

**PRINTING** UNITED  **PRESENTS:**  
ALLIANCE

# inkjet

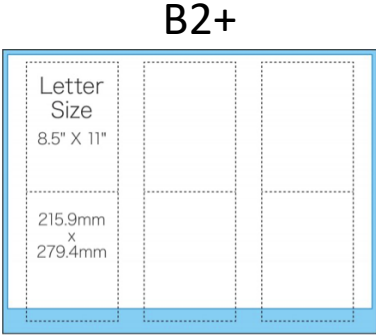
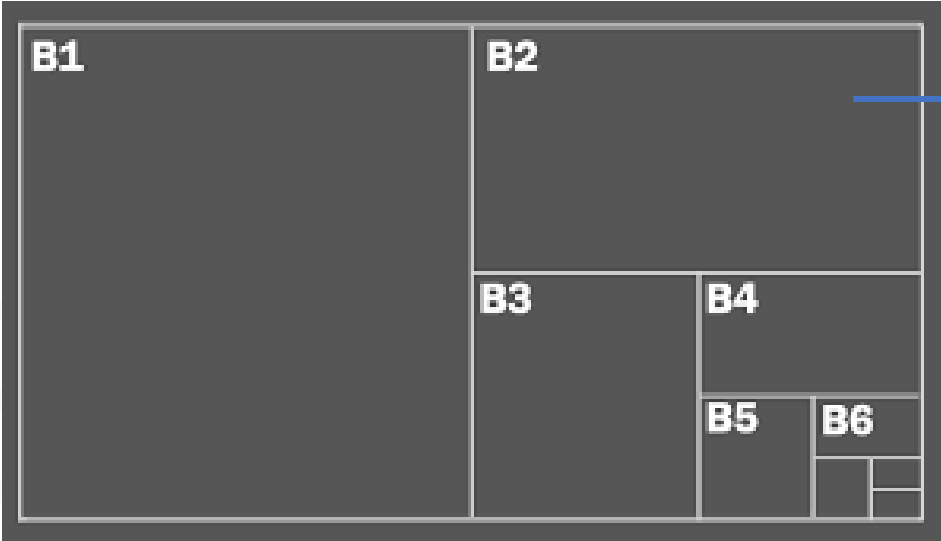
