The Wide Format Opportunity in Kenya

Description: On-the-ground expert insight into the emerging wide format printing market in Kenya, with detailed analysis of the market dynamics and consumer preferences.

A key context for this market is that it is very entrepreneurial, driven by self-employment, limited education opportunities, and very limited opportunities to work in large corporate settings.

The most common brands of wide format printers in the Kenyan market are Roland DGA, Challenger, Wit-Color, and Epson. Solvent-based inks are preferred for use in wide format products due to their perceived superior durability over other inks. Oil-based inks were second most popular, while water-based (aqueous) inks were third.

Signage and related applications are the key drivers of demand for wide format printing in Kenya.

There is currently a push by the Kenyan government to improve environmental sustainability. However, the positive environmental attributes of aqueous inks are not broadly known, or well understood. This represents a market gap and opportunity for vendors to capitalize upon through focused awareness generation and marketing messaging activities.

Contents:
1. Key Topics
2. Executive Summary
3. Introduction
4. The Evolution of Wide Format in Kenya
5. The Wide Format Landscape
6. Is Aqueous Ink an Opportunity?
7. About the Research
8. Copyright Notice
9. About Us

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3506297/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: The Wide Format Opportunity in Kenya
Web Address: http://www.researchandmarkets.com/reports/3506297/
Office Code: SCDK97B7

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy:</td>
<td>USD 398 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 398</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr [ ]  Mrs [ ]  Dr [ ]  Miss [ ]  Ms [ ]  Prof [ ]
First Name: ___________________________  Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World