

State of the Industry, Trends & New Developments

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Chair, Digital Packaging Summit 2023



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Growing Manufacturer Desire to Participate in Digital Printing of Packaging

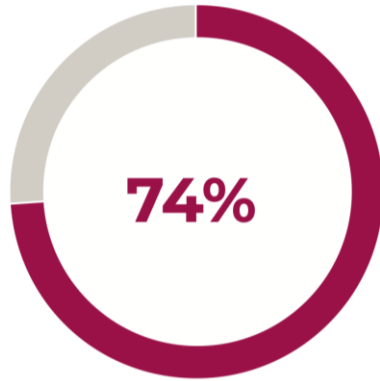
What's Happening in the 2023 Digital Packaging Printing Market?

- Still feeling lagging after shocks of COVID Supply Chain disruptions
- Converters facing tighter customer budgets, as internally they face inflation and rising interest rates
- Struggles finding qualified labor getting worse
- Brands require more flexibility and want to be able to place last minute orders, shorter-runs, and have faster turnaround

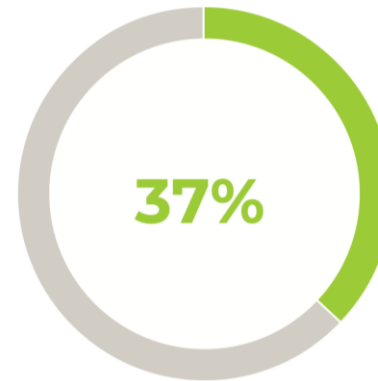
The Daily Challenges Create New Opportunities

- Brands want you to be easy to deal with...
 - Short-runs, last minute changes, delivery as promised, but what is really sticky ismore transparency about work in progress, and self-service
- Supply chain challenges has made brands more receptive to substrate alternatives, second/third sourcing
- Brands want to be more sustainable, leading to alternative/new types of packaging trials
 - ship-in-own-container (SIOC)

RRD Packaging and Label Study



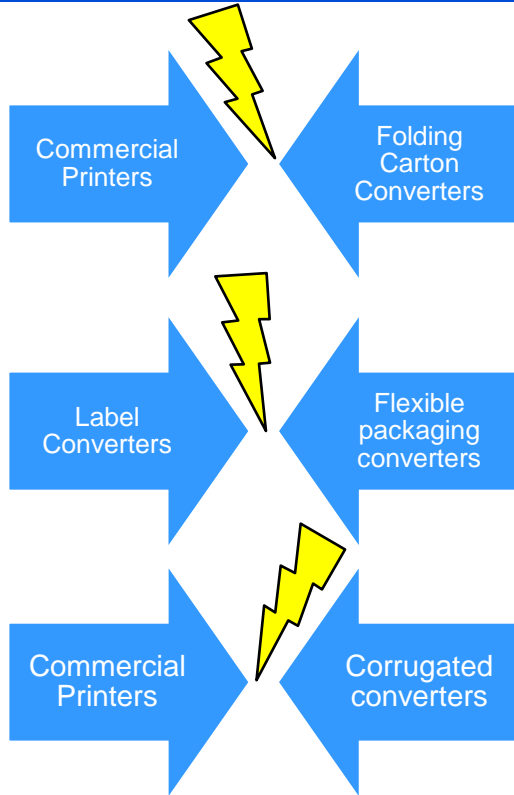
Changed materials based on availability for packaging.



Developed eCommerce-specific package design/structure.

Source: (UN)PACKAGING REALITY REPORT | 2023

More competition



Hi Marco,

Stand up pouches are, perhaps, our best packaging product yet!

They're printed in full color on both sides with a resealable zip closure to keep products fresh.

[Get 50 stand up pouches for \\$29](#) (normally \$106) + free shipping.

Anthony
Cofounder, [Sticker Mule](#)

P.S. Forward this to someone who needs custom packaging.

**URGENT NEED TO DIVERSIFY AND
EXPAND PACKAGING OFFERINGS**

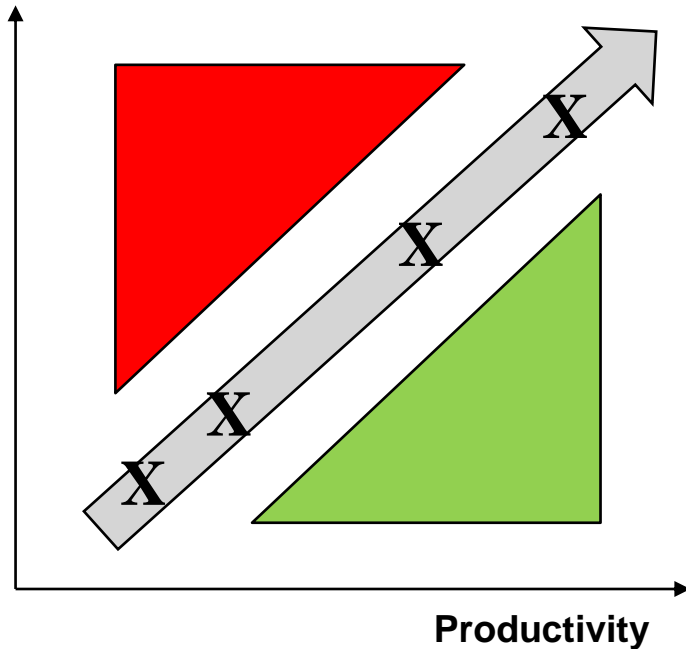
How Does One Diversify/Expand Packaging Options?



- Small Bet on Entry Digital Packaging Printer, to test the waters with existing customers?
- Medium Size Bet, with sufficient reserves to build out new go-to-market channels?
- Large Bet, intending to replace a conventional print process?
- Other?
 - M&A, wholesaling, etc.

What's new at DRUPA 2024?

Hardware Price



- R&D development cycles are getting longer
- Core focus is creating “inks that stick”
- Next “breakthroughs” in productivity likely to happen in 2028
- Real cost to converters is not technology, its developing application expertise and business development

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***