



# **Packaging The Customization of Surfaces**

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# The Content of my Speech

- The difference between a digital printed product and a digital production street
- The surroundings of a digital production street
- The attraction of a product
- Is digital printing really necessary in the packaging industry?
- Summary
- Conclusion

# The difference between a digital printed product and a digital production

- Who knows the difference?
- When you have one or two or quite a few digital printers, other digital finishing machines like cutter, coating etc but all those machines are not connected to each other

# The surroundings of a digital production street

- The digital technology will be used as a solution
- Order gets in via Internet
- Automated proofing system – if questions rise up the order gets separated and manual proofed
- The required media gets checked – if necessary ordered ...
- May be it is not only printing ... Some other steps need to be done ... It will be fit in the production line
- The finished products get packed, shipped and invoiced to one or more locations

# The attraction of a product ...

- Is stimulated by:
- The design – the Sight, the look
- The surface – the feel
- The odor – the smell
- The sound – the hearing
- The taste – the flavor

# Is digital printing really necessary in the packaging industry?

- What do you think?
- I think it depends ... Yes & No
- If you have variations by text and / or numbers
- If you need certain images
- If the order number is small
- If the customer is looking for just in time delivery
- ...

# Summary

- Using digital technology is an option and a challenge
- Not everything can be done today by digital technology ... I am sure more and more will come
- The digital workflow and the analog workflow is not necessary the same
- The demand for just in time delivery is growing
- ...



# Conclusion

- The digital technology will change:
  - the workflow
  - the required know how of the people
  - the culture & concept of the company
  - the location where things getting produced
- Watch this carefully as it has an advantage as well as a challenge



# Thank you!!!

If you have questions please contact me



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