



---

EXECUTIVE SUMMARY

# The Specialty Ink and Toner Study

# 2023

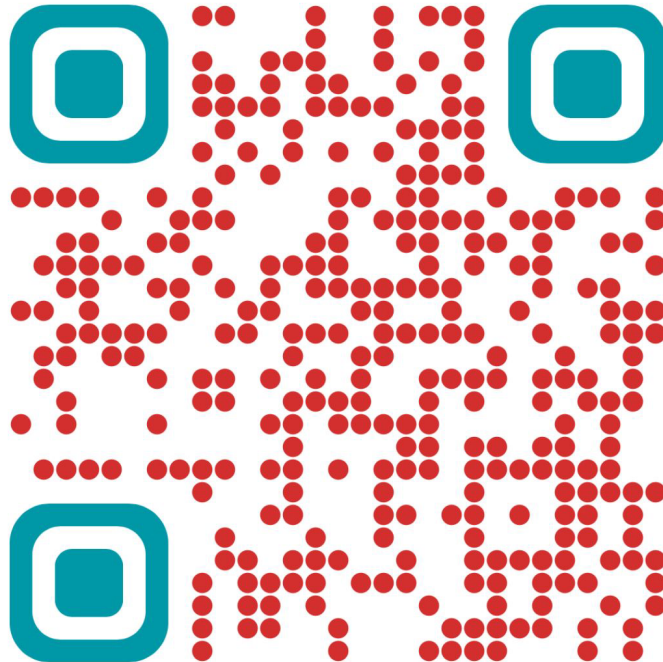
Other major challenges center around design and set up of these jobs, and there is no doubt that they can be a bit more difficult and take longer to set up than CMYK jobs. And small businesses are stretched thin staffwise as it is, but reaching out to manufacturers and asking for assistance or training can be a way of dealing with these challenges.

For the full report, go to

<https://store.whattheythink.com/downloads/specialtyinkstudy/>

#### Available Report Products

- Individual License (Just For You) – \$495.00
- Enterprise Site License (For Your Whole Team) + Slide Kit – \$795.00
- Business Development License (For Customer Portals) – \$2,000.00
- Custom Reports: Contact [info@taktiful.com](mailto:info@taktiful.com)



## EXECUTIVE SUMMARY

Welcome to the 2023 Taktiful/WhatTheyThink Specialty Ink and Toner Study, the first of its kind to take a close look at users of specialty inks and toners who use these capabilities to add special colors, effects, and textures to printed materials. The aim of this study is to understand who is using them, how often they are using them, what customer interest in them has been, and the extent to which they represent a profit center, either presently or potentially. We also ask about the challenges of implementing these capabilities, including design and production. Ultimately, we want to know where the bottlenecks are in achieving success with these capabilities.

### USE AND VALUE OF SPECIALTY TONER AND INK CAPABILITIES

Having specialty ink and toner capabilities be a profit center was the point of print businesses' investment in them. Four out of 10 survey respondents said that the main reason they added these capabilities was to generate more profit, and one-fourth of respondents said that they added these capabilities due to specific client demand.

What was the main reason for investing in the specialty ink and toner capabilities?	% of respondents
Specific client demand	25%
To generate more profit	41%
Application specific demand	17%
Gut feeling	5%
Impressed with the samples from OEM	7%
Competitor based decision	1%
Don't know	3%

More than one-third (36%) of our survey respondents report that "many" of their competitors also offer specialty ink and toner embellishments, while about the same amount (38%) say that many don't.

Do many of your competitors offer specialty ink/toner embellishments?	% of respondents
Yes	36%
No	38%
Don't know	26%

Just over one-half (54%) use specialty inks and toners at least “sometimes,” with 6% “always” using it and 11% “usually” using it. Forty-two percent use it “never” or “rarely.”

How often would you say you utilize the specialty color option in a typical day?	% of respondents
Never	3%
Rarely	39%
Sometimes	37%
Usually	11%
Always	6%
Don't know	2%
Other	2%

Respondents said that they are running a specialty ink/toner job on their digital press instead of a pure CMYK job about 16% of the time, on average. For six out of 10, they are running a specialty ink and toner job 10% or less of the time they are running a CMYK job. (So, basically, 10 jobs or less out of 100 are a specialty ink/toner job.)

Three-fourths (74%) of survey respondents said that the average run of an embellishments job is 500 sheets or less, with only 16% reporting run lengths longer than 500 sheets.

#### POPULAR COLORS AND APPLICATIONS

White is the most popular color used for specialty inks and toners, with clear and metallics not far behind.<sup>1</sup>

Rank the most popular specialty inks and toners in order of demand, with 1 being the highest).	Rank
White	10.74
Clear	9.95
Metallic Gold	9.85
Metallic Silver	9.71
Spot Colors	8.02
Raised	7.10
Neon Pink	7.04
Invisible	6.84
Neon Yellow	6.20
Mixed Metallic	6.18
Scratch Off	5.19
Fade Resistant	4.03

<sup>1</sup> We weighted respondent rankings—1=12, 2=11, 3=10, etc. 12.00 was highest ranking possible.

