

Wide Format Survey

Name: _____

Company Name: _____

Email: _____

Phone Number: _____

Address

Street _____

City _____

State/Province _____

Zip Code _____

GENERAL COMPANY DATA

1. Market Size (population)

- ☐ Rural Area (Under 25,000)
- ☐ Small Market (25,000-100,000)
- ☐ Medium Market (100,000-300,000)
- ☐ Large Market (300,000-1 million)
- ☐ Major Market (1 million+)

2.Association - Franchise Affiliations - Please check which of the following associations/ organizations to which you belong: (Check all that apply)

- ☐ FastSigns
- ☐ Signs Now
- ☐ Sign Biz
- ☐ NPSOA
- ☐ Signs by Tomorrow
- ☐ Printing United
- ☐ Signarama
- ☐ Other (Please Specify) _____

3. Breakdown - Using 2024 year-end sales data, please provide your best estimate as to the percentage of total 2024 sales that would be attributed to signs, banners, wide-format posters, decals, and other products related to the Signs and Wide Format industry:

% Sales 2024 _____

4. Total Sales - Please enter your total annual sales for the following years (approximate \$\$ is okay. This question is NOT mandatory but is very useful in providing you with accurate pricing data based upon sales and source of sales:

\$ Sales 2022: _____

\$ Sales 2023: _____

\$ Sales 2024: _____

5. What was your percentage change in sales attributed to signs, banners, wide-format posters, decals, and other products related to the signage and wide-format markets from the 2023 fiscal year to the 2024 fiscal year?

Percentage Change _____

Equipment

Please indicate below the type, size, and quantities of each printer used to produce the majority of your signs and wide-format products

PRINTERS & RIPS:

6. Primary Printer Brand :

- | | | |
|--------------------------------------|---|---------------------------------|
| <input type="checkbox"/> Canon | <input type="checkbox"/> Fuji/Seiko | <input type="checkbox"/> Mimaki |
| <input type="checkbox"/> EFI | <input type="checkbox"/> HP | <input type="checkbox"/> Mutoh |
| <input type="checkbox"/> Epson | <input type="checkbox"/> Konica Minolta | <input type="checkbox"/> Roland |
| <input type="checkbox"/> Other _____ | | |

7. Primary Printer Type – Click all that apply

- | | |
|--|----------------------------------|
| <input type="checkbox"/> Ecosolvent | <input type="checkbox"/> LED/UV |
| <input type="checkbox"/> Latex | <input type="checkbox"/> Solvent |
| <input type="checkbox"/> Other (Please specify): _____ | |

8. Type of Printer you have:

- | | | |
|----------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Flatbed | <input type="checkbox"/> Roll-to-Roll | <input type="checkbox"/> Hybrid-Superwide |
|----------------------------------|---------------------------------------|---|

9. Primary Printer:

Maximum Width Inches _____

10. Rating of Primary Printer - Please indicate your level of satisfaction using a scale of 1-9. 1=Totally dissatisfied 5=Average 9=Extremely Satisfied: Your rating of the above Printer:

1	2	3	4	5	6	7	8	9	10
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11. Do you have a Second Wide Format printer

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

12. Second Printer Brand :

- | | | |
|--------------------------------------|---|---------------------------------|
| <input type="checkbox"/> Canon | <input type="checkbox"/> Fuji/Seiko | <input type="checkbox"/> Mimaki |
| <input type="checkbox"/> EFI | <input type="checkbox"/> HP | <input type="checkbox"/> Mutoh |
| <input type="checkbox"/> Epson | <input type="checkbox"/> Konica Minolta | <input type="checkbox"/> Roland |
| <input type="checkbox"/> Other _____ | | |

13. Second Wideformat Printer Type – Click all that apply

- | | |
|--|----------------------------------|
| <input type="checkbox"/> Ecosolvent | <input type="checkbox"/> LED/UV |
| <input type="checkbox"/> Latex | <input type="checkbox"/> Solvent |
| <input type="checkbox"/> Other (Please specify): _____ | |

14. Type of Second Wideformat Printer you have:

- | | | |
|----------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Flatbed | <input type="checkbox"/> Roll-to-Roll | <input type="checkbox"/> Hybrid-Superwide |
|----------------------------------|---------------------------------------|---|

15. Second Printer:

Maximum Width Inches_____

16. Do you have a Third Wide Format printer☐ Yes☐ No**17. Third Printer Brand :**☐ Canon☐ Fuji/Seiko☐ Mimaki☐ EFI☐ HP☐ Mutoh☐ Epson☐ Konica Minolta☐ Roland☐ Other _____**18. Third Printer Type – Click all that apply**☐ Ecosolvent☐ LED/UV☐ Latex☐ Solvent☐ Other (Please specify):_____**19. Type of Third Printer you have:**☐ Flatbed☐ Roll-to-Roll☐ Hybrid-Superwide**20. Second Printer:**

