



OPPORTUNITY GUIDES

Discover what's next for
your business with these
growing market segments!



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Unlock New Growth Opportunities in the Printing Industry

DISCOVER WHAT'S NEXT FOR YOUR BUSINESS WITH THESE GROWING MARKET SEGMENTS!

The printing industry is constantly evolving, creating new opportunities for businesses looking to expand and adapt. Whether you're an established print provider aiming to diversify your offerings or an entrepreneur exploring new markets, staying ahead of industry trends is essential for long-term success.

This guide explores some of the most promising market segments in today's print landscape, including apparel decoration, digital label printing, flexible packaging, folding cartons, signage and graphics, and promotional products. Each area presents unique growth potential, allowing businesses to tap into emerging consumer needs, expand revenue streams, and leverage the latest advancements in print technology.

THE POWER OF MARKET EXPANSION

In an industry that thrives on innovation, diversification is no longer optional—it's essential for businesses aiming for sustained growth. Traditional printing services remain relevant, but new technologies and changing customer demands are fueling a transformation across the industry. Those who embrace these shifts can enhance their competitive edge, reach new audiences, and unlock additional revenue streams.

Expanding into high-growth sectors can future-proof your business in several ways:

- **Apparel decoration** continues to grow as brands and businesses invest in custom-printed merchandise, promotional wear, and on-demand fashion.
- **Digital label printing** is revolutionizing packaging, providing cost-effective, short-run solutions with personalized branding capabilities.
- **Flexible packaging** is gaining traction due to its lightweight design, sustainability benefits, and increasing use across the food, beverage, and health industries.

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- **Folding cartons** remain an essential packaging solution, offering eco-friendly options that appeal to brands seeking sustainable alternatives.
- **Signage and graphics** continue to play a critical role in advertising, retail, events, and branding strategies.
- **Promotional products** provide companies with a unique way to engage customers, strengthen brand recognition, and drive customer loyalty.

THE ROADMAP TO SUCCESS

Exploring new markets can be overwhelming, but this guide breaks down each segment with practical insights to help you make informed decisions. Inside, you'll find details on market size, key applications, investment considerations, and best practices to set you on the right path.

Additionally, this resource will help attendees of the PRINTING United Expo navigate the event with a clear understanding of the latest industry innovations, technologies, and networking opportunities. Meeting with experts, seeing equipment in action, and engaging with peers can provide valuable insights into how to expand your business successfully.

Adapting to new print markets isn't just an option—it's the key to long-term business success and profitability.

TAKING THE NEXT STEP

Success in the printing industry requires both adaptability and knowledge. By identifying the right market opportunities and understanding the tools available, you can position your business for future success.

Use this guide as a starting point to explore new possibilities, refine your strategy, and make informed investment decisions. The print industry is evolving—now is the time to embrace change, seize opportunities, and build a more resilient and profitable business.

The Apparel Decoration Opportunity

Apparel decorators use printing technologies to add logos, graphics, images or other decorative elements to clothing items, fabric, or any other wearable item. Typically, decorators work with pre-made blank apparel items, but may also print on fabric, which is then cut and sewn to produce a final product. Getting started in apparel decoration doesn't require a large investment and it can be a great source of revenue.

Market Size

According to Grand View Research, the size of the global decorated apparel market was \$29.98 billion in 2023 and is expected to expand at a compound annual growth rate (CAGR) of 13% from 2024 to 2030.

Types of Decorated Apparel

Apparel decorators embellish a variety of apparel products, including:

- T-Shirts and sweatshirts
- Athletic clothing
- Workwear (polo and dress shirts)
- Uniforms
- Hats, caps, and headbands
- Accessories (i.e., gloves, socks)

Key User Markets

Decorated apparel is a nearly universal product type across all industries, and has great revenue potential. However, there are key markets that drive trends:

- Sportswear
- Lifestyle Brands
- Concerts/Live Events
- Corporate/Government Entities



Entry Into the Segment

The market has low entry barriers as initial investment to offer apparel decoration can range from \$10,000 to \$250,000 and beyond, depending on a startup business's scope, scale, and equipment requirements.