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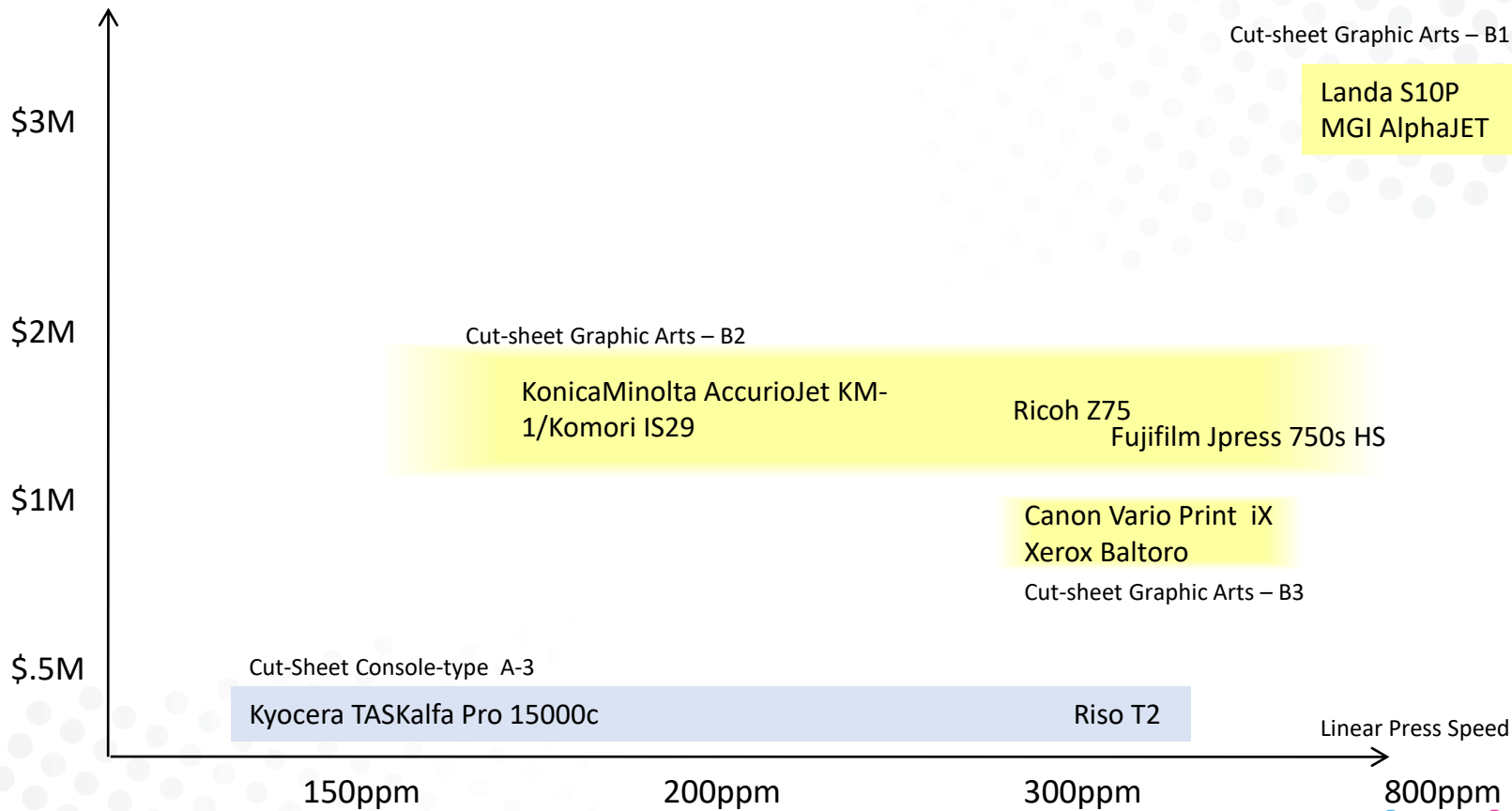
**Printing** Impressions **In-plant** Impressions