Maximum Width Inches_____

21. Printer RIP - Do you use to drive your primary Printer☐ Yes☐ No**22. Do you use Manufacturer Bundled RIP or Third Party RIP**☐ Manufacturer Bundled Rip☐ Third Party Rip**23. Name/Brand of Rip**☐ Caldera☐ FlexiPRINT☐ Rasterlink☐ ColorBurst☐ FlexiSign Pro☐ Roland Versaworks☐ EFI☐ Mimaki☐ Wasatch☐ Ergosoh☐ Onyx☐ Other _____**24. Rating of Printers RIPs –**

Please indicate your level of satisfaction using a scale of 1-10. 1=Totally dissatisfied

5=Average 10=Extremely Satisfied

1	2	3	4	5	6	7	8	9	10
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PLOTTERS/CUTTERS:

25. Offline Cutters - You may check more than one:

- | | | |
|--------------------------------------|---------------------------------|-----------------------------------|
| <input type="checkbox"/> Graphtec | <input type="checkbox"/> Roland | <input type="checkbox"/> USCutter |
| <input type="checkbox"/> Procut | <input type="checkbox"/> Summa | <input type="checkbox"/> Mutoh |
| <input type="checkbox"/> Other _____ | | |

26. Maximum Width of your Primary Cutter

Maximum Width Inches _____

27. Rating of Cutter – Please indicate your level of satisfaction using a scale of 1-10. 1=Totally dissatisfied 5=Average 10=Extremely Satisfied

1	2	3	4	5	6	7	8	9	10
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28. Pricing & Estimating Software– what software do you use for estimating

- | | | |
|--------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> CoreBridge | <input type="checkbox"/> KIMCO | <input type="checkbox"/> PrintersPlan |
| <input type="checkbox"/> EstiMate | <input type="checkbox"/> PrintSmith | <input type="checkbox"/> Quickbooks |
| <input type="checkbox"/> Other _____ | | |

LAMINATORS

29. LAMINATORS - Maximum Width Size Please indicate the size of laminator you are using for signs and wide-format products that require Maximum Width Inches _____

30. Rating of Laminator – Please indicate your level of satisfaction using a scale of 1-10. 1=Totally dissatisfied 5=Average 10=Extremely Satisfied

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

31. Type of Laminator Please indicate laminator type:

- | | | |
|---|--|--|
| <input type="checkbox"/> Cold Laminator | <input type="checkbox"/> Hot Laminator | <input type="checkbox"/> Heat Assisted |
|---|--|--|

32. Laminating Charges - Please indicate your retail and discount price for three different types of laminating material. Assume these laminating jobs will involve 12 square feet in size. (PLEASE PROVIDE PRICE PER SQ. FT) (If you don't offer Discounted/Trade please place 0)

	Retail Pricing	Discounted/Trade
Laminating - Basic Gloss or Matte	_____	_____
Laminating - Dry Erase	_____	_____
Laminating - Textured Floor Laminate	_____	_____
Laminating - Premium Cast	_____	_____

33. Substrate Cutter Types - What type/style of cutter do you use to cut down 4' x 8' sign substrates. (Please check all that may apply)

- | | |
|--|--|
| <input type="checkbox"/> We manually cut down sheets | <input type="checkbox"/> Panel Saw Powered |
| <input type="checkbox"/> We use a cutting table | <input type="checkbox"/> CNC Router |
| <input type="checkbox"/> Wall cutter | <input type="checkbox"/> Other _____ |

CNC Router

34. CNC Router Bed Size Please indicate the size of CNC Router you are using(Inches)
Bed Size _____" x _____"

35. CNC Router Brand -Please indicate which CNC Router brand you are using:

- | | |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Carbide | <input type="checkbox"/> Kongsberg |
| <input type="checkbox"/> Colex | <input type="checkbox"/> Luguna |
| <input type="checkbox"/> MultiCAM | <input type="checkbox"/> Other _____ |

36. Rating of CNC Router– Please indicate your level of satisfaction using a scale of 1-10.
1=Totally dissatisfied 5=Average 10=Extremely Satisfied

1	2	3	4	5	6	7	8	9	10
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Laser Engravers

37. Laser Equipment Brand – Do you have a laser engraver? If “Own and operate in-house” we will send you another survey for Laser Engraving.

- | | | |
|---|---|---|
| <input type="checkbox"/> Own and operate in-house | <input type="checkbox"/> Outsource to a partner | <input type="checkbox"/> Not currently using lasers |
|---|---|---|