Decorating Methods

- Screen printing is the most cost-effective solution for high-volume runs, and produces high-quality, durable, and vibrant prints on common substrates.
- Direct to garment (DTG) is a process that prints designs directly onto fabric and is ideal for short to medium run orders with variable art jobs.
- Heat applied garment printing encompasses multiple technologies from heat transfer applications to dye sublimation printing. Each has its unique advantages and disadvantages.
- Embroidery involves stitching designs on textiles and garments. Embroidered apparel products are commonly found in corporate apparel, luxury brands, and sports gear.



Substrates/Materials

Decorated apparel can be produced on a wide variety of materials including cotton, polyester, cotton/polyester blends, rayon, Lycra, spandex, and other natural and synthetic fibers. Whether using finished blanks or roll fabric, the composition of the material is a key factor in how the garment can be embellished.

Finishing

Finishing is a broad category that can include adding tags, quality inspection, pressing, folding finished apparel, packaging products, and shipping.

Best Practice Tips

- Start with existing clients. Review client lists and determine if they have a need for decorated apparel or could benefit from selling it.
- Determine expected volume and investigate equipment options based on it.
- Learn the distinct advantages of each application method.
- Use the resources of associations serving decorated apparel.
- Read/subscribe to apparel decoration industry publications, including *Apparelist* (www.apparelist.com).
- Visit decorated apparel suppliers at the PRINTING United Expo.

The Digital Label Opportunity

Labels are an essential and ubiquitous print application. Though they may be small in size, labels play a big role in promoting products and providing information. Digital printing is well established in the label segment and provides significant opportunity for printers seeking to enter this growing market.

Market Size

According to Smithers' The Future of Printed Labels to 2029., the 2024 global value of the printed label segment is approximately \$44.8 billion. Digital printing accounts for a small percentage of overall printed label output, and Smithers states in The Future of Labels and Release Liners to 2028, that flexography accounted for approximately 40% of printed label volume in 2023. However, trends are pushing increased adoption of digital printing technology in the label segment.

Types of Labels

There are three basic types of labels.

1. Pressure-sensitive labels are the most common type of label and are applied using only pressure — no other process is required. The label is composed of face stock, adhesive and a liner and can be applied by hand or automatically.
2. Glue-applied labels, also commonly referred to as cut-and-stack labels, do not have an adhesive layer. Cold or hot glue is used to apply the label to its container.
3. In sleeve or shrink-sleeve labeling, a printed piece of plastic, unsupported by a liner or an adhesive, is placed around a container, seamed, and heated to a temperature that will cause the film to shrink to the exact geometry of the container. Shrink sleeves can be classified as a label, flexible packaging, or as their own packaging category.

Key User Markets

Labels can be found across nearly all market segments. Here are just a few that stand out:

- | | |
|------------------------------------------------------------------------------|--------------------------------------------------------------------|
| ■ B2B – Commercial Manufactured Goods, Industrial, Supply Chain Distribution | ■ Shipping, Logistics, Distribution & Business Supply Chain Labels |
| ■ B2C – Supply Chain, Distribution & Consumer Finishing- Applied Labels | ■ B2C – Consumer Packaged Goods (CPG) |
| ■ Add-On Retail, Postal & E-Commerce Applications | ■ Food and Beverage |
| ■ Sale Label/Tags, Promotional Stickers, Postpress Added-Labeling | ■ Pharmaceutical/Nutraceutical |
| | ■ Boutique Lifestyle Brands |
| | ■ Health, Beauty, Cosmetic |

Entry Into the Segment

Label converters select printing technologies based on many criteria, including production volume, quality, productivity, costs, profitability, and client demands. Most labels are printed on roll-fed devices.



