

inkjet | 10th
SUMMIT ANNIVERSARY

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Printing Impressions In-plant Impressions

Wrap up



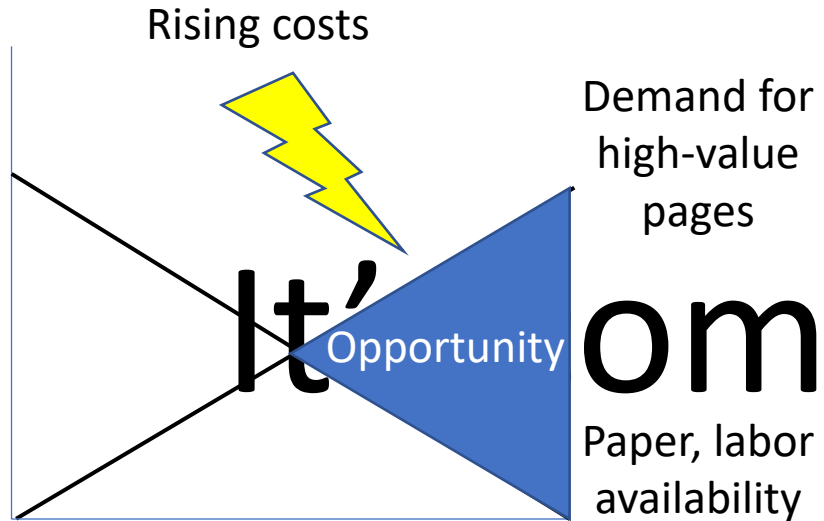
Presented by Marco Boer
Vice-President, IT Strategies, Inc.

