



# Managing digital printing in the label and package printing plant

*Factors that need to be considered*

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# A key factor to consider when managing a digital printing operation. What do converters' say

**“When you make the transition into digital label or package printing take the opportunity to stand back and re-think your business”**



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# What should be the management's key aims when deciding to invest in digital?

- To reduce costs and be more competitive on small, short-to-medium run and start-up jobs
- To be more innovative and offer customers a broader range of solutions, opportunities and print techniques
- To widen the converter's capabilities, combine technologies, be more flexible and provide an enhanced level of service
- To become more profitable



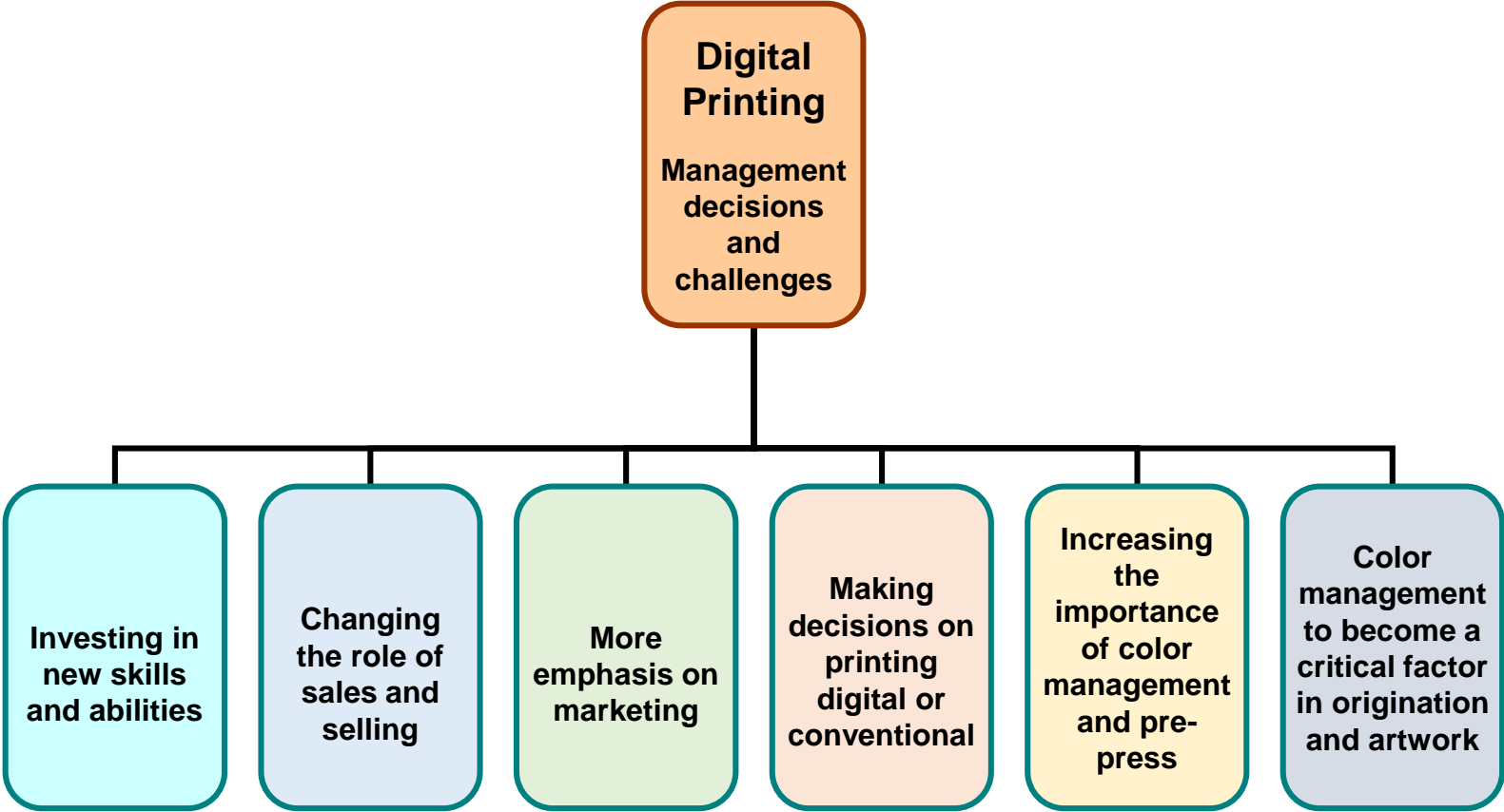
# So what are the challenges?

