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### **On-Demand Printing Makes Customization Accessible to Interior Designers.**

Customization has finally arrived in the realm of home and commercial interiors, and consumers are ready. Let's face it, our worlds are already perfectly curated. Consumers have smartphones within arm's reach, day or night, and spend a lot of time scrolling, with perfectly targeted ads slipped into those feeds. With all that scrolling comes the urge to stand out, feel seen, and be authentic. In all aspects of life, technology is there to satisfy that urge. It made possible individualized experiences in industries such as travel and food, and now it is reshaping manufacturing.

The way products get made, buildings get built, and clothes get sewn is undergoing a huge and profound shift thanks to on-demand manufacturing such as 3D and digital printing. This type of on-demand production suddenly makes customization accessible for entirely new industries, such as interior design.

It wasn't that long ago an interior designer's only option was to flip through jobber books and choose something, whether it was perfect or not. Those same jobbers carried inventory, not knowing which patterns would sell big or sit on their shelves. And those jobbers bought items from a mill presenting a huge line of fabrics. Those mills knew only 20% of those designs would go into production and fewer than that would be bestsellers. That's a lot of steps, and each step involves an incredible amount of physical and intellectual waste.

For an interior designer, customizing a project was reserved for big projects with even bigger budgets. But all that has changed. Digital printing, and wide-format printing in particular, have completely upended the traditional business model. Customization is now accessible to everyone, on any budget. Printers are partnering with pattern designers such

as Design Pool to help deliver the perfect pattern, in the correct color, and then printing the exact quantity needed, with nothing heading to the landfill.

Digital printing and on-demand manufacturing responded to the demand for individuality and sustainability from consumers, and the industry is growing exponentially. The entire consumer experience has been reshaped and high-quality design, produced transparently and sustainably, is available to everyone who wants it. And, who wouldn't want it?

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