Value-Added Printing & Finishing for Improved Profitability

Description: This research indicates that 93% of print and trade service providers reported that sales of value-added enhancements contributed to increased profitability. In this new 240 page PRIMIR study readers will learn which value-added enhancements can be implemented with no additional capital investment, which services are in demand, selling techniques, brand owner attitudes, etc.

It identifies how brand owners manage color requirements. Areas covered include: high-end color, new finishing products and techniques, special coatings, foiling, laminating, scented inks, raised inks, brand protection and security, metallic inks, metalized substrates, stitching and die-cutting. The study also addresses cost constraints and return on investment and trends by application.

The study also evaluates how print with these high-end printing/finishing techniques present opportunities to firms in the print value chain to effectively compete against e-technologies.

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