

Who is Reading the FLAAR Reports?

A List of the Markets Represented by the Readers
of FLAAR Evaluations of Wide Format Inkjet Printers
RIP Software, Color Management, Laminators, Inks & Media



Introduction

We have received about 56,300 e-mails from individuals and corporations of all sizes, asking for our help to recommend to them what FLAAR experiences have documented as being the optimal wide format inkjet printer, RIP, color management, laminator, ink type, or kind of media, substrate, or material.

These e-mails come from

- Sign franchises, both the corporate headquarters as well as independently from many local franchise operators.
- Individuals, who wish to buy a 24" or 44" water-based printer and need help deciding among Epson, HP, and Canon.
- Start-up sign-shops, being started by people of all ages and diverse backgrounds.
- Start-up giclee ateliers, by artists, photographers, and photo labs.
- We get lots of e-mails from people wanting help for a second-business, retirement business, or other printing business.
- Fortune 500 corporations, some of which need to buy 450 to 1,300 printers all at one time.
- Government agencies, Federal bureaus, state, county and city government agencies; military units too.
- Million-dollar printshops write individually to ask what UV-cured flatbed or roll-to-roll printer they should consider.
- A growing number of people are writing to ask what textile printer to buy.
- And every day people ask what kind, what brand, and what model of UV printer to select.

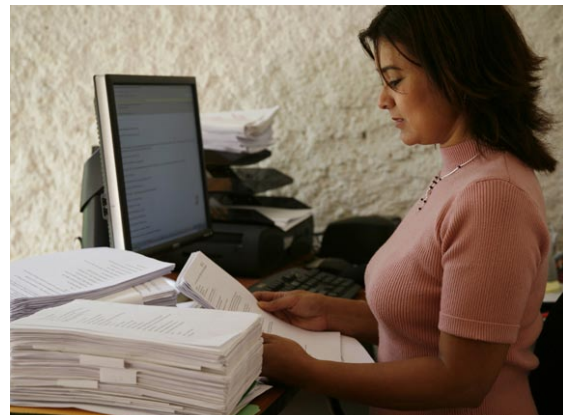
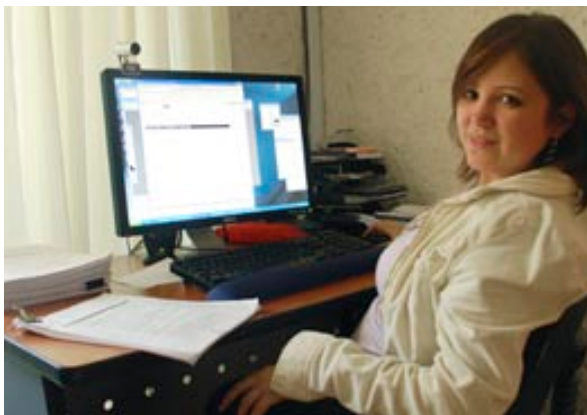
So whether part-time printing at home, or full-time printing in a million-dollar plant, we welcome you writing and explaining what it is that you do, or would like to do, and which of our free reports can best help you. Naturally we appreciate it when you also buy the more comprehensive FLAAR Reports on www.wide-format-printers.NET. Your purchase of our reports makes it possible for us to provide this service.

In the beginning most of our readers were end-users. But now an active percentage of our readers are printer manufacturers, RIP software engineers, distributors, and dealers, especially sales reps: they realize they need to know what FLAAR is saying about their products and about the competitor's products.

FLAAR services are available to everyone, from beginner, through intermediate, to seasoned pro. Our FLAAR Reports are equally available to end-users and also to manufacturers, distributors, and sales reps.

We have helped people in more than 152 different countries.

Individuals and companies also write asking for help deciding what scanner, digital camera, and which laser printer to buy. But primarily printshops ask what solvent, eco-solvent, textile, or UV printer, RIP, ink, or substrate to buy. We figured that many people would be interested to learn what kinds of companies write us. So here is an informal list.



FLAAR receives several thousand e-mails a year from corporations and individuals asking for us to recommend to them what wide format printer, inks, RIP, media, scanner, or digital camera they should buy. We have an entire office and staff which provides this service.

