



in  
stock

Vol. 2 • Issue 2

# GO WIDE

Explore your current vertical markets. Wide-format printing opportunities are likely closer than you think. p. 5

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DEATH OF A  
SALES METHOD

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POP-OUT,  
FOLD-UP

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DESIGNING A  
SMARTER DUMMY



IT'S HARD TO OVERLOOK  
SOMETHING THIS

**BIG.**

The enormous impact and  
growth of **wide-format printing**  
can't be ignored.





# 50%

Increase in consumer demand because of a sale sign

Source: <http://h20195.www2.hp.com/v2/GetPDF.aspx/4AA5-1662EEW.pdf>

# 30%

Increase in consumer interest when businesses show strong attention to packaging

Source: <http://blog.drupa.com/how-product-packaging-affects-buying-decisions>

Projected growth of North American large-format printer shipments from 2015 to 2017

Source: <http://bigpicture.net/content/beyond-aqueous-printing-alternative-inks-rise?page=0%2C1>

# 50%

# 68%

Consumers who reported buying a product

# “

Any size you can imagine is the standard now, and the material choices—for any surface—are endless.”

~ Mike Barrett, large-format specialist, Millcraft

# \$24

## BILLION

Forecasted growth for wide-format digital inkjet market through 2018

Source: <http://bigpicture.net/content/10-percent-growth-forecast-wide-format-inkjet-printing>



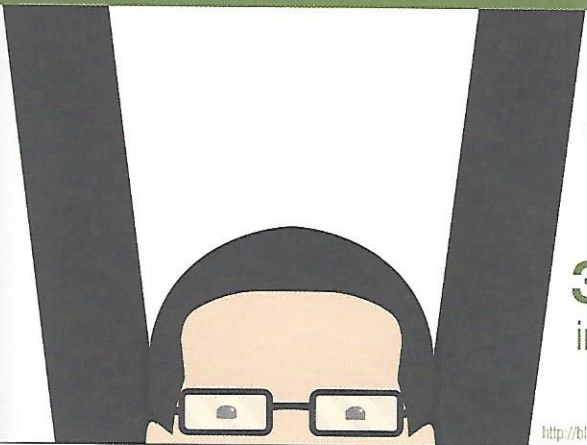
# MILLCRAFT

THINK

# Outside the Box

Will your packaging shine on the shelf and help skyrocket sales, or will it devalue your product and be easily forgotten by your customers?

**PAY  
ATTENTION**



Businesses that show strong attention to packaging have reported a **30% increase** in consumer interest.

<http://blog.drupa.com/how-product-packaging-affects-buying-decisions/>

Word of Mouth Works  
**40%**

of online consumers said they would share a photo of packaging if it is interesting or gift-like.

<http://blog.drupa.com/how-product-packaging-affects-buying-decisions/>, based on an infographic by The Paper Maker.



**4 seconds:** the maximum time average consumers will dedicate to any particular product on a shelf.

<https://99designs.com/blog/tips/6-rules-of-great-packaging-design/>

“...the product packaging is one of the best marketing tools companies can use to sell products.”

— Kevin L. Keller,  
*Strategic Brand Management*



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