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What is right size for printing company? It Depends ...

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It's interesting that this version of the right size for a printing company is based on data that is prior to 2008. With the printing industries' adoption of print aggregation models, the right size becomes highly dynamic and should be answered with "it depends". **It depends on how effectively a printing company can integrate print aggregation technology into their business model.** Suffice to say, the right size has little to do with the number of employees and **everything to do with the amount of sales revenue generated for the business.**

The following is an excerpt from [an article](#) about the the optimum size for printing companies:

"It was started by George Alexander, a veteran print industry journalist, and because it's so relevant to the industry segments served by A Printing Office, we're quoting it in full here:

"A recent study by the German consulting company Pier 18 suggests that medium-sized printing companies (100-500 employees) are surviving the best in these difficult times. The report looked at the period between 2004 and 2008, a period when the number of German printing companies decreased by 10%. Most of the troubled companies were very large or very small. The only size group that increased was the 100-500 employee group. The report concludes that this is the best size for a printing company. (From: What's the ideal size for a printing company?)

"On the other hand, Heidelberg's second-in-command, Jürgen Rautert, thinks many medium-sized firms are doomed to disappear. He says: 'There will be a structural change in the direction that the medium-sized printers will form a substantially smaller percentage of the industry in two or three year's time. The big ones will grow and the small ones will maintain profitable niches, offering special services or servicing local business mostly. The medium-sized printers, I think, will either shrink or grow by consolidation. So this hourglass effect will happen: the industry will no longer be a pyramid – it will be an hourglass, more larger printers and smaller printers and the medium-sized printers will thin out.'

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