

## Viewpoint

### Market Growth & Trends

BY DANA HINESLY

Time passes, market segments will continue to converge and consolidate, offering a larger and more competitive marketplace, and the perfect environment for the creation of imaginative and unique applications.

Barring any large negative impact, the US economy should continue to strengthen and improve.

Competition will remain fierce; only companies with the resources to add value will be able to survive and prosper five years from now.

As time passes, market segments will continue to converge and consolidate, offering a larger and more competitive marketplace, and the perfect environment for the creation of imaginative and unique applications. **NBB**



## Catchy Headline Goes Here

### Funny Subhead to Follow...Boing!

BY DAVID VOSTMYER

The traditional reprographics market, while more than 100 years old, has changed dramatically over time and will continue to do so. Digital print shops are producing documents on demand for customers representing a wide range of industries and markets. Rapid advancement in technology, the internet, and on-line planrooms have



and reliability of the vendor are more important e key growth strategies for GR Ink. will be to focus on its existing customer base of services and reliability of the of over 300 small to medium size businesses and target those decision-making individuals that know and understand these needs.

**“To exceed client expectations by providing the highest-quality product in a timely manner. Create long lasting, prosperous relationships with our client partners in order”.**

also played a major role in shaping the way the industry looks.

The Small Business Administration estimates that more than 98% of all businesses in the United States have fewer than 100 employees. These businesses often lack the size and financial resources to create economies of scale. In particular, these organizations typically do not maintain dedicated procurement departments and often do not achieve significant purchasing leverage evaluating their vendors more carefully. Price continues to be an important, but not the only technology requirement. Increasingly, the quality of services

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