# Where does Cut-Sheet Inkjet Fit?

- Conference Chair Marco Boer, Vice President, IT Strategies
- Nathan Safran, Vice President, Research, NAPCO Media



HW Acquisition Price



Graphic Arts:  
Cut-sheet production IJ printers that can print well over 30% ink coverage, on offset coated stock, with near offset image quality



# Cut-Sheet Inkjet: The Versatility Tool

## Flexibility

Just-in-time, short-run

Broad range of substrate acceptance

## Productivity

1-10M AMPV

High up-time

## Workflow

Fit with commercial printer workflow

Versioning and variable data

# NAPCO Research B2 Inkjet Study



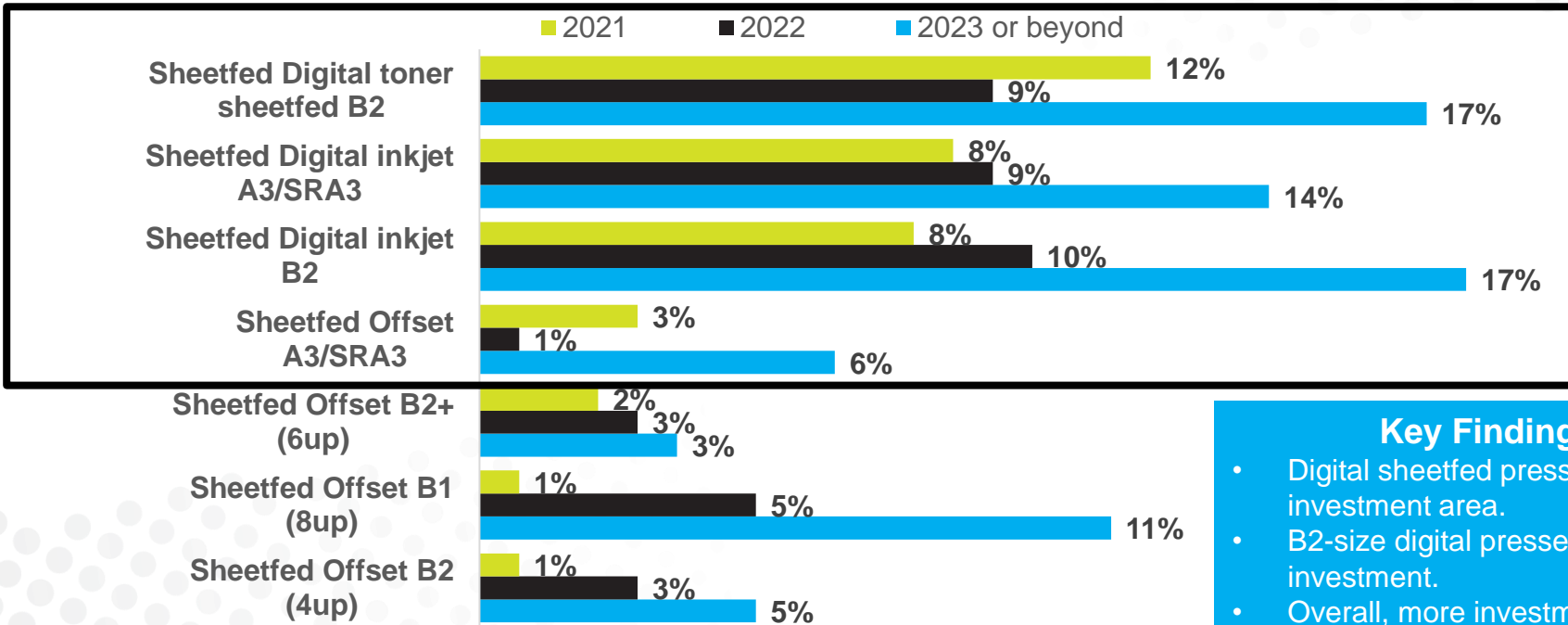
- Survey on ownership, buying intentions, application use, satisfaction levels, ROI...of B2 inkjet
- Survey fielded in Q3 '21
- 252 responses from US commercial printers
  - General Commercial Printer
  - In-house Printing Operation (In-Plant)
  - Other Specialty Printer (Packaging, Signs, Photo)
  - Digital Printing Specialist
  - Quick/Franchise Printer
  - Direct Mail Printer
  - Book Printer



