

Are you staying competitive in the large format world?

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Ricoh Europe, London, June 20 2025 – The large format sector is as vibrant as it has ever been.

That is one of the key takeaways from this year's Fespa Global Print Expo.

It attracted more than 14,000 unique visitors - up 10.5% on 2024. Including repeat visits the figure was 23,061 with 126 countries represented. Notably 87% of attendees held decision-making positions, with 71% being directors, CEOs, owners, or managers. The combined median budget across visitors was €2.9 billion (£2.45 billion), and 40% planned to invest in technology within the next year.

It was a powerful indicator of the sector's forward momentum and a clear sign of its robust health.

Prior to the event the latest FESPA Census survey reported the majority (70%) of graphics and signage respondents already owned large format printers and had experience producing a variety of applications and providing associated services. Another 15% had not yet invested in large format but intended to do so in the near future. Only 15% had no plans to invest at all.

It also found the availability of large format printing technology enables PSPs from diverse backgrounds to offer valuable services to their clients. While this is positive for the industry, it means that operations from non-traditional environments are now competing with established sign and display businesses by providing comparable value added offerings.

At the same time, sign specialists are adopting new technologies and expanding their own applications to increase revenue.

More interestingly, 40% of respondents are using flatbed or hybrid UV systems and 28% are planning to buy UV flatbed printers to directly print on rigid substrates, or a UV printer with a hybrid feed system to allow for greater versatility.

Those looking to add large format printing to their offerings were choosing to do so to maintain their competitive business position (49%), reach new clients (43%), and offer new applications to their existing clients (42%).

We had many detailed conversations at Fespa about these evolving market trends.

There was also keen interest in our very successful collaboration with Kernow showcasing the mesmerising results possible when the [X20 UV Ricoh hybrid proposition](#) technology is combined with KernowJet Metalik Silver Permanent and KernowJet Interiors Structured Silver A and ColorLogic software.

We explored Co-innovation too, and shared updates on the creativity of clients and their flatbed technology. Among them was our collaboration with the students at Salesiani Don Bosco Graphic Arts School. We asked them to use Artificial Intelligence to imagine how legendary painters would have captured their home city of Venice. The vibrant and evocative results were printed on the [RICOH Pro™ TF6251](#) flatbed printer, with perfect integration into the device workflow and full utilisation of its advanced output capabilities for maximum efficiency and quality.

We shared the latest on Ricoh's versatile portfolio from the X20 UV Ricoh hybrid proposition to the RICOH Pro TF6251 and [RICOH Pro™ T7210](#) UV flatbed printers and the [RICOH Pro™ L5130e](#) series of large format latex printers. We also highlighted the synergies operations can enjoy with our sheetfed portfolio from the [RICOH Pro™ C9500](#) and [RICOH Pro™ C7500](#) and showcased the brand new [RICOH Pro™ C5400](#) for the first time anywhere in Europe.

We expanded on how agile software aids production with solutions such as [FusionPro](#) variable data printing software and [ColorGATE Productionserver](#) that offers fast, accurate PDF processing and integrated ICC colour management and calibration tools.

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Contact us to learn more about these or to see how we can help you maintain your competitive business position, reach new clients or offer new applications.

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Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimize business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organizational capabilities nurtured over its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realize a sustainable future.

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