



INTERNATIONAL SIGN ASSOCIATION

WIDE FORMAT TRENDS

in the sign, graphics and visual communications industry

VIVID & SHARP GRAPHICS

Wide format graphics create eye-catching focal points. Backlit displays and full-color window graphics draw in passersby. Creative techniques are being applied to:

- Banners
- Signage
- Posters
- Wall coverings
- Printed textiles
- Window and vehicle graphics
- Labels
- POP displays

NEW SEGMENTS

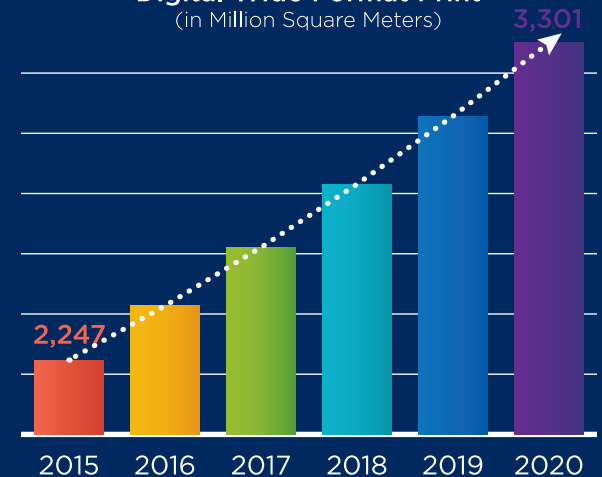
Product innovations are leading companies to explore using wide format print in new ways. And the introduction of white ink enables wide format production of stunning images on an array of non-traditional substrates.

- Flexible packaging
- Thermoforming
- Building materials
- Over-laminates
- Layered, two-dimensional
- Digital labels
- Short-run packaging
- Prototypes
- Interior décor
- Soft signage (fabrics)

