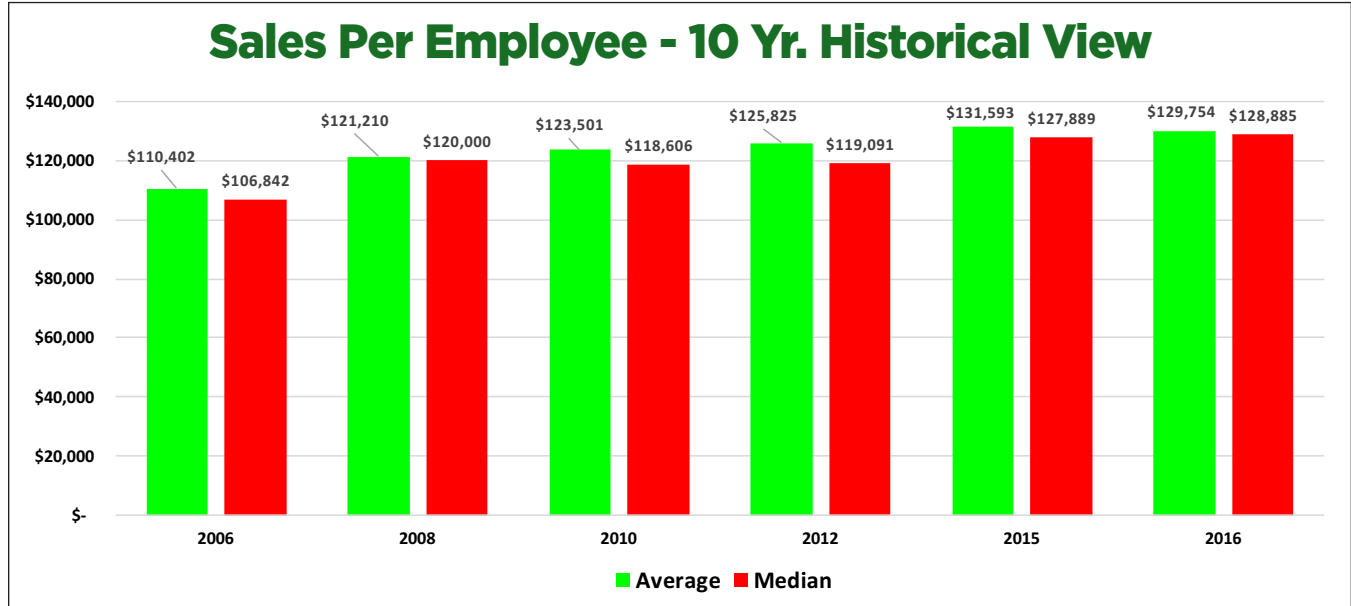
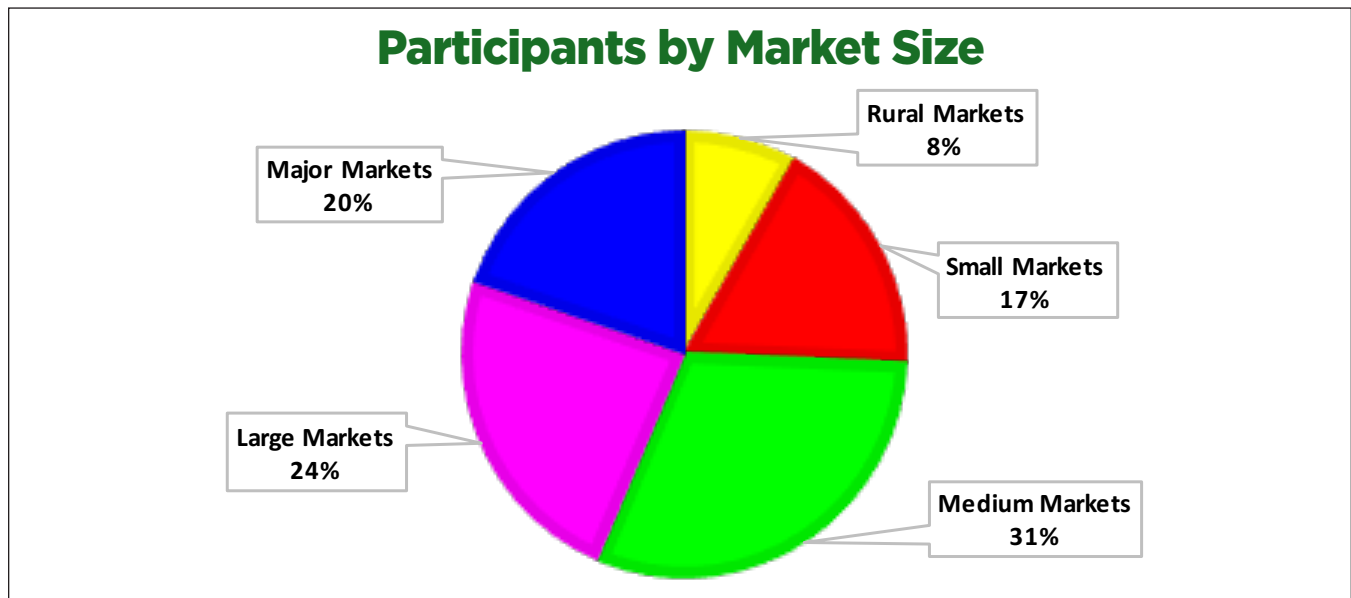


