

PRINTING UNITED
ALLIANCE PRESENTS:

digital
PACKAGING **SUMMIT**

NOVEMBER 7-9, 2022
PONTE VEDRA BEACH, FLORIDA

digitalpackagingsummit.com



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Packaging
Impressions



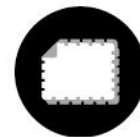
LABELS



FLEXIBLE PACKAGING



FOLDING CARTON



CORRUGATED



Willow trees don't snap,
they bend with the wind



Keynote Sponsor Messages

- HP – Say yes to any job; expand your range of applications
- Domino – Take the snags out of flexo, reduce set-up time, start-up waste with inkjet
- Xeikon – We'll help you make money
- Screen – Supply chain and labor issues are causing a tipping point for digital printing

User Perspective on Digital Print

- Centralized or decentralized digital printing?
 - Do you manage for Individual site P&L or corporate P&L?
- Filling capacity
 - May not replace conventional printing
 - Wholesale capacity to trade while finding new customers
 - Focus on “emergency turnaround work”, lightening speed response
- Key enabler to digital printing is software
 - Remove manual labor steps, not sustainable for small jobs

Sustainability

- Sustainability is the beginning and end of every conversation with brands
 - Statement on converter web-site
- To be sustainable it has to be cost neutral or profitable; unless it is government mandated
- Watch government regulations; parts of sustainability may become mandated
 - New California law: all packaging within the state has to be recyclable or compostable by 2032

Supply Chain Challenges

- Managing substrates
 - Balancing extra inventory vs. carrying costs (in period of rising interest rates)
 - Quickly qualifying non-house stocks for press compatibility
- Labor
 - Rising wages; rapid turnover among new hires; retention of older workers – institutional memory transfer
- Sharing anticipatory needs for future equipment/parts with OEMs

NAPCO research

- Increased awareness of digital print capabilities among procurement departments: fast turnaround, SKU versioning
 - Since 2020, label printers have seen a significant increase in versioning
 - Yet ... Opportunity remains to educate brand designers, marketing department, etc.
- Strong desire to expand digital print applications in future
 - E.g., Labels to shrink sleeve to flexible packaging

Brand Perspective on Digital Print

• Use of Digital Print

- **Postponement** (last minute differentiation for regional, versioning reasons), often a sleeve over existing packaging
- **High-value, low-volume** applications (special promotions, events)
- **Reduce start-up risk** (Allow rapid switch of package sizes, designs, updates, etc.)

• Challenges with Digital Print

- Find providers who have the capability/skill
- Qualification process: same for small or large jobs
 - Capabilities
 - Corporate culture fit
 - Responsible sourcing/sustainability
 - Pilots to prove converter is qualified (hide "easter eggs")
- Variable data: risk of getting it wrong is greater than getting it right

Thank you!

- Great time to be in digital printing of packaging

- High-value, high growth

- Technology innovation continues in hardware, software, finishing continues