Business cards are the most popular application for specialty inks and toners, followed by brochures, tickets, and direct mail.<sup>2</sup>

<b>Rank the following General Commercial Printing applications, with 1 being the best, in terms of sales when it comes to specialty inks and toners.</b>	<b>Rank</b>
Business Cards	6.84
Brochures	6.20
Tickets	5.36
Direct Mail	5.21
Flyers	5.03
Books	4.25
Other	4.23
Point of Sale/Display	3.95

In terms of sales, labels are the most common packaging-related applications, followed by folding cartons. (A fair number of respondents selected N/A or skipped this question.)<sup>3</sup>

<b>Rank the following Packaging and Label applications, with 1 being the best, in terms of sales when it comes to specialty inks and toners.</b>	<b>Rank</b>
Labels	5.35
Folding Carton Packaging	4.94
Security	4.06
Flexible Packaging	4.03
Other	3.08

Other applications for specialty inks and toners include:

- Funerals
- Wedding industry
- Fine art

<sup>2</sup> We weighted respondent rankings—1=8, 2=7, 3=6, etc. 8.00 was highest ranking possible.

<sup>3</sup> We weighted respondent rankings—1=6, 2=5, 3=4, etc. 6.00 was highest ranking possible. Due to an error in the survey application, Labels was included twice in the results, although it was only on the survey once. We have attempted to compensate for this in the results above.

- Small packaging
- Postcards
- Replacing CMYK digital jobs with PMS jobs
- Static cling consumer stickers
- Invitations
- Credentials/IDs/Backstage passes
- Greeting cards
- Specialty packaging
- Brand protection
- Security business applications
- Events
- Calendar printing
- Printing Pantone colors
- Clear red fluorescing ink
- Stationery

## THE BUSINESS OF EMBELLISHMENTS

### *SELF-PROMOTION AND MARKETING*

Only one-third of respondents created a business plan on how to bring their specialty ink and toner capabilities to market, while more than one-half (57%) did not. Seven percent do not know.

One-half (52%) of respondents say that less than 10% of specialty ink and toner jobs are for self-promotion and marketing, while 28% say that self-promo embellishment jobs account for between 25% and 50% of all their specialty ink and toner jobs. Ten percent say that self-promotion accounts for more than half of their specialty ink and toner jobs.

<b>What percentage of your specialty ink and toner use is utilized for samples and self promotion?</b>	<b>% of respondents</b>
Under 10%	52%
10-25%	28%
25-50%	10%
Above 50%	10%

The most common means by which print service providers are marketing their specialty ink and toner capabilities is through creating a branded offering (selected by 54%). Almost one-fourth (23%) use manufacturers' marketing materials, but 14% say they are not marketing these capabilities at all—and 11% are not marketing these as a separate offering than basic CMYK jobs.

How are you marketing your specialty ink and toner capabilities?	% of respondents
None of the above	2%
Created my own branded offering	54%
Using the manufacturers marketing verbiage and materials	23%
Not marketing the specialty toners as a separate offering from CMYK	11%
I am not doing any marketing	14%
Don't know	5%
Other (please specify)	6%

#### CUSTOMER FAMILIARITY

Prior to installing the digital press to be used for specialty toner applications, about one-half (51%) of customers were at least somewhat familiar with specialty inks and toners. After installation, that jumped to three-fourths (76%), the biggest jumps being in the “somewhat familiar” and “very familiar” categories. That the number of customers who were “extremely familiar” stayed about the same.

How familiar were your customers with specialty inks and toners...	% of respondents (Before Press)	% of respondents (After Press)
Extremely familiar	9%	8%
Very familiar	8%	20%
Somewhat familiar	34%	48%
Not so familiar	26%	17%
Not at all familiar	22%	3%
Other	0%	1%
Don't know	2%	3%

#### SATISFACTION AND PERCEIVED VALUE

Users of specialty inks and toners are satisfied with the quality of those jobs—41% very satisfied. Only 6% are dissatisfied, while 14% are “neither satisfied or dissatisfied.”

Three-fourths (74%) of digital press owners who have specialty ink and toner capabilities find them in some way valuable—17% find them “extremely” valuable, 23% “very” valuable, and 34% at least “somewhat” valuable. Less than one-fourth (23%) find them of little or no value.

How valuable are the specialty ink/toner capabilities in your sales and marketing efforts?	% of respondents
Extremely valuable	17%
Very valuable	23%
Somewhat valuable	34%
Not so valuable	18%
Not at all valuable	5%
Don't know	1%
Other (please specify)	2%

Print businesses find them valuable in no small part because clients are interested in them—three-fourths (75%) of respondents said that clients are at least somewhat interested in specialty ink and toner capabilities, 4% “extremely,” 26% “very,” and 45% “somewhat.”