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Types of Label Systems

Digital label printers typically print onto rolls of papers, films, foils, and other materials that can be converted into different label types and sizes. There are multiple technologies and widths of digital label printers to serve this diverse and innovative market.

Digital label printing systems include:

- Dry electrophotographic (toner) presses
- Liquid electrophotographic (HP Indigo)
- Inkjet printing presses
- Hybrid devices that combine digital printing and flexography
- Inkjet wide format printers and printer/cutters

Equipment Points of Entry

Tabletop Label Printer

- These small format devices are good for low volume production of high-quality labels. Tabletop devices should be considered as entry-level label solutions.

Electrophotography Web Presses

- Web width less than 14"
- Web width 14" to 20"
- Web width more than 20"

UV Inkjet Web Presses

- Web width less than 10"
- Web width from 11" to 15"
- Web width more than 15"

Aqueous Inkjet Presses

- Web width less than 10"
- Web width of 11" to 15"
- Web width more than 15"

Digital Hybrid Devices

- Digital hybrid inkjet/flexography
- Digital hybrid electrophotographic/flexography
- Digital inkjet units that mount onto flexographic equipment

Electrophotography Sheetfed Presses

- Various size devices

Digital Wide-Format Inkjet Printer

- These devices are greater than 17.5" and can be flatbed or roll-fed.

Substrates

Serving the market requires familiarity with the types of substrates and adhesives that can be combined to produce different types of labels. Label substrates can include paper, synthetic paper, polyester film, vinyl, foil and more. The surface finish of the substrate can be glossy, matte, textured, metallic, printable, or writable.

Finishing

Label finishing processes can include cutting, lamination, varnish, foiling, embossing, unwinding, and rewinding. Common label cuts include die, perforated die, butt, and single. Diecutting can be done in-line or off-line with a solid or flexible die. In addition, laser-based cutting systems make it easy to create any cut shape imaginable — without incurring any additional makeready, preparation, or tooling costs associated with creating a die.

Best Practice Tips

- Start with existing clients. Review client lists and determine if they use labels or could benefit from using labels.
- Ask current clients that use labels about their requirements.
- Digital printing has lowered entry barriers, but an informed adoption strategy is important to success.
- Do not overlook finishing investment.
- Use the resources of associations serving label printers.
- Read packaging industry publications, including *Packaging Impressions* (www.packagingimpressions.com).
- Visit label technology and material suppliers at the PRINTING United Expo.

The Flexible Packaging Opportunity

Flexible packaging is any type of non-rigid packaging, which is typically capable of expanding when filled and can adjust its shape. It can be constructed from paper, film, foil, or any combination of these materials.

The most common forms of flexible packaging are pouches, bags, and other pliable product containers. Common examples of flexible packaging include juice pouches, potato chip bags, and resealable candy bags.

Market Size

According to the Flexible Packaging Association's (FPA) State of the U.S. Flexible Packaging Industry Report, 2023 the segment grew 15.3% from 2021 to 2022, with an increase in total sales from \$37.2 billion to \$42.9 billion. This marked the largest growth rate in 20 years. The FPA also specifies that the value-add portion of the flexible packaging industry, which factors in processes including printing, laminating, and coating, was approximately \$34.3 billion in 2022.

One reason flexible packaging is a fast-growing packaging segment is that it adds value and marketability to food and non-food products alike – combining the best qualities of plastic, film, paper, and aluminum foil to deliver a broad range of protective properties while using a minimum amount of material to create the package.

The food market is predominant in flexible packaging, accounting for 50% of flexible packaging sales, according to the FPA. Because of the prevalence of flexible food packaging, print providers offering these applications are subject to all laws and restrictions of food industry regulations, including those governed by the U.S. Food and Drug Administration (FDA) and within the FDA, Good Manufacturing Practices (GMP).



