

## KEY TAKEAWAYS

# THE POWER OF DIGITAL PRINTING

PRESENTED BY HP & PAC



## KEY TAKEAWAYS

- 01 There is no such thing as a “Digital Job”.** The Power of Digital Printing is in the solutions it can provide to a supply chain and marketing approach for consumers. Use the tool whenever and however it makes sense.
- 02 The trends which have driven Digital Print for packaging to this point are still very much in play** and have been accelerated in recent months.
- 03 Digital print is outpacing all print combined in every market segment,** but especially in Packaging where double-digit CAGR is seen in Corrugated, Flexibles, and Folding Carton – and Labels is double the market average.
- 04 Coronavirus has changed the way many consumers interact with brands.** Although we expect some regression the trajectory of change has leapt forward several years – and with some demographics we didn’t expect to be leading the change.
- 05 Variable Print provides numerous benefits to the overall supply chain and market,** but it takes skill to identify and use variable for real brand solutions. It also takes an understanding on both sides of the procurement fence.
- 06 Uniqueness is not only about personalized packaging.** Use a “print run of one” to accomplish brand and supply chain objectives beyond the obvious. Such as eCommerce retail, mitigating risk, differing change, and creating go-to-market strategies.
- 07 Transparency in consumer order creation brings value to a brand.** Transparency in brand procurement brings value to an entire supply chain. Learn to embrace and seek this two-way exchange of information.
- 08 HP’s Personalization and Industrial Business Unit has a dynamic place in the Packaging Industry** with multiple ink technologies, printing applications, connected software solutions, and consumer facing applications. Break out of the verticals of package procurement into real value-add.
- 09 Latex R-Series presses now deliver short runs of 1-100 boxes with deep blacks and bright glossy white with environmentally friendly, durable, and flexible inks.** Make prototypes look like the final product with print, fold, and cut manufacture without cracking or peeling. Make retail stand-up displays which are every bit as impactful as the package itself.

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## OVERVIEW

HP discusses what trends are driving the adoption of digital print initiatives and how the wide array of ink and printing solutions can be effective on Labels, Flexibles, Folding Cartons, Corrugated and more.

Presented on  
**September 2, 2020**  
By Aaron Sniker, HP

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## HP LATEX R-SERIES PRINTERS



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