# Hardware Investment and Plans

## Sheetfed Presses

Q. Have you invested or are you considering investing in the following presses, and if so, when?



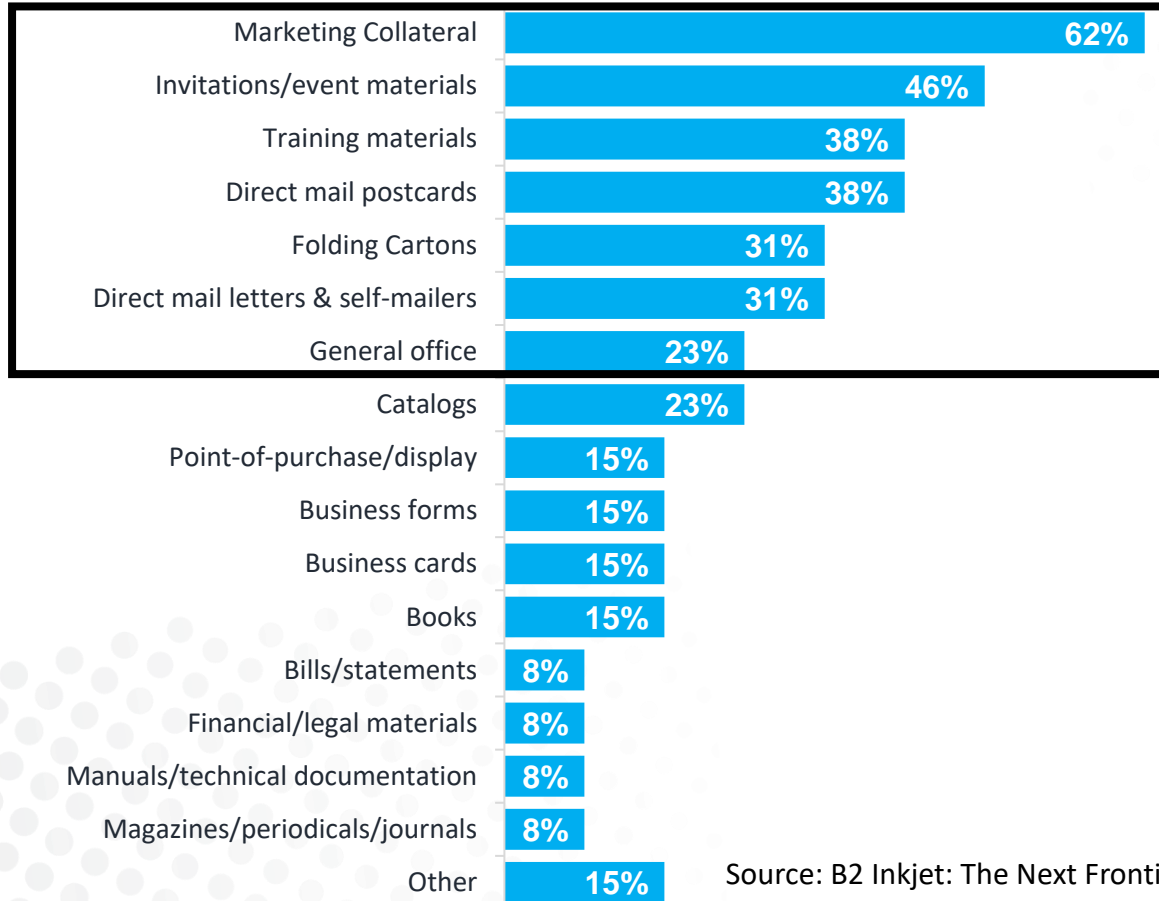
### Key Findings

- Digital sheetfed presses top investment area.
- B2-size digital presses top future investment.
- Overall, more investment planned for digital than offset presses.

n=124 Commercial Printers

Source: NAPCO Research Annual Print and Supply Chain Commercial Print Investment and Purchasing Service, 2021

# Top applications produced on B2 inkjet



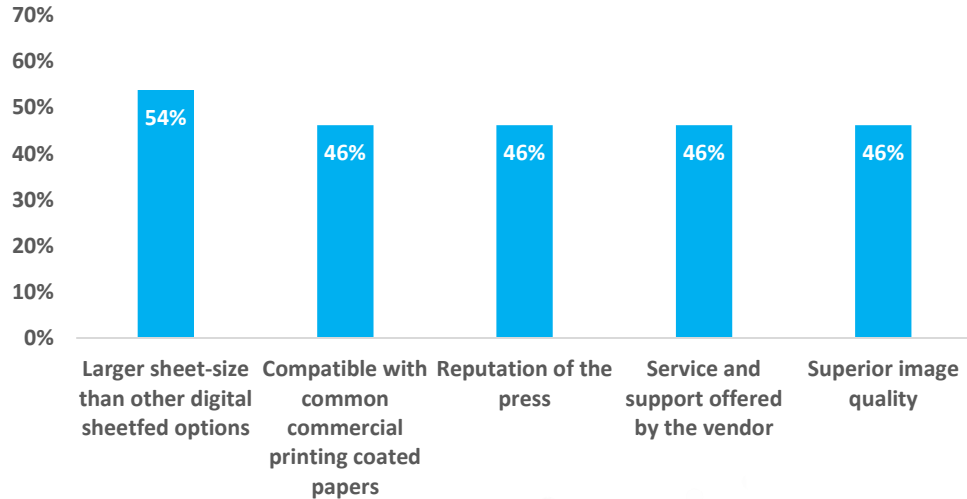
**Key Finding: 54% of current users state that B2 Inkjet has enabled new applications**



