



# Package Printing

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Perspectives & Challenges

# History??

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- Drum Scanners
- 4-color positive sets
- Printing Plates
- CMYK

# Not long ago

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- Need based, functional
- Constrained by process
- Art & skill based, not technology



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**Marketing Needs  
that define  
modern package printing trends**

# Marketing Needs 1

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THEN

Mass Market

NOW

- Targeted
- Specific consumer demographics

# Marketing Needs 2

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THEN

Inventory based

NOW

On-demand  
Just-in-time

# Marketing Needs 3

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THEN

Likeness of image

NOW

Fidelity  
Clarity

# Marketing Needs 4

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THEN

Bulk Deliveries

NOW

Speed

Flexibility to change

# Marketing Needs 5

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THEN

Dedicated machines

NOW

Multi-purpose  
Hybrid process

# Marketing Needs 6

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THEN

Art Based

NOW

Technology driven  
Non-specialist skills

# Marketing Needs 7

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THEN

Inventory based

NOW

On-demand  
Just-in-time

# 3

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## Key Issues



# Issues

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- Work-flow optimization
- Color calibration
- Reduced make-ready

# 4

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**Challenges ahead**



# Challenges

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- Repeatability
- Short-run capability
- Customization
- Time-to-market speed



# The Future

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What lies ahead?

Wish-list...



# Coming soon...to a shop near you!

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- Digital Printing
- Customized, up-to-the minute decoration
- Plate-less processes

# *Weekly News*

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Now printed on your favourite pack of chips!