April 11, 2022

Austin, Texas

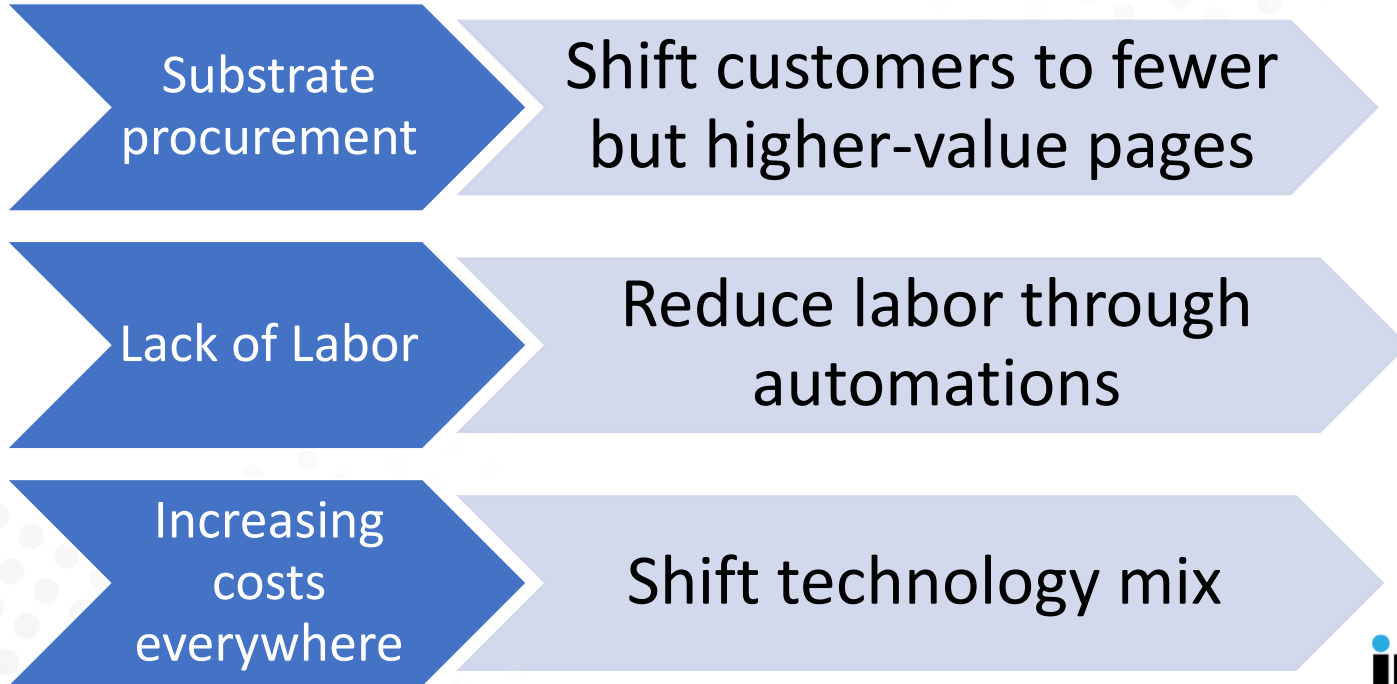


2021-2022 Print Market Challenges



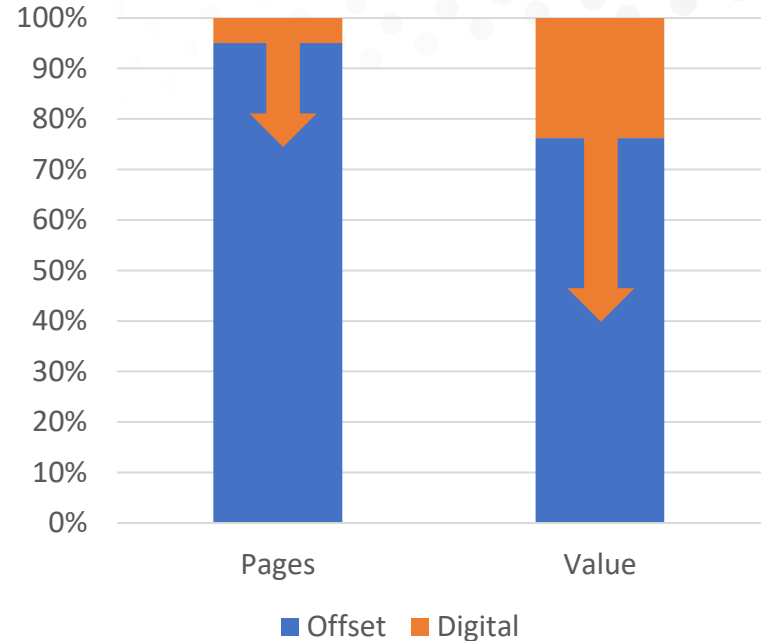
70%+ of daily mental energy is used to manage substrates and labor

What Challenges are Solvable?

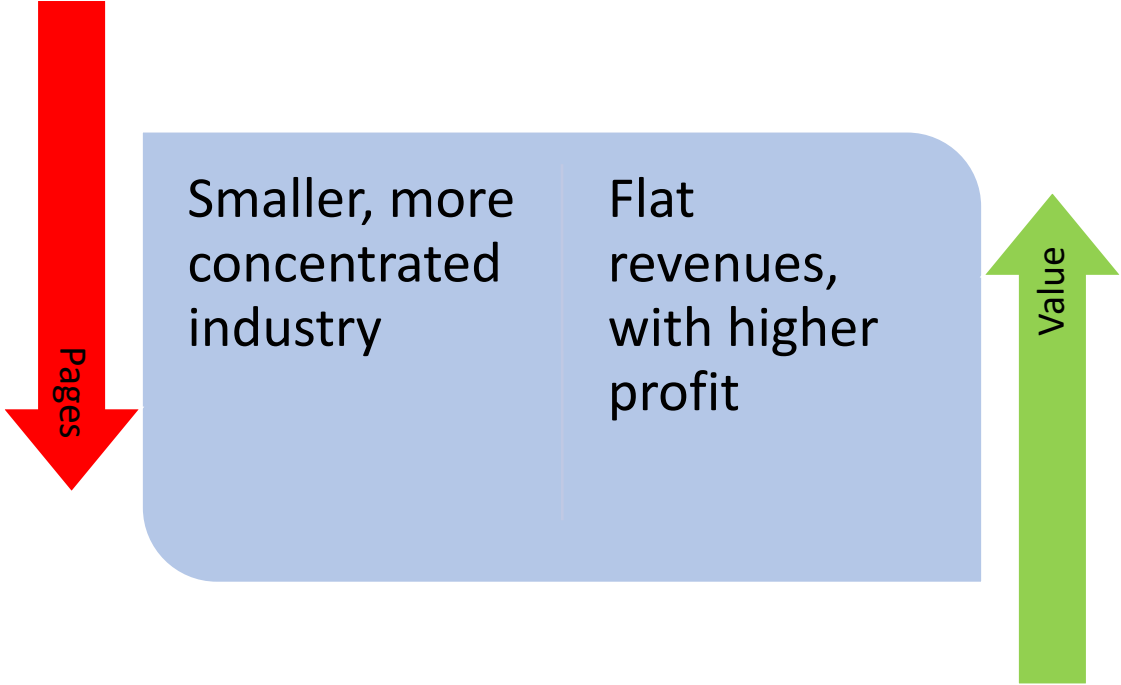


Innovation: Business Model Change

- Can't stop investing in automation
- There is a cost to automation
- The human aspect: Company culture matters



Where will commercial printing be in 2025?



The Bottom Line

- It's complicated to run a print business these days
- We know that to survive and prosper we need:
 - Automation
 - Innovation
- The inherent efficiencies of production inkjet technology have been amplified as a result of the the COVID' induced supply chain instabilities