Source: B2 Inkjet: The Next Frontier, NAPCO Research 2021

# Key factors considered in choosing B2 inkjet

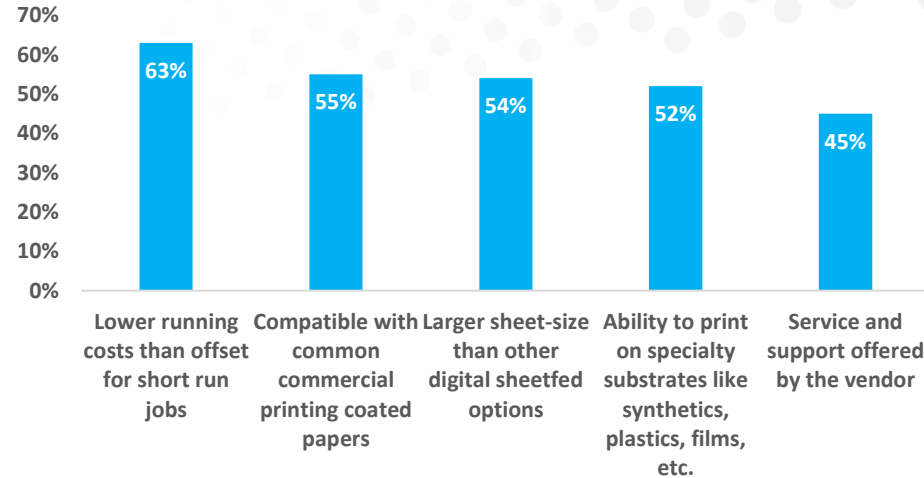
## Top 5 Most Important Factors - Current Users



### Current Users

- Larger sheet size
- Paper compatibility
- Press reputation

## Top 5 Most Important Factors - Future Adopters



### Future adopters

- Lower running costs
- Paper compatibility
- Larger sheet size

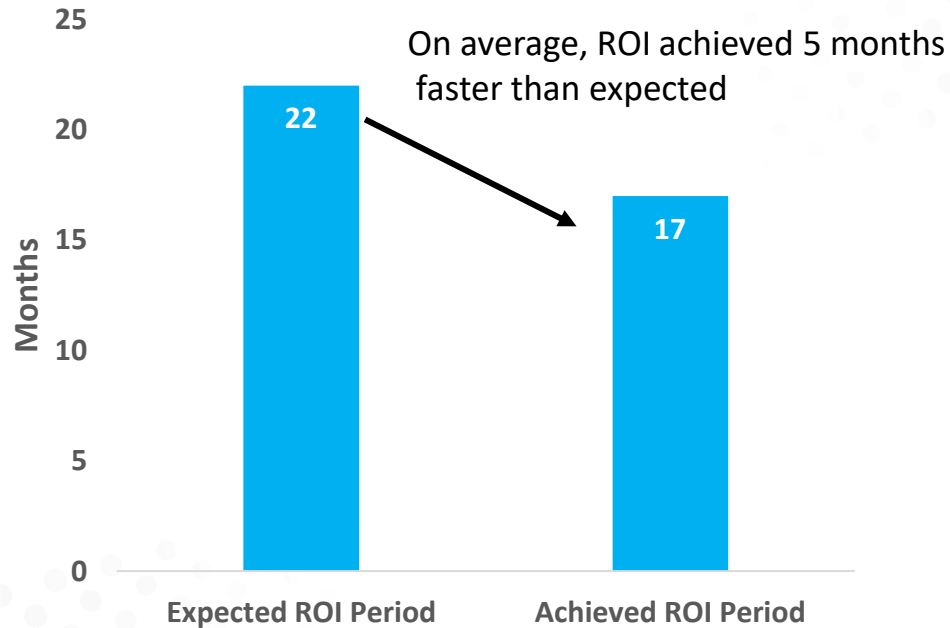


Q: What were the key considerations for choosing the B2 inkjet printing device(s) over the other B2 Inkjet brands/models? Select all that apply  
n=13 (All Respondents that selected "Currently own a B2 Inkjet press" in Q6)