Types of Flexible Packaging

Flexible packaging is available in a variety of materials, shapes, and sizes, and is typically produced in either formed or unformed constructions. Formed flexible packaging is pre-shaped and offers customers the option of filling it, while unformed products are typically printed on a roll and sent to customers to form and fill. The materials used in flexible packaging can be manipulated and combined to create the following types of products:

- **Bags**
- **Pouches** — small bags usually constructed by sealing one or two flat sheets along the edges.
- **Sachets** — smaller sized pouches.
- **Rollstock** — printed and laminated flexible packaging film that is wound up in roll form. All flexible packaging products—whether pouches, bags, snack bar wrappers, etc.—are in rollstock form at some point. Customers with in-house form, fill, and seal (FFS) processes will procure their flexible packaging in rollstock form.
- **Lids** — for products made from film, paper, and foil.
- **Shrink sleeves** — a printed piece of plastic, unsupported by a liner or an adhesive, is placed around a container, seamed, and heated to a temperature that will cause the film to shrink to the exact geometry of the container. Shrink sleeves can be classified as a label, flexible packaging, or as their own packaging category.

Key User Markets

Flexible packaging is used across several industries, but especially in these markets:

- Food and Beverage
- Medical Devices
- Pet Food and Treats
- Health and Beauty
- Consumer Product Goods (CPG)

Entry into the Segment

The majority of flexible packaging is mass produced using flexographic or rotogravure printing. The volume of digitally printed flexible packaging is small (less than 1%) compared to analog processes, but its prevalence is growing. The majority of digitally printed flexible packaging is printed on liquid electrophotography presses, but more solutions are coming online spanning dry toner and (aqueous) inkjet options.

Equipment Points of Entry

- **Electrophotography Web Presses**
 - Web width of 14" to 19.9"
 - Web width of 20" to 29"
 - Web width of more than 29"
- **Aqueous Inkjet Presses**
 - Web width more than 15"
- **Hybrid Inkjet/Flexography**
 - This combination of processes offers the benefits of both digital printing and flexography.
- **Flexography**
 - Narrow-web flexography (under 20")
 - Mid-web flexography (greater than 20" but less than 40")
 - Wide-web flexography (more than 40")
- **Web Offset**
- **Screen Printing (flatbed or rotary)**
- **Gravure**

Substrates

Producing flexible packaging requires familiarity with the types of substrates used in the process. A wide range of materials that include polymer films, paper, metallic foil, cellulosic and bioplastic films are used to create flexible packaging.

Many factors influence the selection of the substrates that best suit the product to be packaged. These include the layer role in package construction, mechanical strength, barrier, printing, heat resistance, sealing parameters, visual appearance, recyclability, cost, etc.

Finishing

When making the move into flexible packaging, the finishing and converting components of the production process should not be overlooked. While the latest digital print technologies have lowered the barriers to entry into flexible packaging, without the proper finishing capabilities, the distinct advantages that these applications provide cannot be achieved. Processes such as lamination, diecutting, and pouch making are all key components to the production of a strong flexible package. Before making the move into this segment, it is important to understand the specific applications your customers may need and their end use. Printers that are armed with this knowledge will then be better suited to discuss their specific finishing needs with vendors.

Best Practice Tips

- Start with existing clients. Review client lists and determine if they use flexible packaging or could benefit from using flexible packaging.
- Ask current clients that use flexible packaging about their requirements.
- Consider outsourcing before bringing in-house.
- Learn the distinct advantages of flexible packaging spanning sustainability, convenience, portability, and food safety and preservation.
- Given the complexity of these applications, do not overlook finishing.
- Monitor and understand relevant food safety regulations.
- Use the resources of associations serving flexible packaging printers.
- Read packaging industry publications, including *Packaging Impressions* (www.packagingimpressions.com).
- Visit flexible packaging suppliers at PRINTING United Expo.