Highlights & Overview of Statistics Appearing in this Study

NOTE: The graphs appearing on this and the following pages are provided in order to present a quick “graphic overview” of key ratios in the industry.



SPE HISTORICAL TREND – The bar graph above depicts average and median Sales Per Employee for the past 10 years. Note that even in 2006 the average SPE was \$110,402, so if you are still struggling with SPEs of \$110,000 to \$120,000 ten years later then you need to make “improving your SPE” a major goal for 2016-2017. Ensuring that your pricing is both accurate and up-to-date is often one way to improve your SPE.



SURVEY PARTICIPANTS AND MARKET SIZE – Traditionally, we have always asked our survey participants to describe, as best they can, the size of market in which they are located. We use this data in our “market baskets” to determine and sometimes refute claims related to market size. One popular and common statement is that, “There is no way I can charge those amounts in my market. If I did, I would be out of business in just a few months.” Our research (see “Market Baskets” at the end of this study) tends to refute that type of argument. There may be a number of factors that influence pricing, but geographic size or density is rarely one of them.

PART 3: PRICING FOR DIGITAL COLOR PRINTING

BUSINESS CARDS - These questions deal with your standard retail pricing for business cards produced both in-house as well as brokered.

1. **Offset Printed** - % of total Business Card orders offset printed in-house?
2. **Digitally Printed** - % of total Business Card orders produced in-house on digital printers?
3. **Brokered Out** - % of total Business Card orders brokered to outside vendors?

ALL COMPANIES - SALES \$200,000-\$5,000,000

How are business cards produced & sold in this industry?

	Average	Median
Percent of Business Cards Offset Printed In-House.....	12.8%	5.0%
Percent of Business Cards Produced In-House on Digital Devices.....	60.1%	60.1%
Percent of Business Cards Brokered to Outside Vendors.....	27.2%	20.0%

RETAIL PRICING - Please enter your total retail price for the following quantities of business cards (1 name/individual) printed on 12-14 pt. Coated Cover. Assume job is file-ready - Do not include charges for graphic design & artwork, but do include all pre-flight, file handling, cutting, and boxing charges/fees that may apply.

ALL COMPANIES - SALES \$200,000-\$5,000,000

4/0 BUSINESS CARDS WITH BLEED PRODUCED IN-HOUSE

TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$52.76	\$67.15	\$90.72
Median Price	\$50.00	\$65.00	\$89.07
Majority High Price	\$57.72	\$72.67	\$98.18
Majority Low Price	\$47.80	\$61.62	\$83.26

