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# Digital Printing for Packaging

## The Case Study of a Corrugated Board Packaging Company

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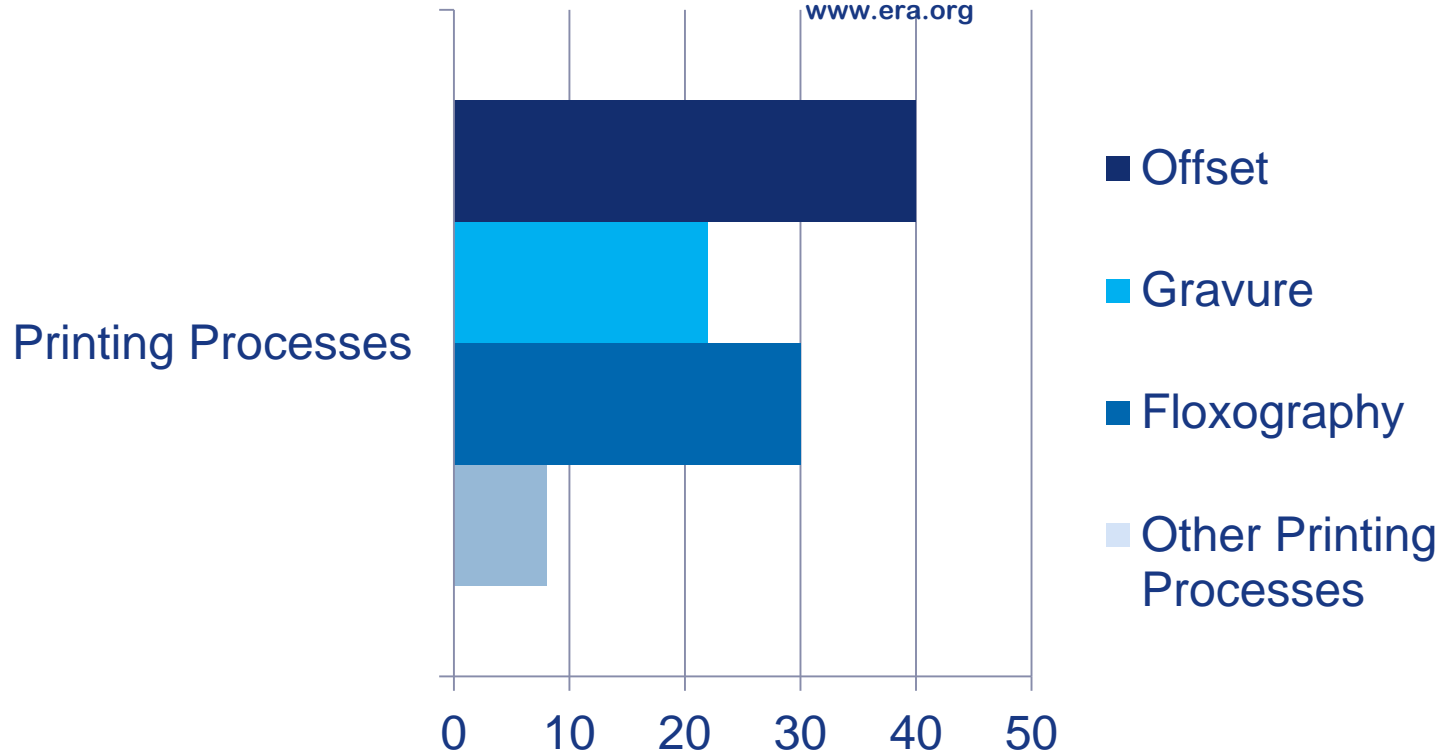


# Traditional Packaging production

- Packaging design
- Prepress for packaging
- Packaging printing
- Finishing - further processing
- Identification elements:  
Barcodes