The Folding Carton Opportunity

Folding cartons are boxes, typically made from paperboard, that act as the external container for an item or product. Typically manufactured from a single-sheet board that feels like thick cardstock, folding cartons are printed, laminated, diecut, folded, and glued. They can be designed in an almost limitless range of shapes and sizes and printed using a variety of substrates.



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Market Size

According to Smithers, the global folding carton packaging market is expected to be near \$200 billion by 2028. In *The Future of Folding Cartons to 2028*, Smithers reports the folding carton market has shown growth since the pandemic, growing 2.5% in 2021 and more than 5% in 2022. In the *2023-24 Trends: Industry Outlook & Market Data Research* report, which is produced by Fastmarkets RISI for the Paperboard Packaging Council and covers the United States and Canadian paperboard packaging industry, a 0.4% annual demand growth is predicted from 2022 to 2027, at which point the folding carton market will reach 5.4 million tons.

Types of Folding Cartons

Folding cartons are typically manufactured using board stock that is diecut according to a template, and then folded into its final form.

The purpose and contents of the package are the key determinants of the shape, size, and substrate thickness of a folding carton. There are many style options, including:

- Four panel boxes
- Trays
- Sleeves
- Pillow boxes
- Display boxes
- Specialty shaped boxes

After printing, they are typically shipped flat to a packager, where the carton is folded into its final shape as a container for a product. A primary advantage of a folding carton is that because they can be shipped flat, they offer cost savings in shipping.

Key User Markets

Folding cartons are used across several industries, but are commonly found in these markets:

- Consumer Packaged Goods (CPG)
- B2B Commercial & Manufactured Supply Chain Goods
- Food & Beverage
- Pharmaceutical/Nutraceutical
- Health, Beauty, Cosmetic
- Luxury Brands

Entry Into the Segment

Because folding cartons are produced from heavier paper-based stocks, they can be printed by a range of processes, including offset, flexography, digital toner, and digital inkjet.

For those just entering the market, digital presses offer a host of benefits for customers and print providers. The overall advantages offered by digital printing, such as affordable short-run production, fast turnarounds, versioning, and personalization apply to folding cartons as well.

Printing Methods

- Digital printing both inkjet and electrophotographic (dry and liquid) for shorter run work and jobs requiring personalization or many versions.
- Offset lithographic printing for high-volume, static runs.
- Flexographic printing allows for low-cost, fast production of long, static runs.

Substrates

Folding cartons typically utilize paperboard as their base material to uphold their structural integrity. Most folding cartons are constructed from single-ply paperboard ranging from 14 to 24 points. The size of the carton and the weight of its intended contents often determine the thickness of the paperboard being used.

Substrates are an important consideration and decision criteria include cost, quality, appearance, strength, environmental perception, and finish.

Finishing

Folding carton production typically requires intensive finishing, including cutting, folding, and gluing.

In addition, enhancing folding cartons with decorative elements is gaining in popularity, particularly among luxury brands, which value the high-end appearance that folding cartons provide. Here are methods for enhancing folding cartons.

- Paperboard can be scored, folded, curved, and custom diecut in an assortment of ways.
- Foils capture attention and add an element of luxury.
- Embossing lifts type and images off the surface of the board, creating an engaging tactile experience.
- UV coatings add a lustrous, protective sheen to either the entirety, or specific segments of a folding carton.

Best Practice Tips

- Start with existing clients. Review client lists and determine if they use folding cartons or could benefit from using them.
- Consider special effects and embellishment capabilities.
- Ask current clients that use folding cartons about their requirements.
- Do not overlook finishing investment selection.
- Determine if current printing equipment can print folding cartons and supplement with investment in finishing and substrates.
- Use the resources of associations serving folding cartons.
- Digital printing has lowered entry barriers, but an informed adoption strategy is important to success.
- Read packaging industry publications, including *Packaging Impressions* (www.packagingimpressions.com).
- Learn the distinct advantages of folding cartons including luxury appearance, structural integrity, and recyclability of paperboard.
- Visit folding carton suppliers at the PRINTING United Expo.



