



## **Capturing the Customized Print Opportunity**



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A new era of digital color inkjet-powered solutions give printers the resources they need to capture new opportunities producing short-runs of customized packaging and other branded materials.

**The Trend Toward Customization**

Customization is a trend that is making an impact across products and industries. Today, more and more products and communications are being targeted so they “speak” directly to the consumer.

Research done by Deloitte notes that over 50 percent of consumers expressed interest in purchasing customized products or services. Moreover, they are willing to pay for it.

The print industry has keenly felt this trend of customization, adapting the communications they produce for their clients to make them more personal. For example, more printers have adopted variable data solutions to create personalized direct mail campaigns for their clients.

But to capture the bigger opportunity that customization and personalization holds

requires printers to expand their capabilities so they can offer a wider range of affordably produced, short-run, targeted products to their clients. In doing so, printers of all sizes can open up new lines of business and realize new revenue streams.

Similarly, manufacturers who want to integrate full color, customized print solutions into their everyday business activities can now afford to bring these flexible packaging and branding solutions in-house.

In this white paper, we’ll look at the opportunities these types of customized materials hold for print service providers as well as product manufacturers.

We will then review the new era of printing solutions that make production of these items easy and highly affordable.

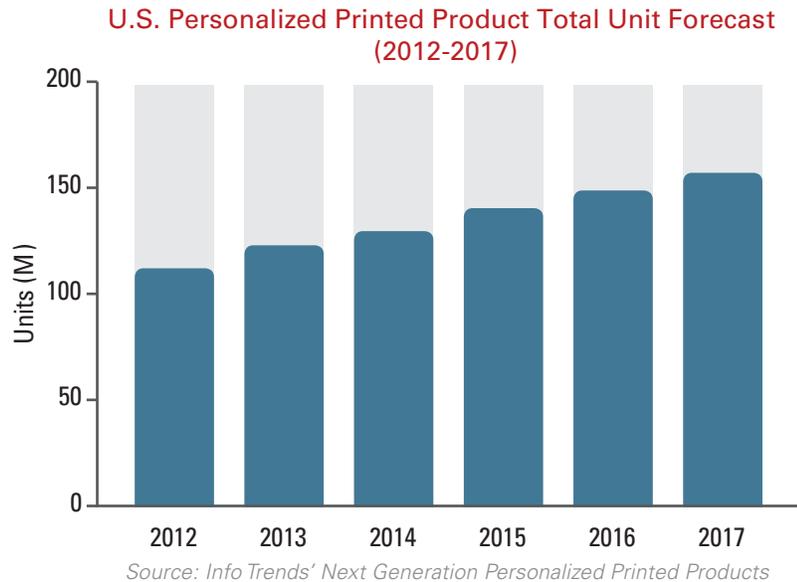


*Over 50 percent of consumers expressed interest in purchasing customized products or services.*

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  - Part 2:** Opening up the personalized gift and packaging opportunity
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  - Part 5:** Grow with personalization



## PART 1: GROWTH OF PERSONALIZED PRODUCTS IN THE PRINT INDUSTRY



### The Consumer Opportunity

Empowered by social networks and digital devices, today's consumers are now some of the biggest creators of content. These consumers increasingly produce and share their personal information, and in exchange, they expect experiences, products and messages to be targeted just for them.

As a result, demand for personalized products has grown dramatically.

Demand for personalized items has, of course, made its way to printed products. These products go beyond personalized communications like direct mail and into a range of gift items such as personalized gifts, labels, wrapping, boxes and more.

Market Research firm InfoTrends reports that the overall market for personalized printed products in the U.S. has grown at a rapid

pace over the past few years, from around 113 million units in 2012 to a projected 158 million units by 2017.

Many of the items that can be personalized are not new – printers have been offering items like stationery and paper products for years. But with personalization, these printed products are given a new life, and present a new business opportunity for the print service provider.



*1 in 5 consumers who expressed an interest in personalized products or services are willing to pay a 20% premium.*

