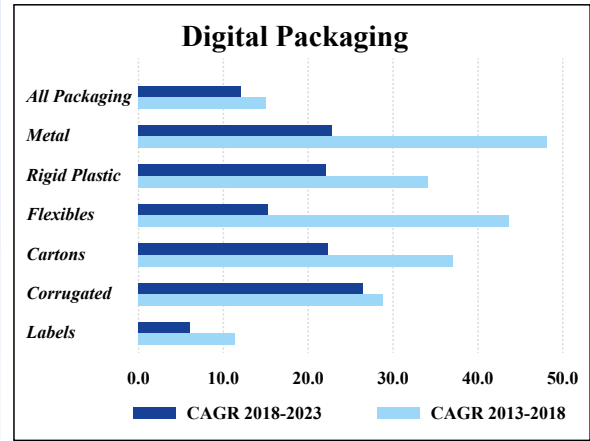


DIGITAL PRINT FOR PACKAGING EUROPE



The exhibits are not only digital printing, but also finishing, such as digital lasers and so on. - So this seminar is good to be followed not only by packaging printing, this conference was also attended by various parties from users of digital printing services.

I feel lucky Smither Pira agreed to conduct a barter media exposure between 2018 Digital Printing held in Berlin with our First Packaging Asia - training center.

This conference is an event to showcase the latest technology in the world of digital printing.

The conference was attended by more than 220 digital packaging factories (DS Smith, Smurfit Kappa, etc.) and consumer goods, such as LEGO, L'Oreal, Mondelez International, Unilever, Danone, Constantia Teich, Clarins, Landa, Heidelberg.

The presentations were very interesting, both the data and the new technology they informed. The data provided by Mr. Sean Smyth from Smither Pira is very interesting.

It was concluded that Flexo had the largest market share of all printing techniques and corrugated was the largest market share. Corrugated will also be a very large market share in Digital Packaging and will continue to increase. And Asia is a scattered supplier of the corrugated industry in the world.

Sean Smyth stated that 5 of the 10 most interesting technologies this year are not printing techniques, but converting, such as digital lasers, Box On Demand.

With the growth of online sales - the KKG also made a profit because all logistics became a KKG. And for online sales of goods that are quite expensive, sellers (photographer, electronic, cosmetics, etc.) want buyers to have a pleasant experience when they open the box of the items they buy, then become a trend when the corrugated box is printed in two faces, in digital printing beautifully (6 colors).

According to the survey this will lead to a repeat purchase of the item.

Mr. Tony Snyder, Portfolia VP & Management Product Philip Morris stated that with online purchases, packaging will change completely - if initially for every new product there are 2 SKUs launching to the market in 4 months and in 2 years will spread to the whole world, but now for each new product 100 SKUs are needed and if possible spread to the whole world at the same time.

So it is currently being sought by PMI packaging and the right printing techniques for this.

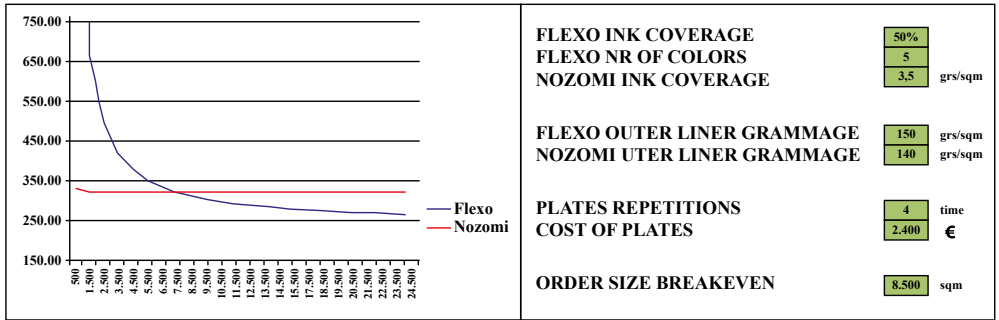
One of my favorite presenters - Mr. Patrich Poitevin from Mondelez. Previously he was also a pioneer in the use of digital at Mark & Spenser for their skin care products. We all must know and feel their products such as: Orea, Toblerone, Hall (number 1 and number 2 in the world).

To maintain their position, innovations can be made that can enhance the image and awareness of their products - then pack some interesting programs such as:



- Making Cadbury chocolate into gift items (Switzerland and India).
- Oreos are sold online where buyers can use the patterns they make and can be made privately with the name of the buyer as well as personal words. - it can even be colored according to the buyer for the package (for example, special packaging for one single day sales events in China).
- Tang in Brazil - the label can be given a photo from the buyer.





Patrick said don't look at what digital printing can't do, but look at what can be done with digital printing. For the less appropriate, it must be compromised - the important thing is to achieve the goal of increasing sales.

Mr. Michael Donnert from KBA provided data on the corrugated market industry which initially only 2 colors have changed in 2017 to:

- Non printed (26%)
- Flexo PrePrint (5%)
- Offset (3%)
- Flexo Post Print (65%)
- Others (Digital) <1% but growing rapidly

Koenig & Bauer said it was not a new player in the corrugated industry. They returned to corrugated after 15 years ago also printed corrugated directly on their machines. Currently they can supply both preprints, Post Print and Corrugated Laminates.

Mr. Chris Tonge, executive director of the Ultimate Group shared his experience of success with digital printing. He explained that preparations for digital printing are very important, so the Ultimate Group bought a pre-digital printing company to complete their digital printing capabilities. One of the successes achieved with Ice Kitchen, Kitkat and Nutella

EFI also provides an interesting comparison between the cost of using their digital machines and the flexible postprint flexo for corrugated.

An interesting presentation from BHS also stated that the corrugated factory would only need 1 digital printing machine for 1 corrugated machine. So they made a corrugated digital printing machine that also had a speed of 300 mpm.

-Tuti Buntaran