



Trends in the Printing Industry

According to [Printing Impressions](#), the print industry year over year growth is supposed to double from 2015. In an article posted by Wise in "Printing Industry News, here are some of the top trends the print industry will embrace moving in to 2016:

On demand – Businesses frequently need printed documents at a moment's notice and with many not equipped with their own in-house printers, businesses need a print partner that can distribute on demand for all their production needs.

Sustainability – In 2016, many businesses want to focus on eliminating waste and reducing their carbon footprint. Print services can accommodate this by using better equipment, good planning, and advanced manufacturing and printing technology. Forward-thinking businesses will be pleased.

Personalization – Companies that offer personalized print product will have higher customer satisfaction and will be more prepared to serve customers' needs as they evolve over time. Personalization increases company loyalty, enhances brand recognition and ties a business's paper work to them.

Multi-channel – Though multi-channel marketing might tend to focus on mobile and social media marketing tactics, print is still viable and a great focus for a multi-channel marketing strategy. Designing and printing high-quality documents have decreased in cost, therefore companies can more easily utilize this for a successful campaign that fits their budget.

Companies should take advantage of the print services industry's knowledge, expertise and technology to stay in tuned with what is new and how it can and will impact their internal print departments and needs.

If you would like to learn more about how OMG can implement and identify cost savings and process opportunities within your Print Centers, call us today at 513-429-9526 or e-mail info@omgservices.com.