



PRODUCTION DEVICES

Enable your executives, product managers, and marketing strategists to draw accurate conclusions using a data-driven approach that maximises potential.

Product-related market activities and roadmaps that are not based on reliable data cannot provide the insightful analyses we need to continuously adjust for fluid market factors.

Help your managers and product specialists insightfully adapt agile activities that align with desired outcomes. Access the definitive Production Devices market study so you can plan, implement and monitor strategies that achieve results.

LEARN:

- ▶ Market size development and potential
- ▶ Relative competitor market strengths and weaknesses
- ▶ Production capacity loads and investments

PERFORM:

- ▶ Realistic sales targets
- ▶ Promotional results
- ▶ New product development requirements

THE GLOBAL PRINT MARKET DATA LEADER

Our reports and services are based on extensive field research at point of sale for each industry in most countries in Europe, Africa, and Middle East.



ACCURATE
No estimates,
data is not supply
chain-based



EXTENSIVE
More than 1 600
face-to-face
interviews



KNOWLEDGEABLE
Local researchers and
regional knowledge



THOROUGH
Interview most minor
and every major player
in each country



EXPERIENCED
Over 30 years delivering
dependable intelligence



INCLUSIVE
Methodology excludes
no segment or distribution
channel



RECOGNISED
Acknowledged by industry for
uniquely detailed accuracy



ACCESSIBLE
Our ISDB 7 contains 10 years of model-level
historical data, visually customisable dashboards,
allowing you to compare data sets in seconds









COMPETITIVE
Gain the most accurate,
most timely and therefore
unparalleled market insights

PRODUCTION DEVICES INTELLIGENCE

Supplement formal reports with precise data from predetermined or custom queries. View results in the dashboard or export to PDF or spreadsheet. Enjoy the visual ease of ISDB 7, our most powerful and customisable digital interface to date.





- ▶ Data for all production BW and colour copier/printers and presses
- ▶ That use cut-sheet and continuous feed
- ▶ Placement information by brand, manufacturer and model
- ▶ Revenues by brand and manufacturer
- ▶ Equipment categories in standard groupings or client-defined speed bands
- ▶ Full year print volume (FYPV) data is available for all digital press categories based on average monthly print volume (AMPV) by model
- ▶ With actual unit sales with market value estimates, by country
- ▶ View further segmentations by equipment features
 - ➔ Printing technology
 - ➔ Application
 - ➔ Output size
 - ➔ Output speed or list price ranges

RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MARCH	MAY
 Last year's full year, second quarter and fourth quarter data, plus current year's first half-year sales projection.	 5-year long-range forecast updated.	 First-quarter data.
AUGUST	OCTOBER	NOVEMBER
 First half-year and second quarter data, plus current year's second half-year sales projection.	 5-year long-range forecast.	 Third quarter and year-to-date (January to September) data.

MARKET INTELLIGENCE IN 4 STEPS

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