



How to gain  
access to the

# Interior Décor Print Market





The decorative print market is growing rapidly as homeowners and businesses look to enhance and customize their homes, workplaces, and brands. So how can print providers gain access to this world?

This guide explores the working processes behind the industry, what drives it, and how you can fill the gaps or respond to an issue.

# Getting started

The potential opportunities are virtually unlimited. However, getting your foot in the door and keeping it open requires a firm commitment of time and effort. Below is a checklist of priorities to help make the process feel less daunting.

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Choose  
where  
to play



2

Discover,  
Connect, &  
Collaborate



3

Design



4

Deliver



# Choose where to play



It would be virtually impossible and unwise to chase all the possible opportunities that printed décor provides. Choose among these potential market segments:



## Residential

- **Homeowners**

Nowadays, homeowners crave uniqueness.

- **Architects and Interior Designers**

They are continually looking for new materials and applications to customize their clients' interior environments.

## Commercial

Here are the major sectors to consider:

### **Workplace**

Many of the world's leading corporations are now committed to smart workspaces that forge the link between the workspace, employee satisfaction, and productivity.



### **Healthcare**

Custom designs for healthcare spaces offer another exciting growth opportunity to improve the experience through décor. Strict clinical regulations require that everything be sterile, odorless, and easy to clean.



### **Hospitality, Travel & Tourism**

From ceilings to floors to window treatments, bed coverings, upholstery, table coverings, and restaurant menus as well as different wall art in each room.



### **Retail**

With the growth in online shopping, bricks-and-mortar retail stores have adapted by developing immersive shopping experiences in order to entice shoppers off their sofas and through their doors.

\*In order to participate in some market segments, specific standards need to be met.

# Discover, Connect, & Collaborate



## **Discover**

Discover your clients' needs and goals. Explore their personal tastes and find out what inspires them and how the space to be redesigned is currently used and how it is intended to be used. In larger projects, say in a hotel or workplace redesign, seek to capture a deep understanding of the people, culture, and existing systems in place.

## **Connect**

Arguably the most important thing you can do to build traction in this industry is to take time to acknowledge the difference between your needs and those of a designer. What you require is practical and functional. What they're selling is a creative vision. If you're not aware of how to bridge the language divide between these two very

different need states than that can cause confusion, distress, and unnecessary expense further down the line.

Designers need practical advice to prepare their artwork in the correct format for you to print correctly the first time. Never assume they understand any of the terms—such as DPI, file size, shrinkage—that you take for granted. Explain everything in plain English without recourse to jargon.

Visit design showrooms where you can meet designers as well as furnishing manufacturers or use a supplier directory to find local suppliers you potentially could partner with. And when you're ready to promote your brand, identify the right trade show that focuses on the specific segment that you're targeting.

Some of the major trade shows are:

- NeoCon—Chicago
- Heimtextil—Frankfurt
- Maison et Objet—Paris/Singapore/Miami
- Milan Design Week
- ICFF—New York
- Hospitality Design HD Expo—Las Vegas
- Designer's Days—Paris
- Intertextile—Shanghai
- MoOD—Brussels
- London Design Festival
- Sleep Hotel Design Excellence—London
- Ambiente—Frankfurt

## Collaborate

### Develop a service and solutions mindset

A print provider must have a firm grasp on the different types of products available, how they are applied in the end-user environment, and be able to flag any special considerations for printing early in the process.

Let your imagination loose and build a portfolio to showcase what you're capable of in a manner that is relevant to this new audience.

Take the time to know the right questions, per use case, to ask upfront. Having a deep knowledge of your own capabilities and how they can be applied—and having the samples and portfolio to back that up—is what will help you win business in this sector.

Provide a wide range of case studies demonstrating that you know how to produce and install eye-catching designs in a wide range of locations and applications.

### Simplify the path to purchase

Help customers make the right choices for each application in context by providing clear signposted information on the important factors that drive their decisions to purchase.

Such factors include:

- Aesthetic appeal
- Durability/performance
- Value for money
- Color selection
- Tactile quality
- Availability/delivery time
- Sustainability

# Design



This is where imagination collides with reality. You should be showing ideas that the client couldn't possibly have imagined on their own.

Customers are looking for a high level of creativity, and they welcome suggestions on what they can do better to help their clients achieve their goals within budget.

A simple way to do this is to stay on top of the latest creative décor trends in the sector you're targeting and think of innovative ways to translate such trending design concepts into workable applications that are fit for the purpose.

## Tips to offer top designs:

- Work one-on-one with your own graphic or surface designer
- Collaborate with young, international, or local surface designers or content creators
- Some design trade shows offer a wide selection of exclusive surface designs for sale. For instance: Heimtextil, Surtex, MoOD, and many more

# Deliver



Depending on the décor segment you're targeting, having the right equipment, the right connections, and the right partners will only take you so far.

Ensure that your workflow is optimized and efficient to shine in front of your customers with high-quality printed applications. Each step counts, from file preparation, to the substrate definition, print production, finishing, and installation.

Installation is a key part of the overall customer experience and the completion of the product or project. Ensure that you professionalize this step.

# Learn more about HP Printing Solutions for Décor

## **Important:**

The right printing solution can help you maximize your application portfolio while meeting specific industry and environmental standards.

[Learn more about HP Printing Solutions for Décor](#)



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