How interested are your clients in your specialty ink/toner capabilities?	% of respondents
Extremely interested	4%
Very interested	26%
Somewhat interested	45%
Not so interested	19%
Not at all interested	2%
Don't know	1%
Other (please specify)	3%

Ultimately, print businesses who have added specialty ink and toner capabilities are generally satisfied with both sales and profits of these jobs, but there is a bit of a disconnect between sales and profit satisfaction. More than one-half (55%) are satisfied (12% very satisfied) with the *profits* they make off these jobs, but 40% are satisfied (9% very satisfied) with the *sales* of these of these jobs.

How satisfied are you with your profit and sales of specialty ink and toner jobs?	% of respondents (Profit)	% of respondents (Sales)
Very satisfied	12%	9%
Satisfied	43%	31%



Neither satisfied nor dissatisfied	30%	37%
Dissatisfied	10%	17%
Very dissatisfied	4%	5%
Other	0%	1%

More than one-fourth of survey respondents (26%) said that specialty ink and toner jobs were “always” more profitable than regular CMYK jobs, while 36% said they “usually” are, and 23% said they were at least “sometimes” more profitable.

Are your specialty ink and toner job more profitable than your typical CMYK jobs?	% of respondents
Always	27%
Usually	36%
Sometimes	23%
Rarely	8%
Never	6%

## CHALLENGES AND OBSTACLES TO SPECIALTY INK AND TONER JOBS

### SALES AND MARKETING

Only 20% of survey respondents have offered their sales staffs a great deal or a lot of training on selling specialty ink and toner capabilities. Four out of 20 have put sales staff through a moderate amount of training, and 28% have put them through a little. Fortunately, only 9% have put them through no training.

How much training have you put your sales staff through to sell the specialty ink and toner capability?	% of respondents
A great deal	7%
A lot	13%
A moderate amount	41%
A little	28%
None at all	9%
Don't know	2%
Other	1%

The biggest obstacle to sales of specialty ink and toner output is sales. We asked our survey respondents to rank a list of obstacles and “sales team” just beat out “client interest” as the biggest obstacle. “Pricing” ranked just below that, closely followed by “file design.”<sup>4</sup>

Rank your biggest obstacles to sales for the specialty ink and toner output	Ranking
Sales Team	5.94
Client Interest	5.75
Pricing	5.63
File Design	5.59
Estimating	5.08
Lack of Data	4.23
Web to print	3.22
Compliance	2.91

The one biggest objection that print businesses say they are unable to overcome is cost justification/ROI for brands—more than one-third (36%) say this is their biggest issue with specialty inks and toners. This is followed by “clients not understanding what specialty toners are.”

What is the one repeating objection that you are unable to overcome when it comes to selling the specialty output?	% of respondents
Cost justification/ROI for brands	36%
Clients not understanding what specialty toners are	29%
Quality of specialty toner application	10%
Don't have time to design for it	14%
Other	12%

“Estimating” was a moderate obstacle to sales of specialty ink and toner jobs. How are print businesses doing their estimating for these jobs? Four out of 10 are using a custom self-built estimating system, while 21% are using an off-the-shelf estimating system. Another 20% don't “estimate per se, but have a pre-set pricing upcharge per sheet, and 3% use an OEM's suggested upcharge. Nine percent have no formal estimating system for specialty ink and toner jobs.

Specialty ink and toner jobs take longer to set up compared to CMYK—and 15% said it takes “much” longer. Three out of 10 said they take about the same amount of time.

<sup>4</sup> We weighted respondent rankings—1=8, 2=7, 3=6, etc. 8.00 was highest ranking possible.

How much more time does a specialty ink/toner job take to setup in prepress compared to a CMYK job?	% of respondents
Much Longer	15%
Longer	50%
About the same	29%
Shorter	3%
Much Shorter	0%
Don't know	2%
Other	3%

One-third of responses reported that it is at least “somewhat” difficult to design for specialty ink and toner jobs (no one said it was “very” difficult), while three-fourths (76%) said it was at least “somewhat” easy. Sixteen percent said it was neither easy nor difficult.

How difficult is it to design for your specialty ink and toner jobs?	% of respondents
Very easy	4%
Easy	19%
Somewhat easy	22%
Neither easy nor difficult	16%
Somewhat difficult	28%
Difficult	7%
Very difficult	0%
Don't know	4%

More than one-half (53%) of survey respondents do design for specialty ink/toner jobs internally, compared to 34% who say the client does the design.

## LOOKING AHEAD

Just over one-half (54%) of specialty ink/toner users say they are likely (24% very likely) to purchase another press in the future, with only 20% unlikely to acquire another press for producing specialty ink/toner jobs.

Three-fourths (74%) of specialty ink and toner users feel positive about the future of the digital embellishment market—and one-third say they feel “very positive.” Only 21% are neutral, while 4% feel negative about the digital embellishment market.