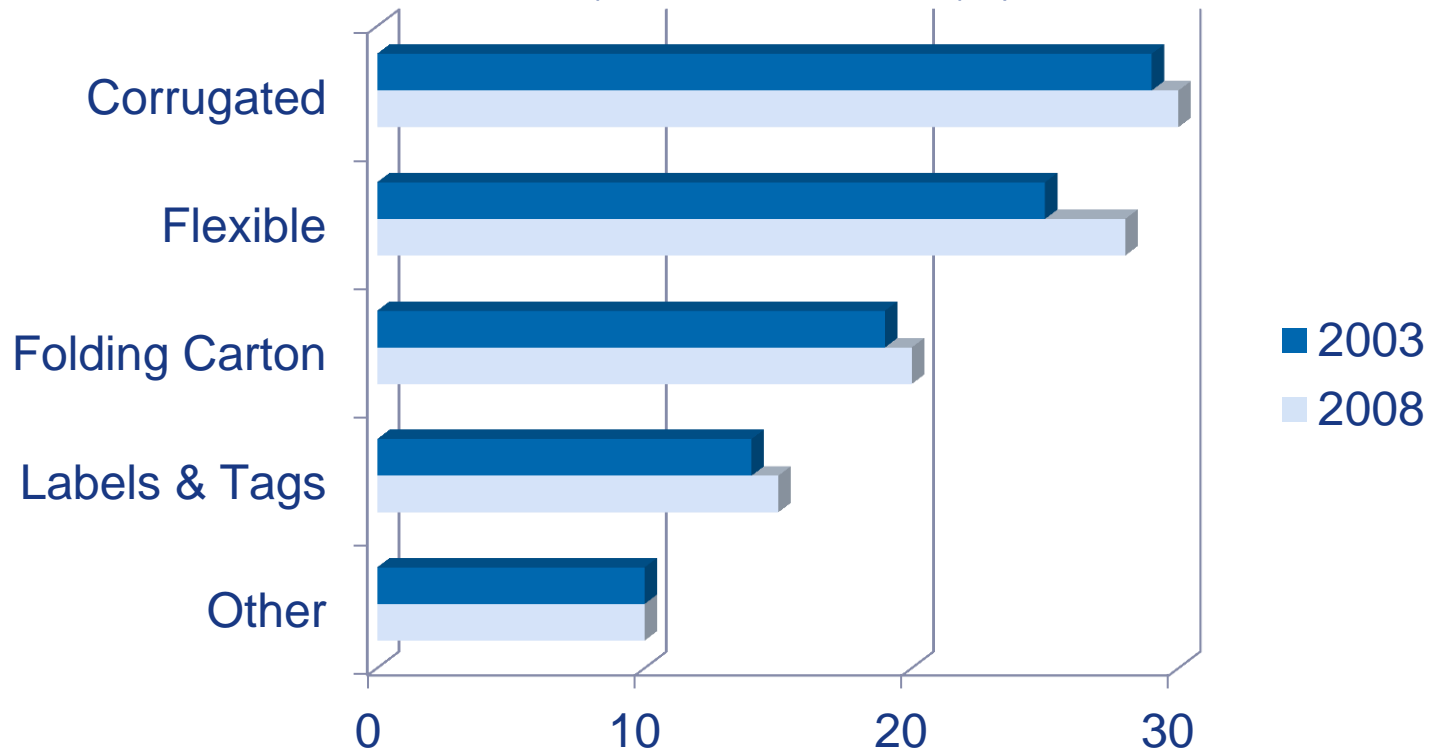
# Packaging printing - Percentages for main printing methods

Source: ERA, April 2004,  
[www.era.org](http://www.era.org)



# Packaging market segmentation 2003 - 2008

Source: Kodak - Graphic Communications Group by Olivier Michaud



## Is there a new era for packaging?

- Need of flexible solutions in short run packaging (specially in Greece)
- Competitive cost for limited production
- Variable data printing and advertising (allowing the mass personalization of printed packages)
- Print on demand (optimal accessibility and customization)

# The new Packaging Characteristics

- New technologies to be applied on materials and processes
- Innovative substrates (such as printable polymers)
- Tagging applications (such as RFID systems)

## The new Packaging Characteristics

- Most significant: Integration of digital data on a package
- Packaging is changing, transformed to a «hybrid» information carrier
- Becomes a physical carrier of both printed and electronic information

# The new look of packaging e.g. the Viagra box

EPCglobal Logo  
and RFID Tag  
location  
(tag is under label)



EPC Data  
2D Barcode

Color Shift

Source: Pfizer, [www.pfizer.com/counterfeit/viagra/rfid](http://www.pfizer.com/counterfeit/viagra/rfid)





## Expanding digital printing for Packaging

- Suitable for small productions
- Sample printing
- Promotional packaging
- Personalized printing
- Increasing demand for on-line packaging

# Expanding digital printing for Packaging

## The case study of VIOKYT in Greece

VIDEO

## Conclusions

- Digital printing is further expanding in packaging printing
- Need for complete and stable systems for production. Other technologies evolve further
- Digital printing on rigid materials for packaging has a quite good potential
- Mature technologies need to be applied

# Finally

Thank you for your attention!