## Digital label & package printing will have an impact:

- On information management and workflow
- On the way selling takes place
- On marketing
- On artwork and origination
- On pre-press and color management
- On selecting the best (conventional or digital) process for the job
- On employee acceptance, training and skills



# What are the challenges?



# Investing in digital label or package printing equipment involves more than just buying a new machine. It involves:

- New skills and abilities – more related to IT
- New, often younger, people that want to work digitally
- People that are able to accept new technology very quickly
- Adopting a new culture

Different competences are required for running a digital printing operation than those needed for conventional printing – but conventional printing skills are still also needed because of the finishing unit/operations



## **Digital should be used as a way of providing better solutions to customers:**

- ❑ Large brands also need small runs – test marketing, launches**
- ❑ Brands need to market to the specific needs of customers – versions, variations, languages, personalization, ethnic, healthy eating, etc**
- ❑ Digital is the key to opening new accounts – often big accounts**
- ❑ Digital can help make a product sell better off the shelf**
- ❑ Digital can offer new brand protection, authentication or track-and-trace possibilities – sequential numbers/codes, variable designs or images, etc.**

**How do you get the message across? The role of sales and marketing?**



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# Sales and marketing of digital

**Key factors in the profitable sales and marketing of digitally printed labels and packaging**

- Understand the needs of customers
- Provide better solutions with digital
- Sell digital on added-value service
- Do not sell digital on price
- Develop new business opportunities
- Talk on a broader level than price
- Go direct to brand owners and marketing – not label or packaging buyers





# How to market and sell digital label and package printing

## Talk about customer benefits

- How digital can help to reduce or eliminate stock inventories
- How digital can reduce the time to market for product launches
- How digital can offer just-in-time production
- How digital can provide instant job repeatability
- How digital can provide color guaranteed proofs
- How digital gives perfect register
- How digital can give overall cost reductions in the supply chain.

## Talk about added value opportunities

- Personalization
- Mass customization
- Limited editions
- Seasonal or event marketing
- Test marketing
- New promotional opportunities
- Unique or sequential coding
- Variable design and graphics
- Authentication features
- Brand protection and anti-counterfeiting
- 3D visualization?
- Environmental issues



## How can marketing enhance success?

Successful digital printers have largely moved away from a traditional sales model to more of a marketing and consultative model by using:

- Direct mail campaigns
- Market-concentrated solutions selling
- Leveraging Internet technology



Move from a traditional manufacturing and sales function to one that works with customers to rationalise their supply chain, stock holding, product launches, product or language versions and varieties, and enables enhanced time to market

Try to market what services and added-value benefits can best be provided and what can beat the competition.

