Tetra research project on packaging

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What is a TETRA project

IWT

Flemish *Institute for Innovation through Science and Technology.*

Integration of

research development marketing

for innovative projects

By financing (2008: 297 million Euro)







What is a TETRA project

TETRA (TEchnology TRAnsfer):

request driven by college universities / universities

Goal: stimulate transfer of knowledge between education and enterprises – putting technology into practice

users committee:

team of manufacturers (sofware and hardware solutions)

printers

industry organizations







Current project

TETRA 80120

1 year - exploratory study (possible two-year extension)

(can be tracked via www.innovatienetwerk.be)

Initial proposal:

Search for a generic color profile for digital and conventional printing in order to bring these 2 techniques closer together.







Current project

Based on existing studies*: digital printing technology is taking over part of the conventional

Reasons:

- Customisation
- Changes in supply-chain management
- Security printing
- New marketing posibilities

jobs in the packaging industry.

Conventional printers will have to implement new processes.

*PIRA International Ltd. "The future of digital printing for packaging II" – Frank Romano PIRA International Ltd. "The future of global printing to 2012" - Dr. Sean Smith







Current project

After inquiry of all members of the users committee, it became clear that there's still a big gap between conventional and digital flows, color is an issue.

In packaging one of the key demands of brand owners is accurate, predictable consistent color. (Andrew Tribute)

Generic profile combining all printing techniques will not solve this.

"issue" needs to be mapped before being able to define a concrete project.

— Survey







Mapping the problems

Define domain:

- packaging printing
- Focus on Belgium / Netherlands / UK / Germany / France

Define questions:

- internal workflow
- available configurations
- color management knowledge
- proofing
- digital / conventional experiences
- process control







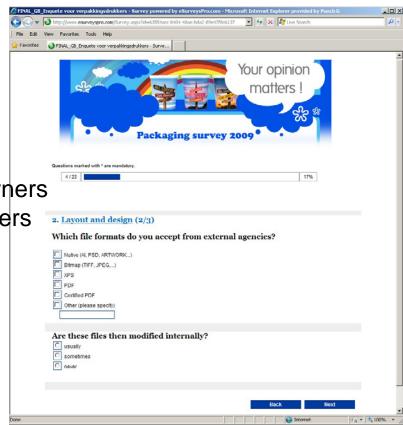
Mapping the problems

Define target audience:

- Packaging printers
- Brand owners

Define tools:

- man-to-man survey for brand-owners
- online survey for packaging printers









Online survey

Over 1.000 packaging printers in the target countries received a mailing with an invitiation to participate in the online survey – available in 4 languages.

Via our booth at LabelExpo Brussels









Next steps

Gathering the input from the survey Statistical analysis of the results Convert into report

Publish the results (early 2010)

- Via trade press (L&L)
- Online via our website

Depending on the results, define proposal for a new project.







Next steps









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Thank you





