



Tetra research project on packaging

Jeroen Van Bauwel

What is a TETRA project

IWT

Flemish *Institute for
Innovation through Science and Technology.*

Integration of | research
development | for innovative projects
marketing

*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 (software 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 jobs in the packaging industry.

Reasons:

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

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
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Mapping the problems

Define target audience:

- Packaging printers
- Brand owners

Define tools:

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

FINAL_GB_Enquete voor verpakkingsdrukkers - Survey powered by eSurveysPro.com - Microsoft Internet Explorer provided by Punch G

http://www.esurveyspro.com/Survey.aspx?id=63554acc-b104-48ae-bda2-61e478e6137

File Edit View Favorites Tools Help

4 / 23 17%

2. Layout and design (2/3)

Which file formats do you accept from external agencies?

Native (AI, PSD, ARTWORK...)

Bitmap (TIFF, JPEG...)

XPS

PDF

Certified PDF

Other (please specify)

Are these files then modified internally?

usually

sometimes

never

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Online survey

Over 1.000 packaging printers in the target countries received a mailing with an invitation 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

www.packagingprintingsurvey.com





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Thank you