Readership Segments by Industry

Commercial Arts

- Advertising or Marketing
 - Advertising agency
 - Marketing manager, in-house
 - Marketing Service
- Textiles
 - Fashion designer
 - Interior Decoration
- Graphic Arts Supplier
- Graphic Design
 - Graphic designer
 - Graphic design studio
 - Digital artist
 - Animator
 - Illustrator
- Multimedia
 - Developer
 - Director
 - Engineer
 - Producer
- Publishing
 - Book publisher
 - Map publisher
 - Newspaper publisher
 - Periodical publisher
- Screen printer
- Prepress or Service bureau
- Copy Shop, Reprographic House/Reprographer, Quick Print
- Sign shop, POP

Photography

- Photography
 - Astronomical photographer
 - Digital photographer
 - Photographic association
 - Photo lab, photo finisher
 - Commercial photographer
 - Portrait photographer
 - Prosumer, advanced amateur
 - Photojournalist

Fine Arts

- Fine Art Giclee
- Fine Artist, Individual Artist
- Art dealer, Art retailer, Art promoter
- Art gallery
- Giclee photo service (printing and/or reproducing)

Entertainment, Recreation, Accomodation and Food Service

- Entertainment
 - Amusement parks
 - Movie Theaters
 - Casinos
- Hotel, Resorts
- Restaurants
- Sports center

Education Services

- Educational Institutions
 - University, College, Community College, High School, Trade School
 - Museum, library
 - Zoo, Botanical garden
- Scientific organizations
 - Research-related company, researcher

Architecture and Construction

- Engineering & Construction
 - Contractor
 - Electrical Engineering
 - Mechanical Engineering
- Architect or interior designer
 - Landscape designer

Utilities and Mining

- Utility or natural resource company
 - Natural gas company
 - Electric company
 - Oil Company

Finance, Insurance and Real Estate

Financial Institution
Bank, Finance Companies, Venture Capitalists
Stockbroker
Legal Services
Lawyer
Legal consultant
Crime analyst
Information Management
Real Estate

Public Administration

Government
Road department
Zoning, land use agency
Utility department
Police
Parks and Public Lands
Public Transportation

Health Care and Social Service

Health Care
Hospital
Clinic
Medical research facility
Social service, environmental, political organizations
Church
YMCA
Advocate for the homeless, abused, or other
Advocate for the environment
Political campaign

Manufacturing and Material Handling

Manufacturing
Furniture
Housing Materials
Industrial Equipment
Circuit Boards
Trucking, Material Handling

Retail

Department store, grocery store
Home improvement store

These are companies seeking FLAAR advise on which printers, RIP's, and inks they could use in their business to make profit.

- Investment Banks.
- Business and Marketing Strategy consulting companies.
- Investment analysis companies.

These companies read FLAAR Reports to learn which printing technologies to invest in, and which companies to buy, sell, or get rid of quickly.

Readership Segments by Application

3D renderings
 3D thermoformed
 Advertising specialties, marketing
 Animation
 Architectural drawings
 Art exhibition
 Backdrops
 Backlit displays
 Banners
 Billboards
 Book covers
 Books
 Building wrap
 CAD (see also Engineering Drawings)
 Catalogues
 CD, Video covers
 Ceramic tiles (floor and wall)
 Ceramics via dye sub, Metal and furniture lamination
 Circuit boards
 Clothing, clothing sample
 Computer generated images (CGI)
 Construction specifications, plans
 Decor
 Decorative marble and glass
 Digital art
 Directional signage
 Dye sublimation transfer
 Engineering drawings (CAD)
 Exhibition panels
 Film positives for screen printing
 Fine art photographic prints
 Fine art reproductions of traditional media
 Flags
 Flat glass laminate for architectural use
 Floor Graphics
 Flowcharts
 Framed prints for the gift industry
 Geological logs/cardiographs
 Giclee
 GIS (see also Mapping)
 Greeting cards, Post cards
 Illuminated decorative license plate
 Illustrations

Interior decoration
 Jigsaw puzzles
 Labels, stickers
 Landscape plans
 Leather shoes
 Lenticular prints
 Maps (GIS)
 Marketing communications, brochures
 Medical, Cardiographs
 Mesh on glass
 Multiple layer graphics
 Museum displays
 Murals
 Packaging (prototypes as well as production)
 Personalized graphic products
 Photography (commercial, portrait, Seniors, landscape, nature, fine art)
 Plastic curtains
 Plot drawings
 POP displays
 Posters
 Pre-press proofs, fabrics
 Presentation graphics
 Proofing magazines
 Proofing newspapers
 Rugs
 Signs, indoor
 Signs, outdoor
 Silk screen
 Table covers
 Table mat
 Table tops
 Transfer
 Textiles for high fashion
 Textiles for interior design
 Textiles for soft signage
 Vehicle Graphics
 Wallpaper, Wall coverings
 Window blinds
 Wiring diagrams
 Wood doors
 Wooden floor
 Wooden sauna