The Graphics/Sign Opportunity

Sign and display graphics is a broad category of print products that are always in high demand. This print application is significant across many organizations because it is used to promote and sell products, capture attention, educate, provide directions, and build brand equity.

Market Size

Because sign and display graphics is a broad category, there are many ways to gauge its size and growth. One measure is annual spending on out-of-home (OOH) advertising — a key application area. The Out of Home Advertising Association of America (OAAA) estimates annual spending on OOH is \$8.7 billion.

Insights from current sign and display graphics providers offer another indication of the upward trajectory of these applications. In a recent NAPCO Research survey, 86% of respondents expected sales growth.

Many Applications

Sign and display graphic applications can be found everywhere. Here are examples of common applications:

- Banners
- Posters
- Signs
- Window graphics
- Soft signs
- Floor graphics
- Point-of-purchase displays
- Vehicle wraps

Key User Markets

Sign and display graphics are used across several industries and are commonly found in these markets: retail, hospitality, events, and education.

Entry Into the Segment

The oversized print work that is common in sign and display production is often produced on digital wide-format devices — typically in print widths greater than 36".

For print service providers that already have small-format digital printing capabilities, adding wide-format printing equipment is a logical extension, as they will already have knowledge of the digital printing workflow.

Digital Printing

Digital wide-format printers can be roll-fed devices, flatbed printers, or a combination of both (hybrid). Table 1 summarizes the types of inks used in wide-format printing, their key applications, and strengths/weaknesses.

Table 1: Digital Wide-Format Printers by Ink Type

Technology	Applications	Strengths/Weaknesses
Aqueous (water-based)	Fine art, photography, posters (indoor)	<ul style="list-style-type: none">Strong image qualityLow system costLimited to indoor use
Dye-sublimation	Fabric, t-shirts, wall hangings	<ul style="list-style-type: none">High qualityVery durableSpecialized focus
Latex	Indoor & outdoor graphics, textiles	<ul style="list-style-type: none">Low system costApplication variety
Solvent	Outdoor graphics	<ul style="list-style-type: none">Low operating costsImage durabilityEnvironmental concerns
Eco-solvent	Indoor & outdoor graphics	<ul style="list-style-type: none">Low initial investmentImage durability
UV-curable	Indoor & outdoor graphics	<ul style="list-style-type: none">Image durabilitySubstrate flexibilityHigh system cost

Substrates

A core factor driving the creativity and diversity of applications is that digital wide-format printing devices can print on an extensive collection of media and substrates. Here is a sampling of common substrates used in producing signs and graphics:

- Paper and paperboard
- Vinyl
- Acrylic
- PVC
- Fabric
- Window film
- Foamcore
- Adhesive sheeting

Finishing

Finishing is an essential component in the production of most sign and display graphic applications. Here is a list of common finishing options:

- Laminating and coating
- Mounting
- Sewing
- Grommeting: punching holes in a print and reinforcing with metal or plastic rings through which string or other material can be threaded and used to mount or secure a sign
- Cutting: options include diecutting with a shaped steel die that cuts the print into a shape, or laser cutting, which can create more elaborate and complex shapes or effects
 - Routing: automates the cutting process and enables the creation of more elaborate patterns, grooves, and shapes
 - Tiling: divides a large image into smaller pieces or tiles which are assembled like a giant jigsaw puzzle

Best Practice Tips

- Assess the opportunity to sell graphics and signs to current customers.
- Before investing in equipment, decide what products make sense for your business and your customers.
- Do not overlook an investment in finishing.
- Use the resources of associations serving producers of sign and display graphics.
- Read industry publications, including *Wide-format Impressions* (www.wideformatimpressions.com).
- Visit sign and display graphic suppliers at the PRINTING United Expo.

