



# WIDE FORMAT COPIERS

***Executives, product managers, and marketing strategists use accurate data for analyses that optimise performance.***

Without accurate knowledge, you cannot plan for market potential nor introduce effective change to compete on your relative strengths.

Access the definitive market study on Wide Format Copiers and help your marketers plan, implement, and monitor product strategies that succeed.

## 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

## WIDE FORMAT COPIERS 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 that covers the whole of A0
- ▶ B&W and colour
- ▶ Toner and ink



- ▶ Revenues by brand and manufacturer
- ▶ Equipment categories in standard groupings or client-defined speed bands







- ▶ With actual unit sales and market value estimates, by country
- ▶ Placement information by brand, manufacturer and model



- ▶ View further segmentations by equipment features
  - ➔ Digital versus analogue
  - ➔ Colour versus B&W
  - ➔ Scanning capability
  - ➔ Application CAD versus graphic arts
  - ➔ Imaging technology

## RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MAY	AUGUST	NOVEMBER
 Previous year's full year, fourth quarter, and second half-year data, plus the current year's half-year projections.	 First quarter data.	 Second quarter and first half year data plus second half-year projections.	 First, second and third quarter data (January to September).

## MARKET INTELLIGENCE IN 4 STEPS

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



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