

# Corrugated Packaging & Displays – The Opportunity for Industrial Digital Printing

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## Introduction

Digital printing for the corrugated industry is a new journey and adventure to exploit. That industry is a very traditional and conservative one, that for many years until now has been facing difficulties in reacting to short run production jobs demand due to high pre-press and set up costs. Nowadays, where the economy is slowing down and so does the consumers with their purchases, marketers of consumer products find themselves in an ongoing struggle for differentiation between their products and the competitor's. That fact alone pulls them into seeking for new niche markets and attractive promotions & campaigns. To do so, they will have to have a flexible, cost effective, high-quality printing solution for the Packages and POP displays they will produce. For the converters the opportunity is to provide their customers with a very wide span of products, at the same time produce and sell high added value products with nice revenues, while sometimes a short digital job for a test marketing purpose can act as a bridge in receiving the large long-run order.

## Packaging and Digital Printing

There are many printing markets that can benefit from industrial printing, but some are going to be more accessible than others. Users spend over \$200 billion for print in the packaging market annually, and given the inefficiencies of analog printing for portions of this market, it will become one of the first markets most receptive to digital printing.

Given the limited packaging applications of digital printing, small proportions of large-scale packaging buyers are making use of this technology. From the converter's perspective, there is little need to invest in and install new digital equipment. There continues to be strong demand for large volume, high quality printing that can be produced using traditional plate printing technologies. Large-scale converters are busy enough with these jobs that they will readily turn packaging buyers away to other suppliers for shorter run applications.

The development of the Scitex Vision CORjet arose from the demand of the packaging industry for a cost-effective, high quality, industrial process that could

utilize a digital workflow for short run printing. The main applications converters are currently approaching are: Seasonal & Time/date sensitive Promotions, Customisation in small quantities, small quantity re-orders, Trial runs & Test marketing, New product launches, Presentations & Samples and Exhibition Booths. The potential for brand managers, and advertising and marketing agencies to exploit the potential of this technology is almost unlimited. The great opportunity for them is to be able to initially test more products, as a result launch more products and of course eventually sell more products. The supply chain aspects consumer product companies and their marketers are currently facing, represents long and expensive plate making and printing processes, more suitable for large volume orders. One of the challenges we are dealing with many of our customers is to make them realize the business model and what sort of selling methods needs to be implemented by their mainstream sales force. Those people who for many years had been selling to the purchasing managers at their customer's organizations and at much lower prices, now have to include in their discussions with the purchasing also the marketing and creative people who comes up with all those great ideas for new products and new campaigns. Unlike the previous jobs our customers used to deal with, they are now in a different business environment that requires colorful POP displays and high graphics / high quality corrugated packages and/or product mock-ups that will be printed in small quantities (a few 100's to a 1000), and in a very short time frame.

The corrugated board industry is very excited about the new opportunities the Scitex Vision CORjet is offering them, and realizes that in order to be able to keep providing their customers with their continuously changing needs resulting in a wide variety of products and services, they need to implement digital technology which is capable of true industrial production throughputs.

Beta testing in Israel, Europe and North America of the Scitex Vision CORjet is finished with many commercial products now being produced, and revenues being generated. Sales and distribution networks are in place, and corrugated products, printed by environmentally friendly inks on high-speed inkjet presses are now a reality.

**Scitex Vision CORjet. Main Specifications**

|                             |   |
|-----------------------------|---|
| Print resolution            | True 600dpi   |
| Number of colors            | Six (cyan, magenta, yellow, black, light cyan, light magenta)                                       |
| Sheet size (sheet-fed)      | Up to 160 x 285cm (63in x 112in)  |
| Sheet thickness (sheet-fed) | Up to 10 mm (0.39in)  |
| Footprint                   | H x W x D: 240 x 320 x 1211cm (94.5 x 126 x 476in)  |
| Type of substrates          | Corrugated cardboard, foam board and others paper-based liners on rigid substrates                  |
| Throughput                  | Up to 150 sqm/hr in 2 pass mode, 33 full size sheets per hour                                       |
| Input file formats          | CT and LW   |
| Front end                   | ApriRIP   |
| Inks                        | Pigmented water-based inks, Green label, water resistant, up to 2-year UV fast, abrasion resistant. |

Scitex Vision is a leading developer, manufacturer and service provider of cutting-edge digital printing presses and consumables for industrial applications including wide format graphic arts, packaging and textile. Backed by global marketing and support networks, Scitex Vision is committed to continuously provide high-quality, flexible and cost-effective solutions to printing houses all over the world. The company owns a core technology based on Aprion's patented drop-on-demand piezo inkjet print heads and water-based inks. Scitex Vision employs more than 500 employees worldwide with headquarters located in Netanya, Israel, and subsidiaries in Atlanta, USA and Brussels, Europe. More than 200 of Scitex Vision employees are devoted to the sales, distribution and servicing the existing 800 systems installed at more than 550 of its customers, and of course deals with expanding the company's business.

**Biography**

**Ronen Zioni**, holds the position of Marketing Product Manager of the packaging product line at Scitex Vision. Ronen joined Aprion Digital in January 2001 and was responsible for the textile and packaging products until Aprion combined its businesses with Scitex Vision in January 2003. In his previous experiences, Ronen held several sales & marketing positions in the logistics services industry, being responsible for some major accounts of the Israeli market. In 1999, Ronen founded a Sales and Distribution Company for enhanced security systems and technologies. Graduated from Bar-Ilan University in Tel-Aviv, Ronen has a Bachelor's degree in Economics and Business Management.