*Source: Deloitte*



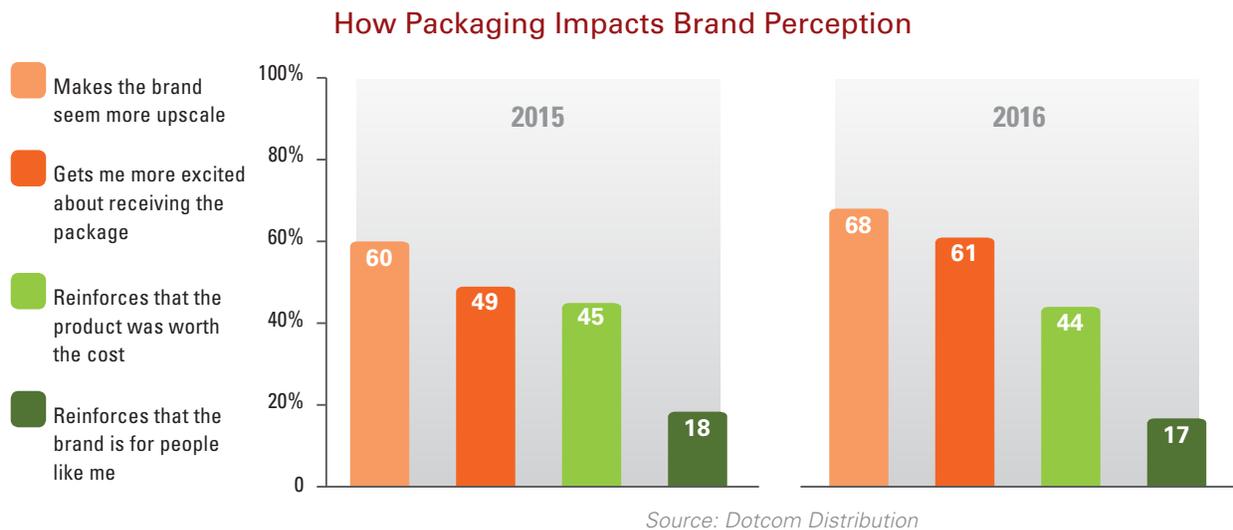
## The Personalized Package

The trend toward personalization also extends to packaging. In packaging today, “consumers are the customer.” That was the conclusion of research done by the Association for Packaging and Processing Technologies (PMMI). The report notes that consumers are no longer responding to a “one size fits all” message in the products they consume, including packaging.

Research done by the firm Dotcom Distribution echoes that finding. The company surveyed 500 online shoppers to

learn how packaging impacts the brand experience. Forty percent of survey respondents said the use of branded or gift-like packaging affects their perception of the brand or retailer that shipped the item.

The same report found that packaging also plays a role in fostering loyalty, as 40 percent of shoppers would be somewhat more likely or much more likely to purchase from a retailer that offered gift-like or personalized packaging. This is up from 29 percent in 2015.



## **PART 2: OPENING UP THE PERSONALIZED GIFT AND PACKAGING OPPORTUNITY**

In the past, buying the equipment needed to produce this range of full color, short-run, customized items has been out of reach for many print service providers and packaging providers.

But now, advances in digital color inkjet technology – combined with technical innovation – have created a new era of affordable solutions that can be easily integrated into a printer’s operation.

These solutions give printers the resources they need to add customized print products to their range of product offerings, without the expense, integration, and cost of ownership other solutions require.

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## **PART 3: THE NEW PRINTING PARADIGM**

This new era of solutions are driven by next generation digital color inkjet printing technology. These inkjet printheads, such as the ones developed by Memjet, literally transform the printing process, making it faster, easier, and more efficient for a printer to produce short-run personalized gift and packaging products.

These results are made possible by the use of single-pass inkjet printheads like the ones pioneered by Memjet. This technology prints extremely fast, with exceptional quality at a low cost.

This speed and quality come from the printheads used in the inkjet printing process. These printheads remain rigid over the substrate, so they can be flexibly assembled to create various widths and system speeds. Memjet inkjet printheads fire millions of drops of ink per second, while the substrate passes

underneath. This means that the substrate only has to pass through once to lay down all colors required – often without requiring any additional fusing or curing processes.

This means that printers can quickly and efficiently print a wide range of personalized print products – including packaging and gift items – in runs from 1 to thousands.

No other printing technology can produce these results at the total cost of ownership that single-pass inkjet solutions enable.



## PART 4: MAKING PERSONALIZATION AFFORDABLE

TrojanLabel is an example of an OEM who has used Memjet's digital color inkjet technology to create a solution that gives print service providers a cost-effective way to produce the range of full color, short-run products that are part of this customized printing paradigm.

For example, Trojanlabel has developed the flexible TrojanThree, an affordable, all-in-one digital full color overprint solution that enables print service providers and packaging providers to print short-run jobs on a variety of substrates, including corrugated board, paper bags, envelopes and direct mail, bubble wrap, wood, and press board.

These items can be customized depending on the requests of the client. Printers can add regional themes, logos, colors, pictures, images, and messages – anything that supports the personalized nature of the package or product.

The TrojanThree's ability to accommodate a wide range and sizes of products, combined with the easy personalization capabilities, means print service providers can open up new lines of business without having to make a significant capital investment.

## PART 5: GROW WITH PERSONALIZATION

Printing customized products can open up new opportunities for today's printers and print shop owners.

And now, thanks to solutions that use the latest digital color inkjet printing technology, printing those types of products is easier and more cost effective than ever before.

**To learn more about what these solutions can do for your company, visit [www.memjet.com](http://www.memjet.com) or email us at [info@memjet.com](mailto:info@memjet.com)**

### The Power of Overprint

*The TrojanThree digital color overprinting system is an intelligent inkjet system that can be mounted on any moving platform such as mail tables and conveyor belts, printing at speeds of either 30 or 60 feet per minute (9 or 18 meters per minute).*

*The flexible positioning system allows the printing unit to move more than 450 mm from the cabinet to support print-on applications of variable widths. The system can print up to 8.66 inches, 220 mm wide on the surface of the material passing under the printing unit. The print height can be adjusted directly from the interface (5mm) for even greater flexibility.*



*The versatility of the digital color overprinting system enables the TrojanThree to flexibly print on flat objects of variable heights such as unfolded boxes, thick objects like blister envelopes, shopping bags, cardstock and folded boxes ready for shipment or even wooden planks.*



*Everything gets printed in crisp, full color with a high resolution of up to 1600 x 1600 dpi, at a maximum speed of 12 inches-per-second (18 meters per minute).*

*The TrojanThree produces high quality 4-color print on all materials with an absorbent surface like uncoated papers and cardboards, or materials that are pre-treated for aqueous inkjet printing.*

*The TrojanThree has a highly intuitive user interface, robust mechanical design and an automatic print head cleaning system that swiftly handles trivial maintenance tasks.*