Q: What are the key considerations in selecting a B2 Inkjet Press? Select all that apply  
n=65 (All Respondents that selected "Do not have B2 Inkjet, but PLAN to acquire it in the next 2 years" in Q6)

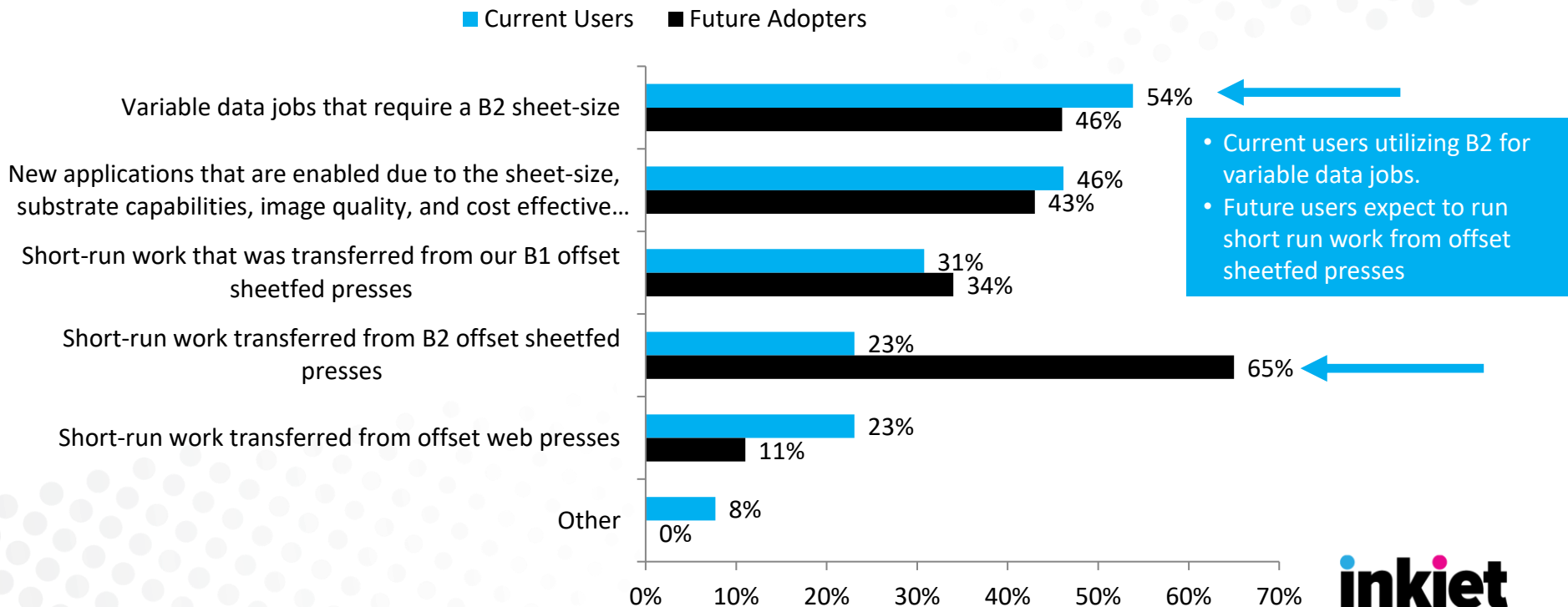


# Achieved vs expected Return on investment



# Top Sources of volume for B2 inkjet

## Current Users & Future Adopters – Volume Source



Q: What do you expect will be the sources of volume for your B2 Inkjet Press? Select all that apply.

