



OUR STORY SO FAR IN WIDE FORMAT

Wide format printing brings together a diverse community of very different businesses: generalist and speciality printers; garment and textile makers; sign-makers and graphics producers; visual communication and merchandising specialists; industrial manufacturers; exhibition designers; interior architects, photographers, artists and other creatives.

Serving brand owners, retailers, major corporates, small businesses, agencies and private customers, their work spans a huge range of applications. Signage, posters and point-of-sale graphics; outdoor advertising and building wraps; promotional products; vehicle graphics and wraps; textiles, garments and homewares; wall coverings and surface decoration; fine art and photographic prints; packaging; printed electronics... the list is endless.

But what unites these different businesses is their drive to delight their customers with outstanding ideas and exceptional quality, while streamlining processes, achieving production efficiencies, minimising waste and managing costs.

New business models, customised products

Digital transformation is enabling new business models that help these service providers and manufacturers to respond to the changing dynamics of their customer's businesses. They're reducing time to market, moving towards just-in-time delivery, and using workflow automation, ecommerce tools and robotisation to reach new levels of efficiency.

The common macro trend driving these sectors is mass customisation – whether that's the requirement to manufacture small-batch or customised products on demand, or the growing appetite for creative personalisation or customisation in areas like retail, fashion and interior design.

A NETWORK OF INFLUENCE

We play an active role in the wide format media and influencer community, engaging proactively with editors, analysts, trade associations and event organisers.

In addition to our direct involvement with FESPA and European Sign Expo, we invest time to attend many industry events, including national speciality print exhibitions and vertical market events such as ITMA, Decorex, glasstec, Tecnargilla, Heimtextil and many more.

Our contacts extend to several hundred editors and freelancers covering digital wide format and its key verticals, and we nurture these relationships proactively. Knowing the publications and their editorial talking points means we can craft strong, relevant content, increasing clients' scope to achieve meaningful coverage.

At the heart of a digital revolution

We're proud of the role we've played in driving this digital revolution and opening these audiences' eyes to exciting new commercial opportunities.

Inkjet has been one of the main drivers for the industry's transformation, and we've been immersed in this disruptive technology since its emergence as a commercially viable production solution in the mid 90s. And as the agency partner of FESPA – the market-leading business support organisation and event organiser – we've been a close observer and active promoter of digital transformation for more than 15 years.

We've spent more than two decades educating these varied audiences about production technologies, software and consumables, and highlighting how to exploit these to take advantage of emerging applications.

We've explored digital business models and best practices, and shared countless inspiring stories of business transformation and growth. And we've gone beyond the tech, helping dynamic printers and signmakers to grow by targeting valuable niches including retail, construction and interior décor.

We've championed inkjet for commercial print

We've been advancing the case for inkjet in production and industrial print for more than 20 years, with work for disruptive and blue-chip technology and hardware brands including Xaar, NUR, EFI Vutek, Inca Digital, Fujifilm and Canon.

We've made a splash for ink and media innovation

Digital transformation has also been driven by advances in inks and media. We've worked with ink developers to explain performance nuances across a range of media and applications, and with producers and resellers of specialist flexible and rigid materials.

We're pushing the button on automation

We're steeped in workflow automation, having spent two decades explaining the benefits to be gained from the continuous developments in management information systems, web-to-print and file preparation, colour management, quality control, automated finishing and robotisation.

This is our wide format story so far. Now let us bring your stories to life.

Visit adcomms.co.uk/AD2020 to find out more.

As a sector specialist in print, packaging and visual communications, we connect with a diverse range of businesses, production processes, technologies and materials, across multiple vertical markets with many commercial drivers.

Our work in wide format takes us into a fascinating ecosystem shaped by technology, customers and wider social trends.