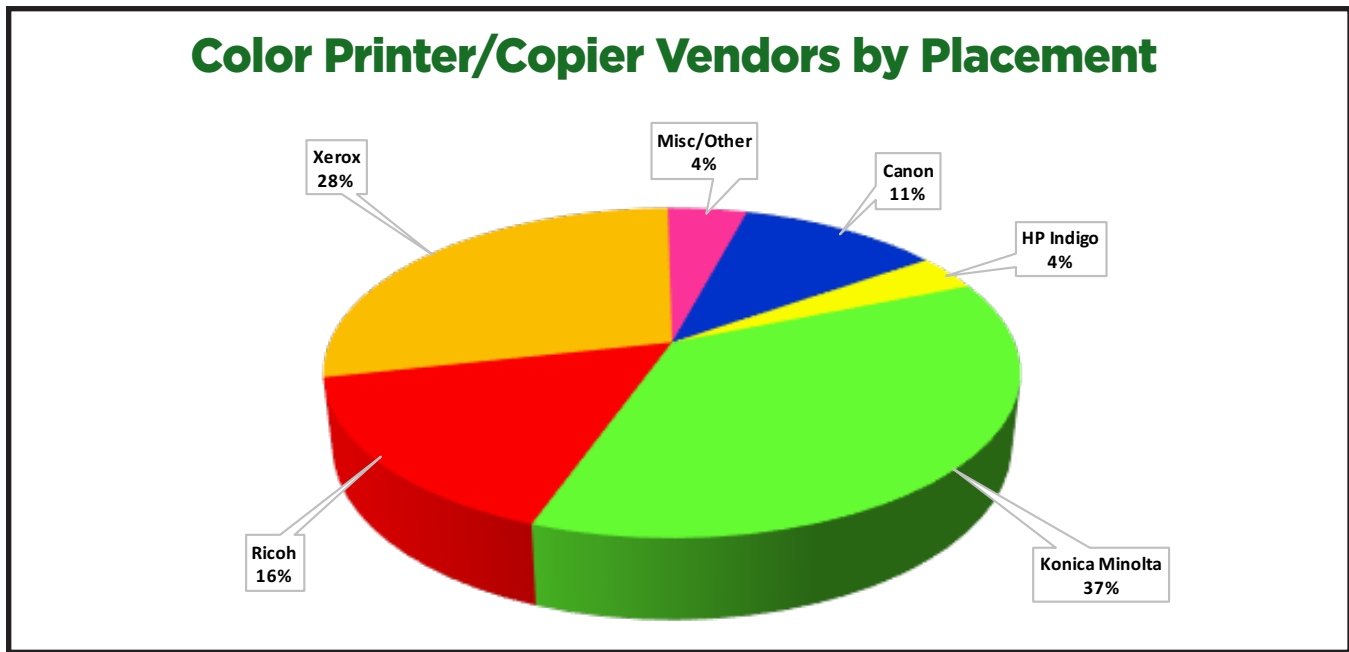
4/4 BUSINESS CARDS WITH BLEED PRODUCED IN-HOUSE

TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$69.14	\$89.58	\$120.65
Median Price	\$65.50	\$88.00	\$117.89
Majority High Price	\$75.21	\$97.31	\$130.66
Majority Low Price	\$63.08	\$81.85	\$110.64

USAGE & RATINGS FOR: PRIMARY AND SECONDARY DIGITAL COLOR PRINTERS

RATING OF DIGITAL COLOR PRINTERS – After asking survey participants more than 220 questions related to pricing of color and B&W products and services, we then asked these firms to tell us what devices (Vendor and Model #) they were using and to rate the devices and the service received for these devices. Below are six graphs detailing what we found. We’ve also included a Data Table providing the raw data depicted in the graphs and charts.

Our special thanks to Dirck Holscher, publisher of the Larry Hunt Newsletters, for his assistance in helping us sort the myriad of copiers and models provided to us by survey participants.