The Promotional Products Opportunity

Promotional products are items branded with a company logo, slogan, or motto. Also known as swag and promotional merchandise, they are generally distributed by organizations to their clients, prospective customers, and employees.

The promotional products industry stands out because it doesn't manufacture the items that it sells. Firms will purchase magnets, calendars, mugs, T-shirts, and a wide range of other products, which are then customized to meet the needs of a client.

The industry is comprised of two different types of businesses:

1. Suppliers that customize the products
2. Distributors that take orders from customers and work with suppliers to create products

Market Size

According to the Promotional Products Association International (PPAI), 2023 promotional products sales in the U.S. reached \$26.09 billion.

Types of Promotional Products

There are many types of promotional products. Here are key categories and examples:

- Drinkware: Water bottles, flasks, beverage sleeves, tumblers, mugs, thermoses, stadium cups, pitchers, decanters, glassware
- Wearables: Footwear, sunglasses, aprons, gloves, vests, robes, scarves, baseball caps, flat bill caps, visors, bandanas, headbands, uniforms, shirts, outerwear
- Writing: Pens, pencils, markers, highlighters, stylus pens, erasers
- Events: Balloons, tents, flags, banners, signage, table covers, napkins, lanyards, badge holders, wristbands
- Home: Appliances, utensils, placemats, oven mitts, potholders, cutting boards, measuring devices, coasters, bottle openers, magnetic clips, garden tools, barbeque grill sets, flashlights, mats, night lights, candles, fly swatters, ash trays
- Buttons & Badges: Embroidered patches, button pins, name badges, clothing magnets
- Games & Toys: Playing cards, stuffed animals, coloring books, puzzles, stress relievers, piggy banks
- Technology: USB drives, phone cases, popsockets, cell phone wallets, phone stands, power banks, Bluetooth speakers, headphones, wireless earbuds
- Travel/Travel Accessories: Passport cases, toiletry cases, luggage tags, garment bags
- Pet: Litter scoops, leashes, collars, pet carriers



Key User Markets

- Education
- Financial
- Healthcare
- Non-Profit
- Construction
- Government
- Associations
- Real Estate
- Automotive
- Professionals: Doctors, Lawyers, Accountants

Entry Into The Segment

There are two ways to enter the promotional products market — either as a supplier or distributor. For those looking to become suppliers/producers of promotional products, there are various processes for customizing items, including printing, etching, and embroidery.

Here is list of key methods for producing promotional products:

- Embroidery
- Etching
- Screen printing
- Heat Transfer (Toner & Inkjet) printing
- Pad printing
- Embossing and debossing
- Digital Inkjet printing
 - LED (Textured Dimensional Surfaces) + UV (Flat/Dimensional Surfaces)
 - IR – Infrared + UV (Rounded, Curved Surfaces)
 - Eco-solvent
 - Dye sublimation
- Flexography
- Foil stamping

Best Practice Tips

- Assess the opportunity to sell promotional products to current customers.
- Consider entering the market as a distributor to test the waters and learn if moving to in-house production will be a profitable option.
- Choose products carefully and start by offering a limited number of products.
- Use the resources of associations serving producers and distributors of promotional products.
- Read industry publications, including *Promo Impressions* (www.promoimpressions.com).
- Visit promotional product suppliers at the PRINTING United Expo.

WHO WE ARE



PRINTING United Alliance is the most comprehensive member-based printing and graphic arts association in North America, comprised of the industry's vast communities. The Alliance serves industry professionals across market segments with preeminent education and training via iLEARNING+, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from our leading media brands – Printing Impressions, Packaging Impressions, Wide-format Impressions, In-plant Impressions, and Apparelist. A division of PRINTING United Alliance, Idealliance is a global leader in standards training and certification for printing and graphic arts operations across the entire industry supply chain.



PRINTING United Alliance also produces PRINTING United Expo, the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place. (added this) The Expo takes place October 22-24 in Orlando, FL at the Orange County Convention Center.



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