

Further than Short Run Large Format Colour Printing

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Abstract

This paper will discuss the business opportunity of introducing a very high throughput IJ- printing technology on the basis of UV-curable inktechnology for applications of large format printing (point of purchase graphics, decoration printing for outdoor...)

This technology will be able to compete with traditional printing solutions as screen printing and wide

format offset printing which will stretch the boundaries of short run large format colour printing to much higher run lengths than known at the present.

The benefits of introducing a full digital IJ-printing solution for the screen printing markets will be demonstrated on the basis of cost of ownership and value chain analysis for applications which are now covered by screen or offset printing.