

# Thinking Digital for Packaging and Display Printers

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## Abstract

Digital printing is finally coming to the packaging industry, bringing new opportunities.

Digital technology is opening a new era for packaging printers faced with demands for short-runs and fast turnarounds. Meeting these challenges while increasing margins is now possible with a high speed, high productivity inkjet press. However, to get the most from the potential of the new technology means that packaging end users, and consequently printers, will have to “think digital.”

## Biography

**Danny Aboody** joined Scitex Vision in May 2004 as marketing manager for the packaging and display markets.

In the last 10 years Danny held various development and marketing positions in leading global high-tech companies

Danny has a master of business administration from the Reccanati Business School and is holding an Engineering degree from the Tel-Aviv University.