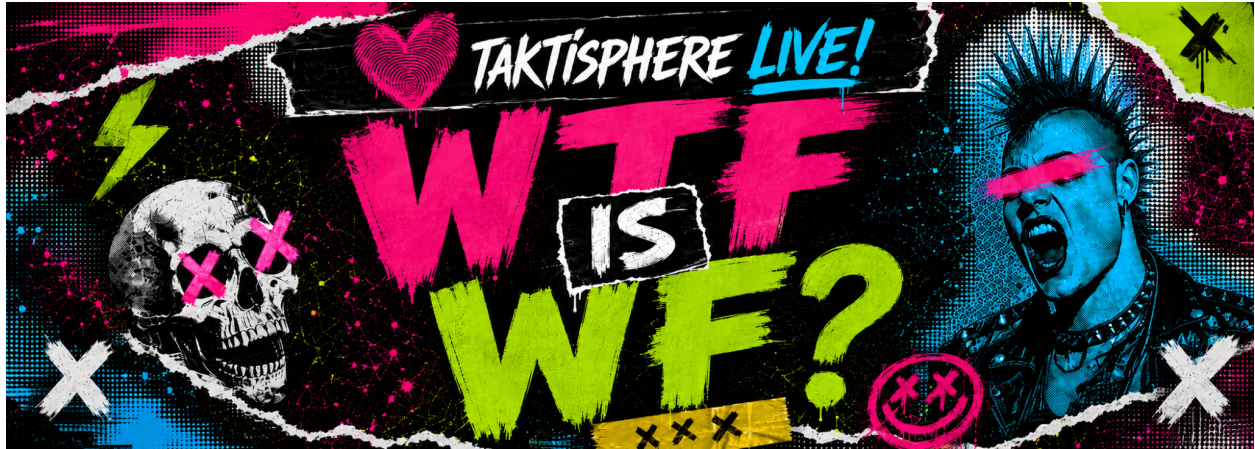


FOR IMMEDIATE RELEASE

WTF Is WF? Taktisphere Live Goes Beyond the Machines to Reveal the Real Power of Wide Format Printing



Jason Leonard hosts a candid panel exploring the creativity, complexity and profit potential behind wide format printing.

MELBOURNE, Fla. July 27th, 2026 — Taktiful today announced a new Taktisphere XL Live event, “WTF Is WF?”, taking place Thursday, July 30, 2026.

Hosted by Jason Leonard of Neenah, the live virtual panel will bring together three print service providers from different markets and specialties for a candid conversation about what wide format printing really means, how it has changed their businesses, and what printers should understand before entering the market.

Wide format is often defined by the products it produces, including banners, signage, wall graphics, décor, displays, and yard signs. But those applications only tell part of the story.

The event will explore wide format as a creative philosophy, a problem-solving discipline, and a flexible answer to some of the most challenging requests in print.

Wide format can be highly creative, endlessly adaptable, extremely versatile, and highly profitable. It can also give print providers a powerful hook for attracting new customers and expanding existing relationships.

However, success is not automatic.

Wide format does not always integrate seamlessly into a traditional commercial print operation. It is not simply plug-and-play, and it cannot remain profitable without creativity, experimentation, strong execution, and a willingness to solve unfamiliar problems.

The panel will address topics including:

- What wide format means beyond equipment and applications
- How wide format has impacted each panelist's business
- Where the strongest opportunities exist
- Why creativity is essential to long-term profitability
- The operational realities commercial printers should understand
- How wide format can become a customer acquisition and growth tool
- What printers often underestimate when entering the market

The featured panelists are:

- Jamie McLennan, General Manager, Innvoke
- Jason Hamilton, Chief Print Enthusiast, PIQ
- Anneliese Gelber, Business Development Executive, Southeastern Printing

Together, the panelists will share perspectives from different corners of the industry, offering attendees a practical look at the opportunities, challenges, and lessons that come with building a successful wide format business.

Leonard will guide the discussion and help unpack one central question:

What is wide format really?

The session is designed for commercial printers evaluating wide format, established providers looking to grow, sales professionals seeking new opportunities, and anyone interested in how creativity and adaptability are shaping the future of print.

Attendees are encouraged to bring questions and participate in the live discussion.

Event Details:

Name: WTF Is WF?

Date: Thursday, July 30th 2026

Time: 1:00-2:00 pm est

Registration Link: [Taktisphere RSVP](#)

About Taktiful

Taktiful is a market education, sales enablement, and business development company focused on helping the print industry unlock the value of digital embellishment. Through Taktisphere, live events, strategy, training, and content development, Taktiful helps OEMs, printers, brands, and creatives better understand the science of touch and the business opportunity behind premium print.

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