



New Roland White Paper and Webinar Discuss How Commercial Printers Can Capitalize on the Growing Demand for Wide-Format Graphics

Thought Leaders from WhatTheyThink and Roland Present a Blueprint for Success

As part of an initiative to help commercial printers expand their offering into the lucrative wide-format market, [Roland DGA Corp.](#) is offering a free white paper titled "Going Wide: Understanding the Opportunities in Wide-Format Printing."

Written by Richard Romano, senior analyst at [WhatTheyThink](#), the white paper discusses emerging trends and best practices for commercial printers entering the wide-format industry. Findings from the new white paper will be presented in a free [Roland Academy webinar](#) Tuesday, Aug. 13 at 9 a.m. PDT.

According to Romano, "Researchers across the board have been tracking wide-format graphics as an expanding market—a rarity in printing today—but this reflects the fact that many wide-format applications either cannot or will not readily be replaced by electronic or digital alternatives."

Romano cites research done by the Specialty Graphics Imaging Association (SGIA), which projects an average growth rate for wide-format businesses of around 19.2 percent in 2013. By contrast, the commercial printing market has been in decline in recent years, leaving many commercial printers searching for new revenue sources.

Further emphasizing the wide-format opportunities for commercial printers is a recent InfoTrends study which found that commercial printers are the first choice of more than 39 percent of buyers looking for wide-format graphics.

To get into wide-format successfully, commercial printers must invest in new technologies and shift their business approach, says Romano. "One of the biggest challenges we find is that despite the emphasis on the items that wide-format equipment produces, you are not really selling *products*. You are selling a *service*. Wide-format printing is all about variety, but it is first and foremost about helping the customer increase his or her own sales via compelling graphics."

According to Romano, there is an expansive range of graphics that can be produced on a wide-format printer – everything from [banners](#), window displays and wall graphics to [signage](#), trade show graphics, posters, apparel heat transfers, labels, textiles and vehicle wraps. Wide-format printers are also ideal for proofing and package prototyping.

According to Andrew Oransky, senior director of marketing and product management for Roland, "The return on investment for a wide-format printer is among the highest in the printing industry today. Consider also that most commercial printers come into the market with design and printing experience as well as the right customer base to get started. Wide-format is simply a great fit for these companies."

For more information on Roland wide-format printing technologies or to obtain a copy of the white paper, visit [www.rolanddga.com/commercialprinting](#). To register for next week's free one-hour commercial printing webinar, visit Roland Academy online [here](#).

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