Readership Segments by Media

Acrylic plastic
 Backlit
 Carpet
 Ceramic
 CoroPlast
 Corrugated board with irregular surface
 Corrugated board
 Corrugated plastic
 Cotton textile
 Dibond
 Door mat material
 Forex
 Frontlit
 Fluted plastic Lace

Glass
 Leather
 Lexan
 Metal
 Mesh
 Mirror
 Plastic
 Polyethylene
 PVC
 Silk
 Table mat material
 Tiles
 Thermo-formed plastic
 Wood

Readership Segments by Type of Organization

Business
 Individual artist/entrepreneur
 Education or other non-profit

Government
 Investor, investment bank
 Student

Readership Segments by Interest Topic

Comparing new products

- Comparing LF inkjet printers
- Comparing eco-solvent vs lite-solvent vs mild-solvent vs full-solvent inks
- Comparing UV vs Solvent vs Latex inks; pros and cons
- Comparing textile printers vs dye sublimation
- Comparing digital cameras and accessories
- Comparing fine art giclee vs fine art photography vs decor
- Comparing photo lab print vs fine art photography prints
- Comparing scanners
- Comparing RIP software
- Comparing laser printers
- Comparing color management software
- Comparing soft signage vs pure vinyl materials
- Comparing vendors of one kind of signage material over another
- Understanding which signage materials are available in 5-meter widths, or greater than 3.2 meter widths
- Comparing other products

Improving skills

- Using RIPs
- Using color management
- Using media effectively
- Choosing appropriate inks
- Specialty printer uses
- Digital photography
- Scanning
- Other issues

Making connections

- Trade shows and conferences

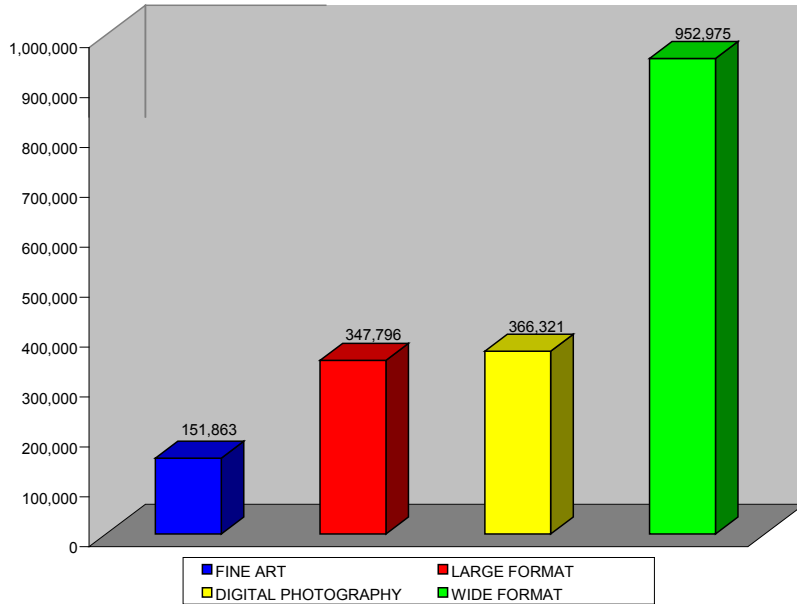
Readership Segments by Name of FLAAR Report Ordered

FLAAR now publishes nearly 200 informational reports on topics related to large format printing, professional scanning and digital photography. Some reports are available for free download. Others can be purchased online as part of a series.