<b>What is your feeling about the future of Digital Embellishment market as a whole?</b>	<b>% of respondents</b>
Very positive	33%
Positive	41%
Neutral	21%
Negative	3%
Very negative	1%
Don't know	2%

## CONCLUSIONS

Print businesses primarily added specialty ink and toner capabilities in order to have it be a profit center. Customer demand also was a factor, primarily among larger printing establishments. And while users are generally satisfied with the profitability of the specialty ink and toner jobs they are producing, they are less satisfied with sales, and indeed they do specify that the sales staff is the weak link in the chain. More sales and marketing effort is needed to make these jobs as profitable as they potentially can be. We mentioned at the end of Section II that one of the most effective ways of marketing these capabilities is to create a branded offering around them—case studies have found that this was a route of success for companies offering embellishments of all kinds.

Ultimately, the opportunity lies in getting print samples under customers’ noses—or, in those cases where the end user is the customer’s customer (in the case of agencies)— noses up the food chain.

We also noted that business cards was the top application for specialty inks and toners, and we feel this represents a bit of an underuse of these technologies. These capabilities tend not to be applied to more prosaic commercial print applications and, no, we would not expect them to be used for, say, transactional printing—but specialty inks and toners could potentially be used to raise the value of more “boring” print applications. Certainly, direct mail is a potentially lucrative application for these embellishments, and as long as one can demonstrate and communicate the value proposition of adding embellishments to print—any kind of print—it doesn’t need to be limited to business cards or even invitations or lottery tickets.

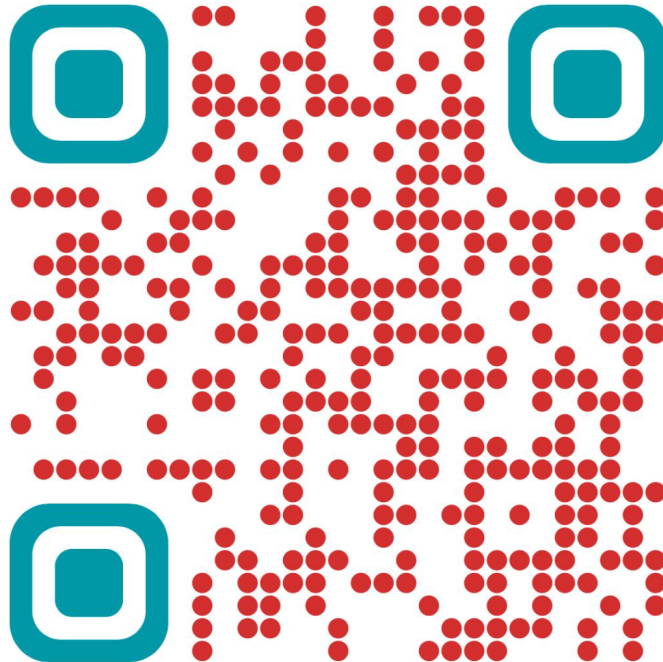
Other major challenges center around design and set up of these jobs, and there is no doubt that they can be a bit more difficult and take longer to set up than CMYK jobs. And small businesses are stretched thin staffwise as it is, but reaching out to manufacturers and asking for assistance or training can be a way of dealing with these challenges.

For the full report, go to

<https://store.whattheythink.com/downloads/specialtyinkstudy/>

#### Available Report Products

- Individual License (Just For You) – \$495.00
- Enterprise Site License (For Your Whole Team) + Slide Kit – \$795.00
- Business Development License (For Customer Portals) – \$2,000.00
- Custom Reports: Contact [info@taktiful.com](mailto:info@taktiful.com)