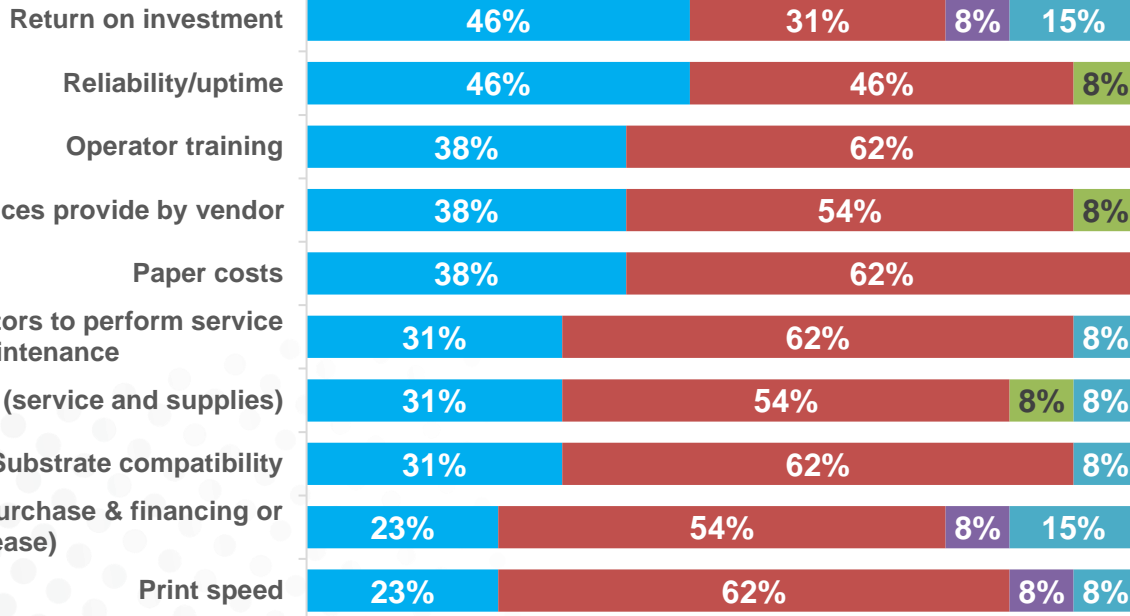
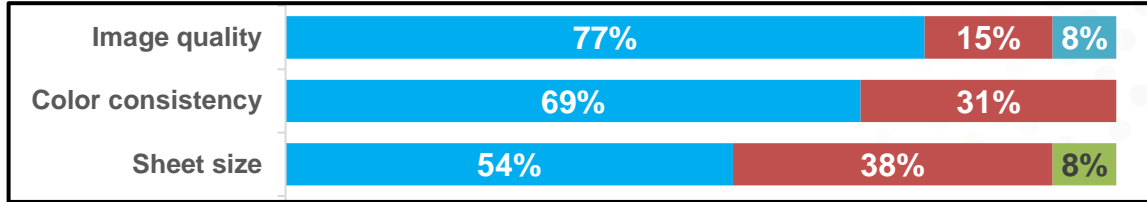
n=65 (Respondents that PLAN to acquire IJ in the next 2 years)

Q: What are the sources of volume for your B2 inkjet printing device(s)? Select all that apply

n=13 (B2 IJ owners)

# B2 inkjet Satisfaction levels

■ Very Satisfied  
 ■ Satisfied  
 ■ Dissatisfied  
 ■ Very Dissatisfied  
 ■ Not Sure



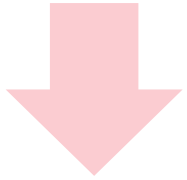
B2 inkjet users most satisfied with image quality, color consistency and sheet size



Q: Please indicate your level of satisfaction with your B2 inkjet printing device(s) on the following attributes  
 n=13 (All Respondents that selected "Currently own a B2 Inkjet press" in Q6)

# Why sheetfed digital for commercial print?

## COMMERCIAL PRINTERS



CUT SHEET  
VOLUME

VARIETY OF  
STOCKS

SHORTER  
RUNS



BREAKS THRU  
EP SIZE

LESS \$\$

BETTER UPTIME



OPENS NEW  
BUSINESS  
OPPORTUNITY

COVERS MOST  
COMMERCIAL  
APPLICATIONS

VDP AND  
CUSTOM



COST  
COMPETITIVE  
WITH OFFSET

LESS SIZE  
LIMITATIONS

ELIMINATES  
PREPRESS  
STEPS



WORKS WITH  
EXISTING  
COMMERCIAL  
FINISHING

**inkjet**  
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# Relative Page Volumes by Technology

Billions of Pages 2021 WW

