screening, offset printing, and hot stamping. The design possibilities are boundless with the rich textures and smooth gradations of the gold, silver, metallic and pearlescent colours available with the Roland DG SOLJET PRO 4 XR-640 printer/cutter or XF-640 printer.

Because all Roland printers are supplied with the company's versatile VersaWorks Dual, it is easy for users to integrate metallics and white into their workflow without having to invest in additional software.

HOW TO SELL WIDE FORMAT PRINT

THE VERY FACT YOU SERVICE THE COMMERCIAL PRINT MARKET CREATES NUMEROUS OPPORTUNITIES FOR YOU TO SELL WIDE FORMAT OUTPUT TOO. MANY OF YOUR EXISTING CUSTOMERS ARE ALREADY BUYING IT BUT PROBABLY FROM SOMEWHERE ELSE, SO START WITH THEM. AS YOUR EXPERIENCE GROWS, YOU'LL MAKE WIDE FORMAT A POWERFUL DIFFERENTIATOR IN YOUR BUSINESS AND YOU'LL EXPAND THE RANGE OF OUTPUT THAT YOU CAN OFFER.

Businesses everywhere need the wide format output you could easily offer, produce and supply, and by being able to satisfy all their printing needs they'll have no reason to go elsewhere.

Nothing sells wide format output quite like wide format output itself.

Put it on display at your premises. Get an applications gallery on your website and be sure that everyone in your locality and catchment knows that you're now offering wide format. Shout it from the rooftops.

Cross-sell wide format at every opportunity and ensure that every enquiry you follow up knows that your services now include wide format too. Turn commercial business into wide format opportunities by making sure that you carry compelling samples of the output that you can now offer. Personalise the output in advance of a sales meeting and you'll do even better. However, the easiest way of all to sell wide format, is simply to say "yes" to the people who pick up the phone or come to your premises and ask for it. Why send them anywhere else? It's also worth considering how you can partner with creative and design agencies, in giving them something new to talk to their clients about. Wide format can widen their portfolio of services, help win them new business and in turn you'll get more demand for your services too.



WHY YOU SHOULD PARTNER WITH US

ROLAND DG IS NUMBER ONE IN THE INDUSTRY FOR WIDE FORMAT PRINTING, MANUFACTURING HIGH QUALITY AND RELIABLE SOLUTIONS WITH STRONG BUILD QUALITY AND DURABILITY THAT YOUR BUSINESS CAN DEPEND UPON AND TRUST. WITH MORE THAN 100,000 HARDWORKING INSTALLATIONS BEHIND US, WE'VE HELPED BUSINESSES OF ALL SHAPES AND SIZES TO GET INTO WIDE FORMAT AND SUCCEED. THIS IS SIMPLY BECAUSE WE KNOW OUR BUSINESS AND WE GREATLY VALUE YOURS.

We are not a mass manufacturer; each one of our printers is handmade, built by a small team of technicians in a unique process we call 'D-Cell Production'. So, with Roland DG, you always know that we'll pay attention to the finer detail and you'll get dependable reliability.

We deliver much more with each system than just a printer. Every Roland DG system is supplied with the intuitive VersaWorks RIP software, our vibrant and durable inks, in-depth training at our industry accredited Roland DG Academy and comprehensive RolandCare service and support.

Innovation is a word that underpins Roland's approach too. We were the first to offer integrated print-and-cut within the

same machine and we launched a series of machines that can print both metallic and white ink enabling high end, quality finishes and versatility to print production.

With the versatility of wide format you can produce the more predictable banner and poster output, but with wide format you can also move into exhibition graphics, POS materials, labels, floor graphics, packaging proofs, signs and window graphics and much more...



ROLAND CORPORATION, HAMAMATSU, JAPAN

Most importantly, we've helped commercial print businesses move forward by helping them get into wide format as a customer retention strategy. We've seen them win, and we've seen their range of services develop to turn wide format into a profitable core activity.

We work with our customers to help their businesses stay at the leading edge of market developments, and we help them to capitalise on the growing appetite for wide format to be able to expand their customer base.

We've seen our customers thrive. We've helped people, with nothing more than the spark of an idea, to become a wildfire success.

We have more success stories in waiting, because wide format is developing as advanced technologies and new application developments create an even bigger and more active market that's ready to be exploited. Shouldn't your company be part of that success?

There's never been a better time to get into wide format. Wide format's time is now and this is your opportunity. Now you've found the ideal partner – Roland DG.

ROLAND DG: THE ONLY NAME YOU NEED TO KNOW.

CONTACT US NOW TO ARRANGE A PERSONAL PRESENTATION OF OUR PRODUCTS AND SERVICES AND DISCOVER FOR YOURSELF HOW WIDE FORMAT FROM ROLAND DG CAN PUT PROFITABLE GROWTH AT THE HEART OF YOUR COMMERCIAL PRINT BUSINESS.

Get into wide format digital print.
Join the Roland DG family.

Roland DG is the only name you need to know to help you get into wide format printing.

To contact us you can:



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