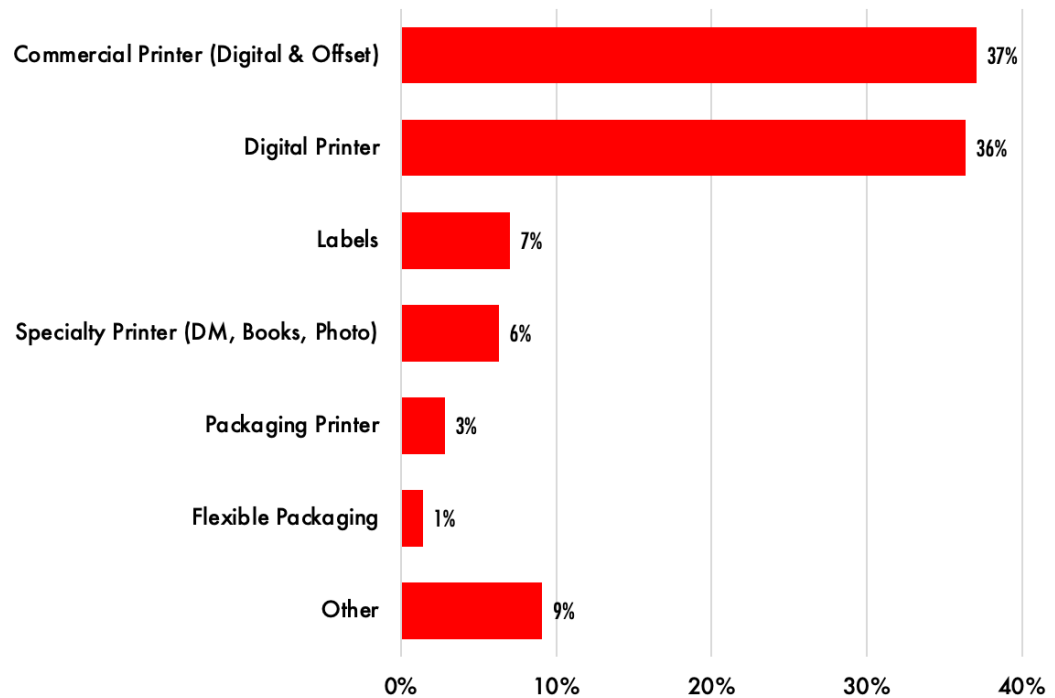
## APPENDIX A. DEMOGRAPHICS

In this section, we provide a look at the companies and individuals that responded to our survey.

### PRIMARY MARKET

The majority (73%) of our survey respondents are predominantly<sup>5</sup> commercial printers (having both offset and digital printing capabilities) or digital printers (having solely digital devices), with 7% being predominantly label printers, and 6% specialty printers of some kind.

### WHAT IS THE PRIMARY BUSINESS AT THIS LOCATION?



n=115

Nine percent selected “other” and the most common write-in response was some variation on “wide-format” printer.

<sup>5</sup> Based on the highest portion of 2022 sales.



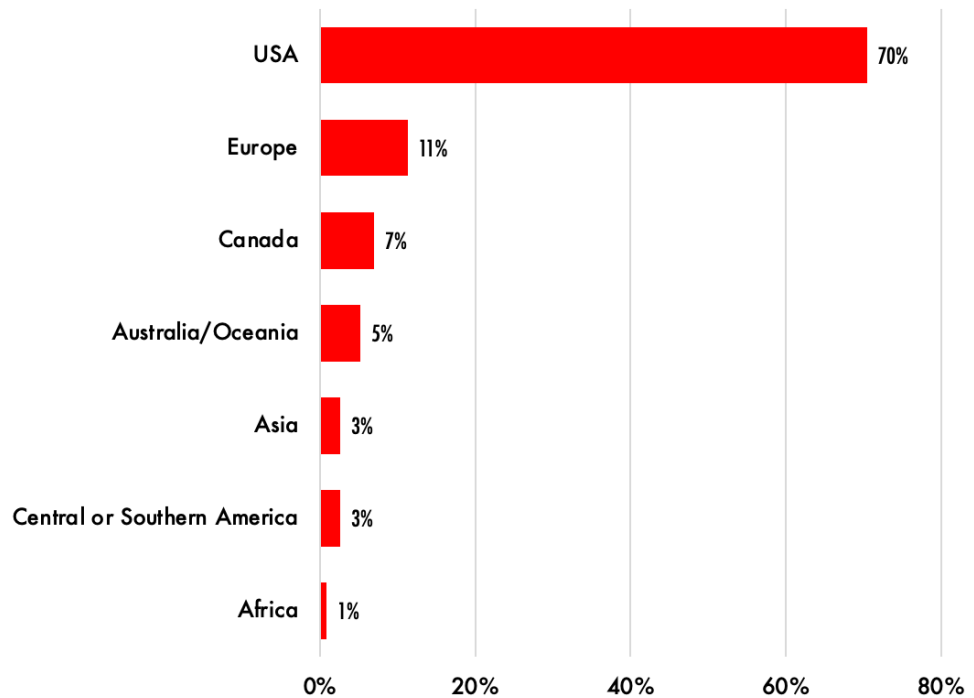
By establishment size:

	1-9 employees	10-19 employees	20-49 employees	50+ employees
Commercial Printer (Digital & Offset)	43%	25%	46%	66%
Digital Printer	51%	70%	50%	17%
Specialty Printer (DM, Books, Photo)	5%	5%	7%	14%
Packaging Printer	0%	5%	4%	7%
Labels	3%	10%	11%	14%
Flexible Packaging	3%	0%	0%	3%
Other	5%	10%	7%	21%

LOCATION

The majority (77%) of our respondents are located in North America, with a smattering located in Europe (11%) and Oceania (5%).