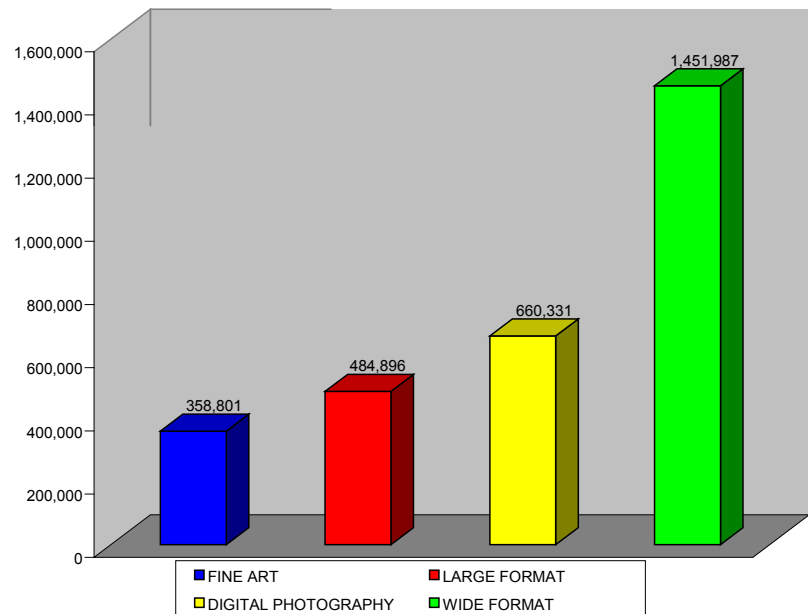
FLAAR divides segments by name based on the titles ordered by our readers.

Statistics on FLAAR websites During year 2008

Readers who visited FLAAR websites
During year 2008



Visits to FLAAR websites
During year 2008

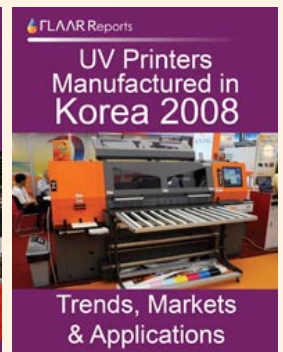
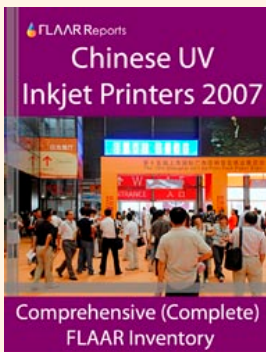


Since we do not review desktop-sized water-based printers, our readership of water-based printers is more in the premium sizes. Since fewer people are using water-based printers, and more are moving to UV, our changing readership figures reflect these trends.

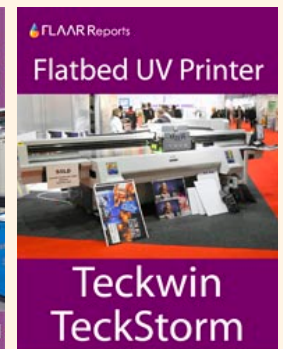
These are some of the most
Recent FLAAR Reports (2007-2009)

You can find these and more reports at: www.wide-format-printers.NET

UV Printers Manufactured in China, Korea and Taiwan



Most recent UV Printers



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Introduction to UV Curable Inkjet Flatbed Printers

<p>Anatomy of a UV-Curable Printer</p>	<p>Bibliography on UV-Cured Inkjet Printers</p>	<p>Classifications of more than 60 UV-Cured Printers</p>	<p>How to Buy a UV-Cured Inkjet Flatbed Printer</p> <p>FAQs for UV Printers</p>	<p>UV Glossary</p> <p>(Primarily Flatbed Printers)</p>
<p>Brief History of the Development of UV-Cured Inkjet Printing</p>	<p>How does a UV-Curable Printer differ from a Solvent or Eco-Solvent Inkjet Printer?</p>	<p>UV Lamps for flatbed Inkjet Printers</p>	<p>Introduction to UV-Cured Inks</p> <p>including Cationic UV Ink</p>	<p>Tips, Info, Help, Documentation on Piezo Printheads Used in UV-Cured Inkjet Printers</p>

Comments on UV Inkjet Printers at Major Trade Shows 2007-2009

<p>Trends in UV Flatbed Printers</p> <p>documented at DRUPA 2008</p>	<p>UV Printers Trends 2008</p> <p>SGIA '08 PART I</p>	<p>Flatbed & Roll-to-Roll UV Printers</p> <p>SGIA '08 Part II</p>	<p>Chinese-Made UV Flatbed Printers</p> <p>Shanghai '08 Trade Show</p>	<p>UV Printer TRENDS</p> <p>VISCOM ITALY '08</p>
<p>Trends in UV printers at</p> <p>VISCOM Germany 08</p>	<p>TRENDS: Markets & Technologies</p> <p>UV-cured printers at ISA 2009</p>	<p>TRENDS:</p> <p>UV-cured printers at FESPA 2009</p>	<p>TRENDS:</p> <p>Textile printers at ISA 2009</p>	<p>TRENDS:</p> <p>Textile printers at FESPA 2009</p>