

LEVERAGING NEW DIGITAL OPPORTUNITIES IN CORRUGATED

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EFI is a Technology company based in Silicon Valley that has done various innovations over the last 30 years. EFI has more than 3,500 employees, where 2,000 people are part of R & D. They set aside 15-20% income for R & D. Sales have exceeded US \$ 1 billion. This time they focus on transition from Analogue to Digital technology at printing area that has high development.

Market share for printing industries (Billion US \$)

Packaging	288
Corrugated	116
Flexible	78
Folding Carton	49
Label	45
Material Promotion	127
Publishing	164
Offices etc.	98
Decoration	257
(textile, laminate and ceramic)	

Trend in the world of packaging

1. New shopping trend (RRP).
2. Retailers start making get better products (no just cheap).
3. Quality improvement for raise price.
4. Personalization like share a Coke etc. Packaging become more smaller because of family also getting smaller (fewer children).

Opportunity in the world of Corrugated

Now Corrugated was not just outer packaging or for transportation only, but has begun to have more value, used as a direct box that wrap the product or packaging displayed on the retailer (RRP) that need to be made interesting to attract the buyer.

Indonesia is one of the markets the most developed corrugated together with India and Nigeria. Growth estimated per year will reach 10%. Based on the added value you can give by a corrugated box if can be

printed more attractive, then EFI estimates Digital Printing is one of the future of development corrugated.

Mentioned advantages of Digital Printing as the following:

For the Brand owner

- Diversification / design flexibility.
- Minimize Turnaround times (No. need to wait for plates, ink mixings).
- Digitized back-end integration on online ordering / specific customer systems
- Process control.
- Real Press Proof.
- Flexible run lengths.

For Corrugated Plants

- Cost reduction on different run lengths (not just short runs).
- Elimination of plate usage.
- Labor set up and change over.
- Ink control (limiting ink waste).
- Storage plate & ink costs.

Ease of Color / Design on high quality graphics

- Minimize barriers for enter high quality printing.
- Open opportunities for greater profit

EFI's Vision of Opportunity

- Make a higher margin on short runs for any size customers wants.
- Switch directly from job to job.
- Enlarge your customer base.
- Adjustment of real-time messages with full speed.
- Faster time reaction on market and brand needs.
- Efficient product design and maximum flexibility.
- Connected workflow for improvement of efficiency and better profit.