**WHERE IS THIS BUSINESS LOCATED?**





n=115

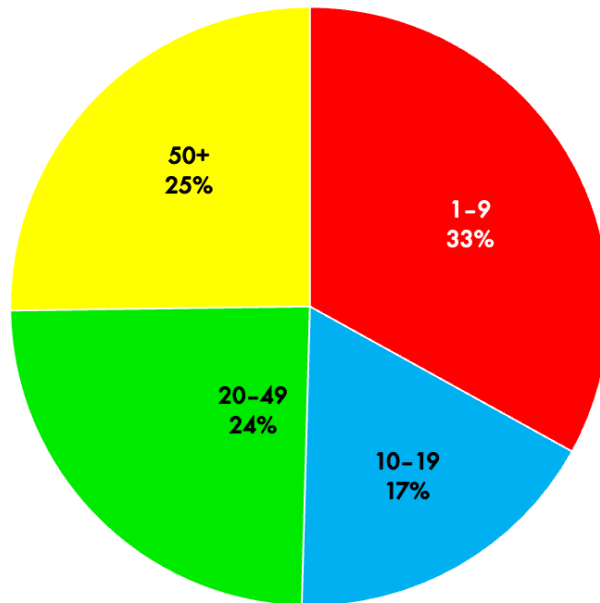
By establishment size:

	1-9 employees	10-19 employees	20-49 employees	50+ employees
USA	70%	80%	71%	66%
Canada	8%	5%	4%	10%
Central or Southern America	5%	5%	0%	0%
Europe	8%	5%	11%	17%
Asia	0%	0%	4%	7%
Africa	0%	0%	4%	0%
Australia/Oceania	8%	5%	7%	0%

SIZE OF ESTABLISHMENT

One-third (33%) of our survey respondents are small establishments (under 10 employees), 41% are mid-size establishments (10–49 employees), and one-fourth are large establishments (50+ employees).

**HOW MANY EMPLOYEES ARE AT THIS SPECIFIC LOCATION?**



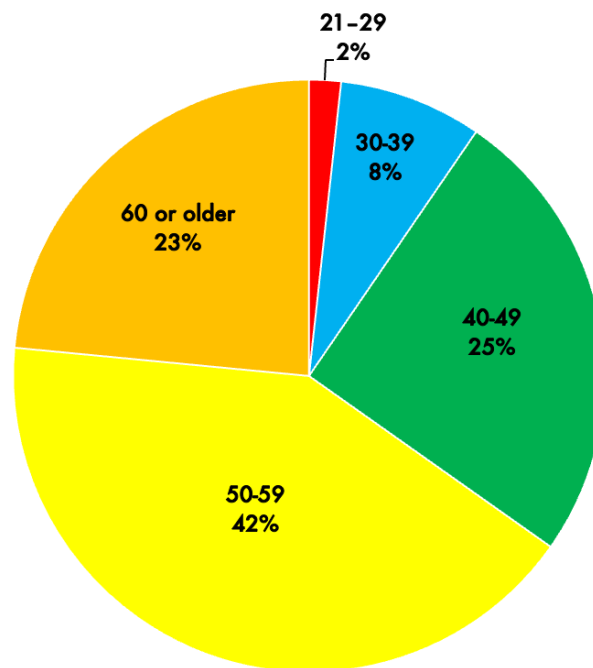
n=115

Our sample skews a bit larger than general industry demographics. According to the US Census Bureau’s *County Business Patterns*, the composition of the printing industry—NAICS 323<sup>6</sup>—is predominantly small businesses: 70% of the 23,393 establishments counted in 2020 (the most recent year for which we have CBP data) were those that had under 10 employees. Under one-fourth (22%) are “medium” printers (10–49 employees), and only 7% are 50+-employee plants.

## AGE

Not unsurprisingly, ours is an older industry, or at least in terms of those who responded to our survey, with only 10% of respondents being under 40, and two-thirds (65%) of respondents being over 50. And nearly one-fourth (23%) are over 60. In a way, this makes sense, as the respondents to our survey tend to be upper management or owners, which skews older in general regardless of industry.

### WHAT IS YOUR AGE?



<sup>6</sup> “The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy” (<http://www.census.gov/eos/www/naics/>). NAICS 323 is “Printing and Related Support Activities.” However, a decreasing number of print businesses classify themselves in NAICS 323.



$n=115$

We can look at the age of respondent by establishment size:

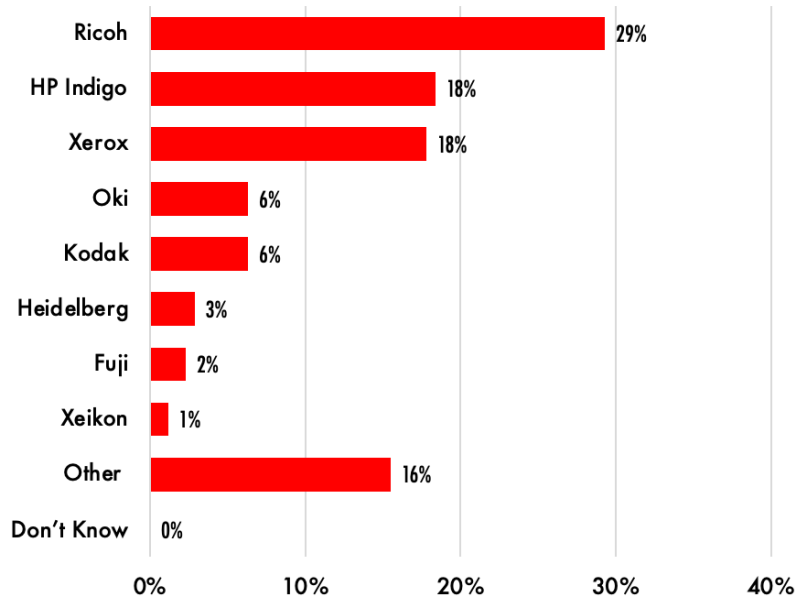
	1-9 employees	10-19 employees	20-49 employees	50+ employees
17 or younger	0%	0%	0%	0%
18-20	0%	0%	0%	0%
21-29	0%	0%	7%	0%
30-39	5%	5%	14%	7%
40-49	16%	40%	21%	31%
50-59	45%	40%	32%	48%
60 or older	34%	15%	25%	14%

This is beyond the scope of this report, but younger management/leadership tends to be found in mid-size establishments.

EQUIPMENT

Three out of 10 (29%) survey respondents are using Ricoh equipment, 18% are using HP (indigo), and 18% are using Xerox equipment, with a smattering of other digital equipment being used.

**WHAT TYPE OF DIGITAL PRINTING EQUIPMENT USING SPECIALTY INKS AND TONERS DO YOU CURRENTLY HAVE IN YOUR FACILITY? ( MULTIPLE RESPONSES PERMITTED)**



n=115

Note that 16% selected “other,” with the most common write-ins being Konica Minolta, Xante, Epson, Mimaki, and Roland, the last three being wide-format machines. We allowed multiple responses to this question and the wide-format “other” responses were in addition to smaller format digital equipment.



By establishment size:

	1-9 employees	10-19 employees	20-49 employees	50+ employees
HP Indigo	6%	14%	29%	25%
Kodak	2%	3%	10%	10%
Ricoh	40%	45%	22%	16%
Xerox	25%	14%	20%	12%
Fuji	2%	0%	2%	4%
Heidelberg	2%	3%	0%	6%
Oki	8%	7%	7%	4%
Don't Know	0%	0%	0%	0%
Xeikon	0%	0%	0%	4%
Other	17%	14%	10%	20%

## APPENDIX B. METHODOLOGY AND QUESTIONNAIRE

Our survey was conducted online from February to April 2023. We received 132 responses, 17 as were filtered out as they did not produce specialty ink and toner jobs, resulting in 115 usable responses from owners of these technologies using them in conjunction with digital printing equipment from Ricoh, HP Indigo, Xerox, Kodak, Oki, Heidelberg, Fujifilm, and Xeikon.

### THE 2023 SPECIALTY DIGITAL INK AND TONER EMBELLISHMENT STUDY

Taktiful and Whattheythink.com is conducting a survey of printing executives about their use of specialty inks and toners that are included as an option on their digital presses. This short survey will only take 5-7 minutes to complete. Your responses will be kept confidential and combined with all of the others in survey totals. We will not release your name or answers to anyone; this is strictly a research project, and responses will not be used to create sales leads for advertisers or dealers.

If you wish to receive a free copy of the report, please let us know at the end by checking the appropriate box and providing your email address.

Thank you for your help

#### 1. Do you produce jobs using toner-based embellishments?

Yes

No

Don't know

#### 2. What is your age?

17 or younger

18-20

21-29

30-39

40-49

50-59

60 or older

#### 3. What is the primary business at this location? (Choose only the one that is the highest portion of 2022 sales.)



Commercial Printer

Digital Printer

Specialty Printer (DM, Books, Photo)

Packaging Printer

Other (please specify)

**4. Where is this business located?**

USA

Canada

Mexico or Central or South America

Europe

Asia

Africa

Australia/Oceania

**5. How many employees are at this specific location?**

1-9

10-19

20-49

50+

**6. What type of digital printing equipment using specialty inks and toners do you currently have in your facility? (You can select multiple answers)**

Xerox

Ricoh

Kodak

HP Indigo

Xeikon

Other (please specify)

Don't know

**7. What model/s do you currently have in production for specialty toners?**

---

**8. What was the main reason for investing in the specialty toner capabilities?**

Specific client demand

To generate more profit

Application specific demand

Gut feeling

Impressed with the samples from OEM

Competitor based decision

Don't know

**9. How familiar were your customers with specialty inks/toners *before* you bought the press?**

Extremely familiar

Very familiar

Somewhat familiar

Not so familiar

Not at all familiar

Don't know

Other (please specify)

**10. Do many of your competitors offer specialty ink/toner embellishments?**

Yes

No

Don't know



Other (please specify)

**11. How valuable are the specialty ink/toner capabilities in your sales and marketing efforts?**

Extremely valuable

Very valuable

Somewhat valuable

Not so valuable

Not at all valuable

Don't know

Other (please specify)

