



What the Printing Industry Needs

"Just as printers need to adapt to market changes, OEMs will need to build better, faster, more affordable solutions in the digital space. This is the time for OEMs to fill the advisor role, consulting with end users and showing the strengths of their solutions."- Memjet CEO Len Lauer

Changing customer preferences, increased mobility, advanced printable media and equipment technology are reshaping the print industry.

In the following Q&A, 121SIGNS.COM Managing Director shares what she is doing for the print industry.

Automation & Collaboration

As such, 2017 was a year of mixed fortunes for advertising businesses globally. Market consolidation has seen several printing companies reform and refocus on their print advertising but using the medium of IT and digital services capabilities. So we 121SIGNS.COM bring your daily print media online, not only you go online, your trusted advertising material supplier will go online with you!

Print industry is not dying, its simply changed, Changing together with the fast, flexible, and affordable way of life.

As companies shift and adapt with the speed of everyday consumers' life and demand, one will see a wider opportunity, not less.

The PPI Association called the period of downsizing the Great Recession in print industry. It t gave severe hit in print industry globally overall the years 2008-2010, and we can clearly see it in Singapore as well.

For 2018, we expect overall print sales continue to increase, which would align with the adaptable of technology and acceleration of the supply chain.

Reducing Material Cost & bring increasing Quality

Taking the advantage of IT, 121SIGNS.COM acclaimed NEXT VISION print media focused on continuous innovation resulting in wide format vinyl graphics and day-to-day advertising applications, that are more exciting, impactful, but yet affordable.

This year, we are introducing NEXT VISION ULTRA CLEAR VINYL and NEXT VISION BACKLIT FABRIC, to add innovation in customization when choosing print ads and price can go a long way in helping the ads & signs peoples' profit margins.

6 Trends Summarized by Enfocus of DRUPA 2016:

1. **Automation and Cross-vendor Collaboration**
2. **Reducing material and Freight costs**
3. **Inkjet printing high-quality images for commercial purposes**
4. **Gamut printing**
5. **Innovation in customization**
6. **Increase in speed and functionality**

What are the rising trends consumers and corporate customers are requesting?

1. Sticker Advertisement (eg.PVC Sticker NV382)
2. Acylic Print / Window Graphics (eg. Ultra Clear Vinyl NV103)
3. FoamBoard Mounting (eg. K-Kap; Paper Foamboard)
4. Fabric/LED Lightbox (eg. Backlit Fabric)
5. Poster (eg. Synthetic Yupo)