

It's Not About Printing; It's About Your Business: The Future of Commercial Printing for Professionals

*Eric van Eldik
Océ Technologies
Venlo, The Netherlands*

Abstract

Technology is fantastic and we all love to talk about it, but what drives technological innovation is the entrepreneurial spirit of people and the market. In that sense, the issue is not printing. It is business innovation, and we see this at work in the commercial printing markets that are addressed.

Commercial printers, job printers, and other digital print providers, for both small-and-wide format documents, are looking for new ways to develop their business. They are looking to offer new services such as electronic job submission and archiving. They are looking to colour document production as an area of higher-margin business. They are looking for new ways to streamline their operations and increase their margins.

The graphic arts and display graphics markets are equally dynamic. Digital printing has made short-run production of books and manuals economically feasible. This represents a strong new business opportunity. This eliminates labour-intensive steps such as mounting and laminating. It is revolutionising the cost structure of the wide format colour printing business.

Digital printing makes it possible to produce powerful, personalised direct mail pieces. Armed with this capability, marketing service providers are now looking for smart ways to manage the whole response loop. Digital

printing is also being applied to newspaper production. The new technologies and networks offer possibilities undreamt of only a few years ago, with same-day publication on the other side of the world and access to previously unreachable markets.

All this will be examined through the perspective of market and technology trends, hardware, software, services, and applications—all of which is shaping the future of commercial printing for professionals.

Biography

Erik van Eldik, is vice president strategic planning (SBU Digital Document Systems) for Océ-Technologies in Venlo, The Netherlands. He began his career in R&D Océ in 1989. In 1993 he joined the Strategic Planning Department of the SBU Wide Format Printing Systems; and in 1997 he was appointed Marketing Manager for The Netherlands operation of Océ. First for the SBU Wide Format Printing Systems, then for the SBU Digital Document Systems. Since 2002 he has been responsible for Strategic Planning Cut-sheet Systems at the international headquarters of Océ in The Netherlands.

van Eldik holds a MSc degree in applied physics from the Twente University in Enschede. He is the General Chair of DPP2005.