



# DIGITAL COLOUR PRESSES

*Develop product market strategies optimised to succeed using unmistakably authentic data.*

You cannot make reliable choices without accurate data that reflect market realities. Nor can you sustain strategies on guesswork.

Now you can access the market's definitive study on Digital Colour Presses to give your marketers the advantage as they plan, implement, and monitor programmes using judgement to perform.

## 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, Middle East and Africa.



**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

## DIGITAL COLOUR PRESSES 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 cut-sheet and continuous feed digital colour presses
- ▶ With actual unit sales and market value estimates, by country
- ▶ Placement information by brand, manufacturer and model
- ▶ Revenues by brand and manufacturer
- ▶ Full Year Print Volumes (FYPV)
- ▶ Equipment categories in standard groupings or client-defined speed bands
- ▶ View further segmentations by equipment features
  - Printing technology including Laser, LED, solid ink, inkjet
  - Output size
  - Yes/no label press installation

## RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MAY	JUNE
 Previous year's full year, fourth quarter, and second half-year data, plus the current year's half-year projections.	 First quarter data.	 Revision and update of previous year Long Range Forecast (5 Years)
AUGUST	OCTOBER	NOVEMBER
 Second quarter, first half-year data and second half-year projections.	 5-year long-range forecast.	 Third quarter and year-to-date data (January to September).

## MARKET INTELLIGENCE IN 4 STEPS

Call us in Switzerland or the USA at the numbers below or simply:

-  Go to our website [www.info-source.com](http://www.info-source.com)
-  Enter your email to **Speak to an Expert**
-  Hit send
-  One of our analysts will reach out to you

Or you can explore your options on our website for quarterly market data, advisory services, analyst views, reports, outlooks, and industry content from Document Imaging Report.

***Support intelligent, data-based business development today.***

**infosource**  
INFORMATION THAT EMPOWERS

**Infosource SA**  
8, av. des Grandes-Communes,  
P.O. Box 245, CH-1213  
Petit-Lancy 1, Switzerland.  
Tel: + 41 (0) 22 879 5757

**Infosource (USA) Inc**  
1013 Centre Road, Suite 403A,  
Wilmington, DE 19805 – USA.  
Tel: +1 (001) 302 467 2255

[www.info-source.com](http://www.info-source.com)