INCREASING DEMAND

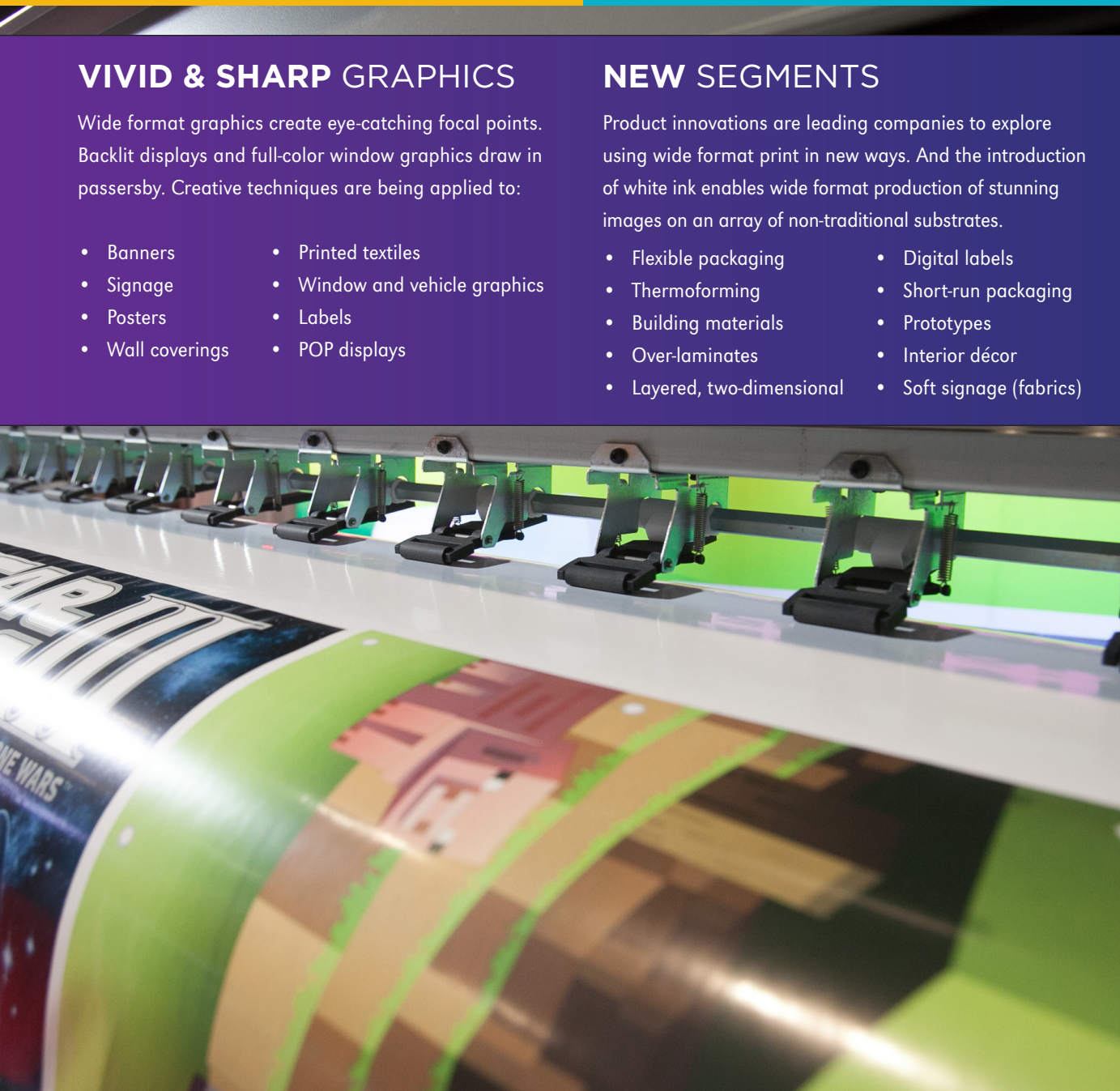
The demand for wide format print applications are growing. Total global volumes for wide format print are expected to rise from about 2,247 million square meters in 2015 to 3,300 million square meters by 2020, demonstrating a compound annual growth rate (CAGR) of 8%.

Global Volumes for Digital Wide Format Print (in Million Square Meters)



Source: Wide Format Forecast 2015-2020 (Creative & Production Segments), InfoTrends 2016.

Explore options and see trends in action at ISA Sign Expo. Join the mailing list at www.signexpo.org





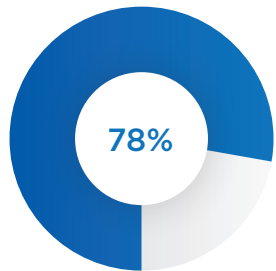
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BUYING-IN TO WIDE FORMAT

in the sign, graphics and visual communications industry

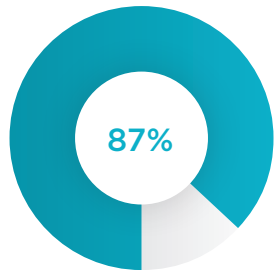
MOST INVEST IN WIDE FORMAT EQUIPMENT

Depending on the type of job requested, sign, graphics and visual communications companies are faced with an important decision on whether to invest in equipment or to outsource. How do you decide? Here's what other companies in the industry chose:



of companies in the sign, graphics and visual communications industry own wide format print equipment.

Source: Infotrends (2016)



of commercial sign printers plan to buy new wide format equipment.

Source: ISA Pulse (2017)

“We’ve been mainly an electric sign company. But with the **equipment we’ve purchased at ISA Sign Expo, we can do so much more for our clients.** It has helped us stay on the cutting edge, not just in the equipment we have, but in the services we offer.”

— David Schauer, Signtech



ISA INTERNATIONAL SIGN EXPO 2018 IS THE PLACE TO FIND INNOVATIVE PRINT SOLUTIONS AND PUT THEM TO WORK

Wide format print suppliers exhibit innovative print solutions—from transfer media and color management tools to software and workflow tools.



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