



goodway group
of massachusetts, inc.
Inventive Solutions for On-Demand Communications



- Wallpaper
- Murals
- Image Walls
- Window Coverings
- Wall Graphics
- Decals
- Ceilings

WALL-TO-WALL OPPORTUNITY

Custom Printed Wallcoverings





A WALL-TO-WALL OPPORTUNITY FOR CUSTOM WALL COVERINGS

After decades of being out of favor or overshadowed by designer paints, wallcoverings are reemerging as the darling of the interior design world. Wallpaper, murals, and other large-scale décor elements represent an exploding global market. One of the biggest drivers of this explosion is the transition to wide format digital printing—a transition that reflects not only technological innovation but also several intriguing new design trends.

- Projected growth of the digitally printed wallpaper market is 25% annually through 2023.¹
- Revenue from digitally printed wallcoverings is expected to go from \$2.53 billion to \$7.74 billion in the next four years.¹

The wallcoverings market is on a roll

DIGITAL TRANSFORMATION OF THE INDUSTRY

Unlike other industries, the wallcoverings industry was not immediately affected by the digital transformation of printing. For years, most designers and wallpaper manufacturers continued to treat this décor option as a mass-market item produced under well-known brand names using conventional analog printing methods and classic design parameters.

The advent of wide format digital technology promised to take the printing of wall décor in bold new directions, with an efficient end-to-end printing process that could accommodate custom orders and smaller press runs economically, as well as rising pressure for faster

turnaround. But most existing 64" latex, eco-solvent, and UV systems (except the very high-end ones) couldn't fully address the market's unique design, precision, quality, and speed requirements—or meet the productivity needs of Print Service Providers (PSPs) wanting to compete in this exciting new space.

UNCOVERING THE TRENDS

Everything changed with the introduction of the Colorado 1640 printer with UVgel technology. And the Colorado 1650 builds on the innovative characteristics of UVgel with a new set of more flexible inks and FLXfinish technology. Now you have the choice of matte or gloss no matter what the media you choose. This new technology delivers the productivity, quality, speed, versatility, and almost unlimited creative possibilities today's wallcoverings market demands.



And the timing couldn't be better: digitally printed wallpaper is expected to explode into a \$7.74 billion global market by 2023.¹

UNCOVERING THE TRENDS

You can credit the dramatic resurgence of wallcoverings to everything from the recovery of the residential construction industry to the influence of social media. On the commercial side, impetus ranges from the advent of pop-up retail and the boom in office space construction to customizing hotel and restaurant interiors based on regional or local vistas.

Whatever the inspiration, there's a whole new generation of designers and DIYers out there who are looking for fresher, more affordable, and faster alternatives to traditional wallpaper. They are finding all that and more with wide format digitally printed wall décor. And they are incredibly excited by the creative options for consumers and business customers who want to customize their surroundings, boldly express their unique style or brand image, and turn ordinary spaces into works of art.

CUSTOMERS WANT "WOW"

When it comes to specialty interior décor products, modern customers want originality and a "wow factor" that's unique to their spaces. And they don't expect their creative vision to be limited by technology. Digital offers almost infinite creative possibilities for wallpaper, murals, and other large-scale décor elements.

- Unconventional patterns that pop
- High-resolution photographic images
- Supersized graphics and geometrics
- Abstract, non-repeating designs
- On-trend ombré effects

THEY WANT IT EVERYWHERE

They also want to apply these original style statements with creative abandon and without physical restrictions. Wide format digital printing makes almost anything possible almost anywhere, from homes to hotel lobbies, from posh restaurants to executive offices.

- Entire rooms covered with a single image
- Dramatic "feature walls"
- One-of-a-kind murals
- Dynamic die cut wall decals
- Enhanced window coverings
- Custom ceilings—the "fifth wall"

AND THEY WANT IT NOW!

The interior design world also demands a more customer-centric user experience, including making wallcoverings and décor elements faster and easier to acquire whenever the mood strikes. Customer expectations can be steep: incredibly short timelines, for example. Digitally printed wallcoverings are well suited to these market conditions. Short setup times and improved production speeds of the Colorado series make it ideal for everything from low-volume specialist production to high-volume runs for commercial clients with multiple venues.

1. Digitally Printed Wallpaper Market by Substrate (Nonwoven, Vinyl, Paper, Others), by Print Technology (Inkjet, Electrophotography), by End-use Sector (Residential, Non-residential, Automotive & Transportation), and Region—Global Forecast to 2023, MarketsandMarkets, June 2018.



DURABLE CUSTOM WALLCOVERINGS IN GLOSS OR MATTE FINISH.

Customers also look to Goodway Group of Massachusetts for:

Photo Wallpaper

Wall Murals

Wall Decals

Window Graphics

Floor Graphics

Static Clings

Banners

Event Signage

Yard Signs

Goodway Group of Massachusetts, Inc. is a full-service, global provider of integrated communication technologies based in Burlington, Massachusetts. Since 1970, we have been enhancing our clients' business communications. Today, we do that utilizing ink-jet printing, digital printing, offset printing and web-to-print storefront solutions. Clients trust Goodway Group for banners, booklets, brochures, mailers, manuals, promotional products, signage, wallcoverings and more.

Visit us at www.goodwaygroup-ma.com or call 781-272-2690

