



SURVEY IDENTIFIES KEY CUSTOMER PREFERENCES

Understanding what customers expect, value, and demand are essential for a commercial printer's success. NAPCO Research routinely surveys print customers to identify and track trends in customer markets. A 2024 NAPCO Research survey of 167 communication buyers and influencers uncovered that print is valuable to their organizations; print provider selections encompass numerous factors from technology to service offerings; and organizations prefer — and have confidence in using — providers that offer services beyond print.

PRINT MATTERS



91%

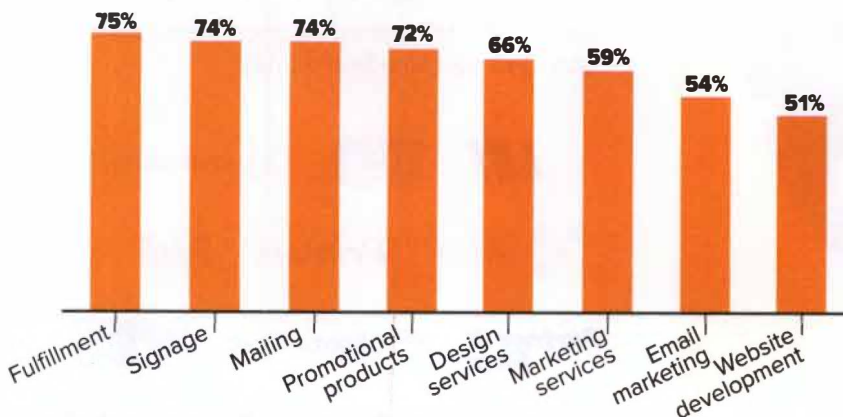
of communication buyers and influencers surveyed report that print is an important communication method for their organization.

HIGH CONFIDENCE IN PRINT PROVIDERS



75%

of respondents prefer hiring providers that offer services beyond print and are highly confident in a print provider's ability to provide ancillary services. Survey respondents reported being extremely/very confident in using print providers for the following services:



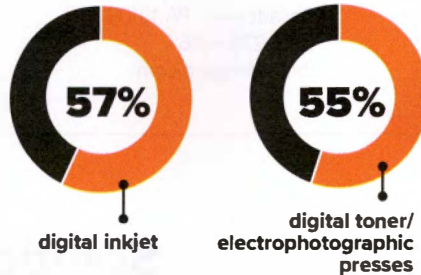
This finding points to the opportunity that expanding offerings beyond print presents to companies.

BUYERS PREFER DIGITAL PRINTING



88%

of organizations surveyed prefer providers with digital printing and more than half report specifying that print work be produced on:



BUYERS PREFER ONLINE ORDERING



82%

of respondents favor providers with online ordering options that enable better control of print spending and brand management.

60% of respondents manage and order print from a customized, online ordering portal provided by their print provider and they consider the following platform features as the most important:

easy-to-use interface

79%

pricing/cost

64%

turnaround time and shipping options

56%

customized options for print products

51%

customer support/assistance

48%