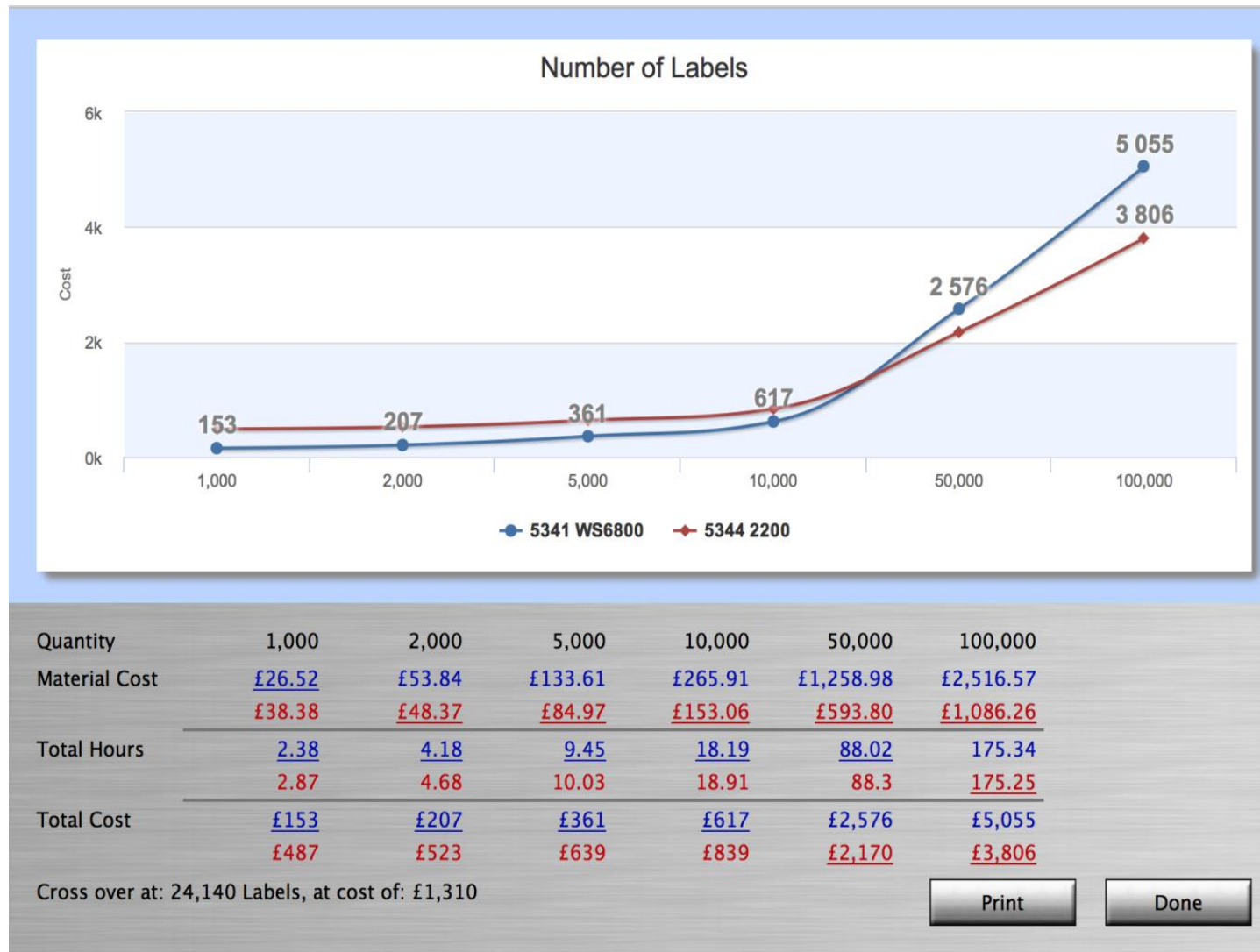
## Know when and how to make decisions on printing digital or conventional

- Estimate for both digital and conventional
- Collect as much comparative data as possible
- Know the crossover points between digital and conventional processes
- Understand the true costs of processing digital orders

Streamline the administration process as much as possible and minimize the cost of administering digital



# Know the cross-over point



A crossover graph used to compare estimates for a digital press and a flexo press. Source LabelTraxx

## Increase the importance of pre-press and workflow automation

- ❑ Pre-press offers the opportunity to drive costs out of the conventional and digital processes
- ❑ The converter needs to reduce the risk of the operator making an error – wrong trapping, wrong step-and-repeat, wrong legends
- ❑ Enhance workflow automation

Pre-press is very instrumental in keeping costs under control and in ensuring production efficiency



## Color management is critical in origination and artwork, converters:

- ❑ Need to turn color matching from an art into a science
- ❑ Need to hit color targets quickly, reliably and consistently
- ❑ Need to reduce waste and time spent matching color on press
- ❑ Need to implement a color managed workflow that allows switching of presses – even at the last minute – whilst maintaining consistent color



- ❑ Need to implement inkjet proofs where color is a target that can be hit.

Educate each customer on how to provide artwork in a way that the pre-press operation can best work with it cost effectively

# What the digital administration, workflow and printing process offers the converter and brand owner

## 1. SEAMLESS WORKFLOW

An integrated and seamless workflow gives reduced errors, minimal paperwork, provides quick response, and enhances management and customer information. Reduction in lead times

## 2. COST EFFICIENCIES

No plates, no plate making time, no ink color matching, no registration problems, colour matched proofing, exact quantities printed, revisions under control

## 3. PRODUCTION BENEFITS

Guaranteed proofs, 3D visualising, short-run proofing, enhanced colour gamut, reduced time to market, reduced or zero inventories, improved supply chain management