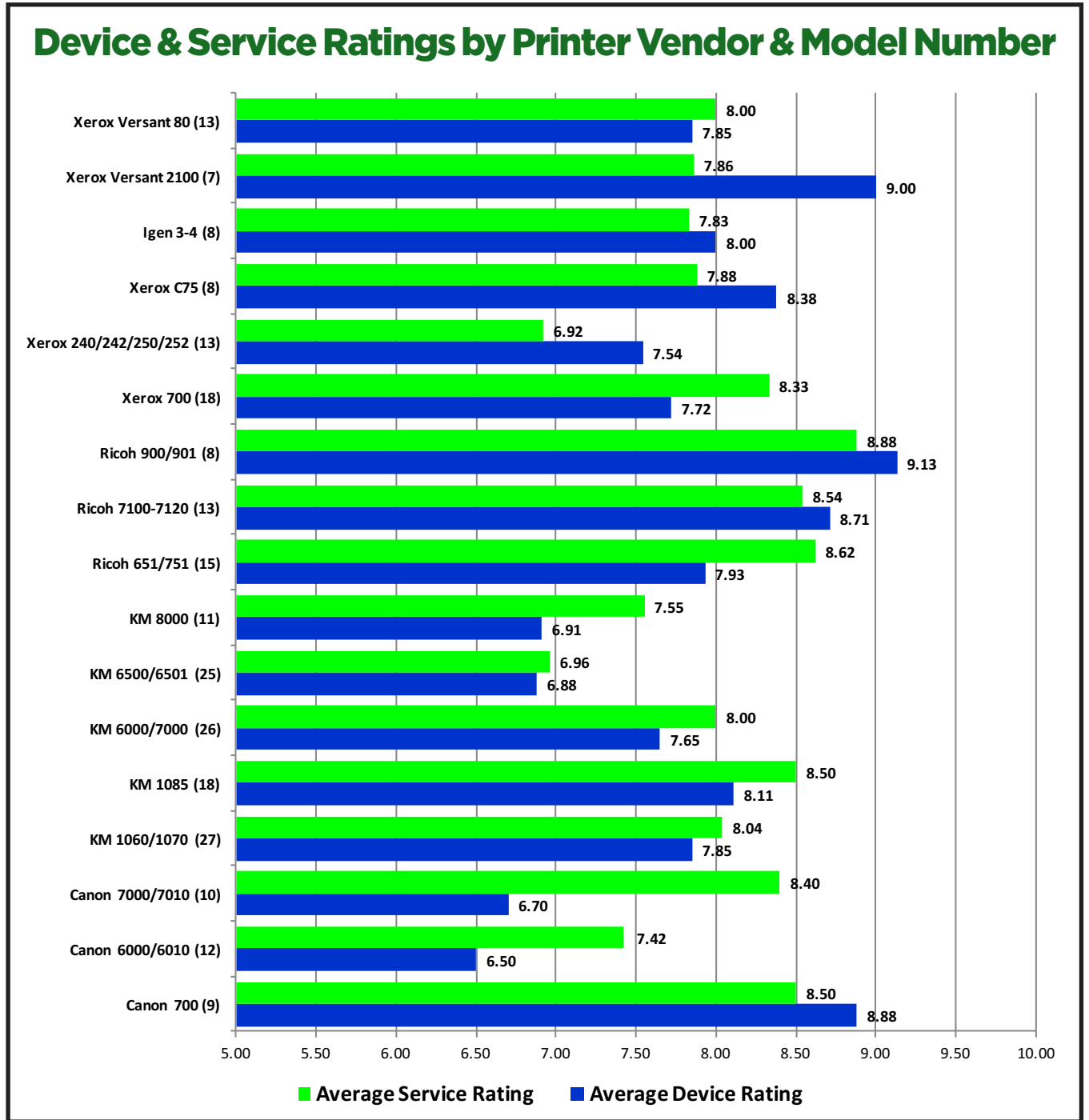


PLACEMENT OF COLOR PRINTERS BY VENDOR – Not surprising, four companies dominate the market in terms of color printer placements in the in the “print for pay” market. HP’s Indigo devices, although not making it into the top four of the devices rated, far out-paced the marketplace in terms of average and median copies per month as you will see in one of the graphs below.

COLOR DEVICES - Raw Data

	Average Months	Median Months	Average Copies/ Month	Median Copies/ Month	Average Rating	Median Rating	Average Service Rating	Median Service Rating	Average Click Charge	Median Click Charge
Canon (38)	33.51	22.00	51,105	45,000	7.13	8.00	8.10	8.00	\$0.0561	\$0.0500
HP Indigo (12)	41.36	30.00	516,715	165,210	8.92	9.00	8.25	8.00	\$0.0714	\$0.0760
Konica Minolta (125)	37.91	34.50	50,359	31,000	7.46	8.00	7.76	8.00	\$0.0524	\$0.0473
Ricoh (55)	23.22	16.50	67,093	42,500	8.25	8.00	8.45	8.00	\$0.0469	\$0.0450
Xerox (96)	40.53	36.00	53,197	30,000	7.85	8.00	7.93	8.00	\$0.0559	\$0.0505

USAGE & RATINGS FOR: PRIMARY AND SECONDARY DIGITAL COLOR PRINTERS



RATINGS OF DEVICES AND SERVICE – The bar graph above depicts device and service ratings for 17 different vendor/model groupings. Our special thanks to Dirck Holscher, editor and publisher of the popular Larry Hunt Newsletters, for helping us sort dozens and dozens of brands and model numbers provided by our participants. We received device and service ratings for more than 340 devices. Our findings are depicted above.