

Digital Packaging Summit Wrap-Up

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Impressions

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What are Converters Doing with Digital Printing of Packaging

- Adding to conventional print
- Growing use of digital print to help with versioning/regional customization
- Starting to digital print for longer runs as technology is becoming more productive
- Bonus: ability to get net new customers



Converter wishes for next future digital printing systems

- More automation
 - Remove manual process steps from beginning to end
- Make it simpler to learn
 - Enable both young and older employees to come up learning curve faster
- Little mention of desire for better image quality, higher productivity...but this depends upon segment



Overcoming Brands Resistance to Change

- Branding/Creative
 - #1 – protect brand equity/look/feel
- Procurement
 - Cost reduction
- R&D/Package Engineering
 - can't slow production process down by even 1 second
- Legal
 - Package performance requirements must be met
- Sustainability committee
 - Substrate friendliness
- Design process up until print is now all digital; challenges of adopting digital print tend to be more related to large brand infrastructure/process
 - Stakeholders all have different goals

The Opportunity to Educate: Every level of stakeholder wants to be a hero

- Hunger for new ideas, at all levels of stakeholders
 - Include category manager at retail level in education; research today's consumer (no longer the 29 year old mom with 2 kids)
- Educate what digital printing can/cannot do
- Show and tell with samples relevant to a brand's narrative
- Highlight digital print's ability to reduce waste: steps towards greater sustainability

The Future of Digital Packaging Systems

- Equipment Suppliers
 - R&D investments for digital packaging systems is growing
 - But yet, development cycles getting longer as we hit technology/performance challenges (inks that stick)
- Converters
 - Increasing competition from commercial printers, other converters
 - Urgent need to diversify and expand product offerings



The Bottom Line

- Digital Printing of Packaging is the largest area of focus for digital printer manufacturers
- Brands want more flexibility, and are becoming more open to innovation, alternatives
- Digital Printing is a high-value, often complimentary technology to conventional packaging/label technologies, one converters will not be able to live without



***The Sun is Rising,
Time to Chart a New Course***