## 5. ENVIRONMENT & SUSTAINABILITY

No water, solvents or chemicals, exact quantities, reduced print waste, reduced set-up, no plates, less material and ink used, no UV energy costs (toner), exact quantities. product lifecycle management

## 4. MARKETING OPPORTUNITIES

JIT production, versioning, variable design, unique/sequential coding, mass customisation, custom and variable images, new promotional opportunities, seasonal or event promotions, personalization

## 6. BRAND SECURITY

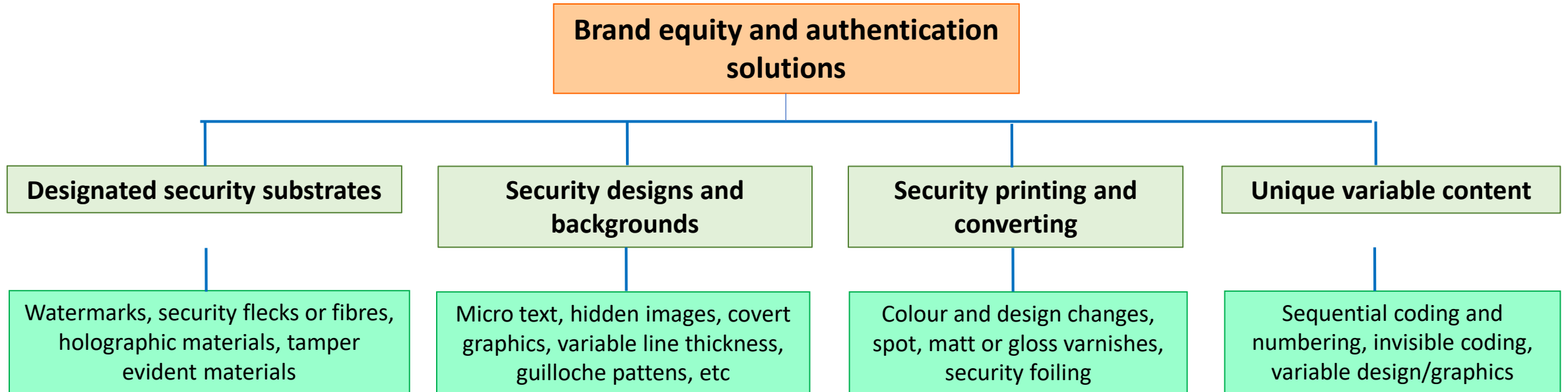
Security design backgrounds and features: guilloche designs, variable images, micro text and anti-copy images, security foils and cuts, instant verification with smart phones

## 7. TRACK AND TRACE

Security numbers and bar codes, matrix codes, hidden codes, matching printed codes to hidden codes, provide print-out info, now being combined with smart phone technology

# Digital brand protection and security solutions using digital printing

## Brand security



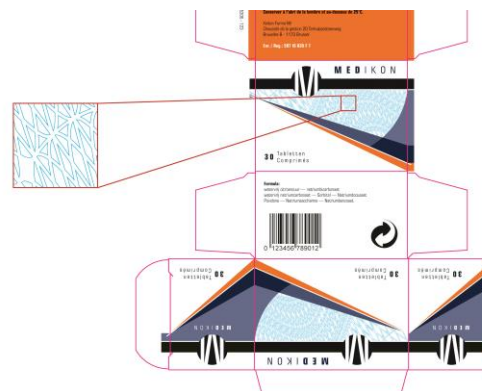


# Brand protection and security solutions using digital printing



## Digitally printed microtext

- Almost invisible to the naked eye
- Can be viewed or read under magnification
- Can be variable content



## Security designs and background images

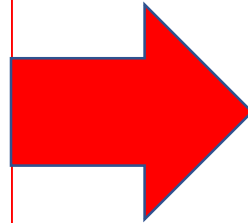
- Use of complex and irregular guilloche patterns



Use of UV reflective clear toner to provide an additional security feature



**What should you be doing before making any future investment decisions?**



- Think carefully where you want your business to be in the future
- Draw up a checklist of technology and market requirements to get there
- Undertake tests and trials on the technology you are considering
- Make sure employees will be properly trained



## In Summary

**‘Digital means re-thinking the business and the way you manage the company, as well as how you market and sell your products and services.**

**It’s not just about buying a press’**



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