**12. How familiar were your customers with specialty inks and toners now?**

Extremely familiar

Very familiar

Somewhat familiar

Not so familiar

Not at all familiar

Don't know

Other (please specify)

**13. How interested are your clients in your specialty toner capabilities?**

Extremely interested

Very interested

Somewhat interested

Not so interested

Not at all interested

Other (please specify)

Don't know

**14. How satisfied are you with the *profit* from specialty toner jobs?**

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

Other (please specify)

**15. How satisfied are you with your *sales* of specialty toner jobs?**

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

Other (please specify)

**16. Are your specialty ink and toner job more profitable than your typical CMYK jobs?**

Always

Usually

Sometimes

Rarely

Never

**17. How much training have you put your sales staff through to sell the specialty toner capability?**

A great deal

A lot

A moderate amount

A little

None at all

Other (please specify)

Don't know

**18. Rank your biggest obstacles to sales for the specialty toner output**

Sales Team

Estimating

File Design

Pricing

Client Interest

Lack of Data

Web to print

Compliance

**19. What is the one repeating objection that you are unable to overcome when it comes to selling the specialty output.**

Cost justification/ROI for brands

Clients not understanding what specialty toners are

Quality of specialty toner application

Don't have time to design for it

Other (please specify)

**20. What is the average run for an embellishment job for you today?**

Under 50 sheets

50 to 100 sheets

100 to 250 sheets

250 to 500 sheets

More than 500 sheets

Other (please specify)

Don't know

**21. How are you currently estimating for specialty toner jobs?**

Custom self built estimating system

Off the shelf estimating system

Pre-set pricing up-charge per sheet

OEM manufacturers suggested upcharge

No formal estimating system for specialty toner jobs

Other (please specify)

Don't know

**22. How much more time does a specialty toner job take to setup in prepress compared to a CMYK job?**

Much Longer

Longer

About the same

Shorter

Much Shorter

Other (please specify)

Don't know

**23. How difficult is it to design for your specialty toner jobs?**

Very easy

Easy

Somewhat easy

Neither easy nor difficult

Somewhat difficult

Difficult

Very difficult

Don't know

**24. Are the majority of your specialty toner jobs designed internally or by your client?**

Internal Design

Client Design

Other (please specify)

Don't know

**25. How often would you say you utilize the specialty color option in a typical day?**

Never

Rarely

Sometimes

Usually

Always

Other (please specify)

Don't know

**26. What would you estimate is the percentage of the time you are running a specialty toner on your digital press instead of a pure CMYK job?**

\_\_\_\_\_ %

**27. How satisfied are you with the quality of your specialty toner jobs?**

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

Other (please specify)

Don't know

**28. Based on market demand, how likely would you be to purchase another specialty toner press in the future?**

Very likely

Likely

Neither likely nor unlikely

Unlikely

Very unlikely

Other (please specify)

Don't know

**29. Rank the most popular specialty toners in order of demand, with 1 being the highest**

Neon Pink

Neon Yellow

Clear

Metallic Gold

Metallic Silver

White

Invisible

Spot Colors

Scratch Off

Raised

Fade Resistant

Mixed Metallic

**30. Rank the following General Commercial Printing applications, with 1 being the best, in terms of sales when it comes to specialty toners**

Business Cards

Brochures

Direct Mail

Flyers

Tickets

Books

Point of Sale/Display

Other

**31. Rank the following Packaging and Label applications, with 1 being the best, in terms of sales when it comes to specialty inks and toners**

Folding Carton Packaging

Labels

Flexible Packaging

Security

Other

**32. If there is a key application that was not mentioned above, what is it?**

**33. What percentage of your specialty toner use is for samples and self promotion?**

Under 10%

10-25%

25-50%

Above 50%

**34. How are you marketing your specialty toner capabilities?**

Created my own branded offering

Using the manufacturer's marketing verbiage and materials

Not marketing the specialty toners as a separate offering from CMYK

I am not doing any marketing

Other (please specify)

None of the above

Don't know

**35. When you made your press purchase, did you create a business or marketing plan on how to bring specialty toners to market?**

Yes

No

Other (please specify)

Don't know

**36. What is your feeling about the future of the digital embellishment market as a whole?** 0

Very positive

Positive

Neutral

Negative

Very negative

**37. If you had one piece of advice for a new printer getting into toner-based embellishments, what would it be?**

---

**38. Would you be willing to be contacted by our researchers to answer follow-up questions about your responses to this survey?**



Yes

No

**39. I would like to:**

Receive a copy of the executive report / key facts.

Receive emails from WhatTheyThink on expert commentary on digital printing and embellishment.

Receive expert advice from Taktiful

I do not wish to be contacted

**40. If you checked any of the boxes in Question 39, please fill out the information below**

Answer Choices

Full Name:

Company:

Address:

Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

Business Email Address:

Phone Number: