

The background of the slide is a grayscale photograph of a modern, multi-story building. The word 'XEIKON' is visible in large, bold letters on the side of the building. The image is slightly tilted and has a dark, moody atmosphere.

XEIKON

How to Sell Digital Printing

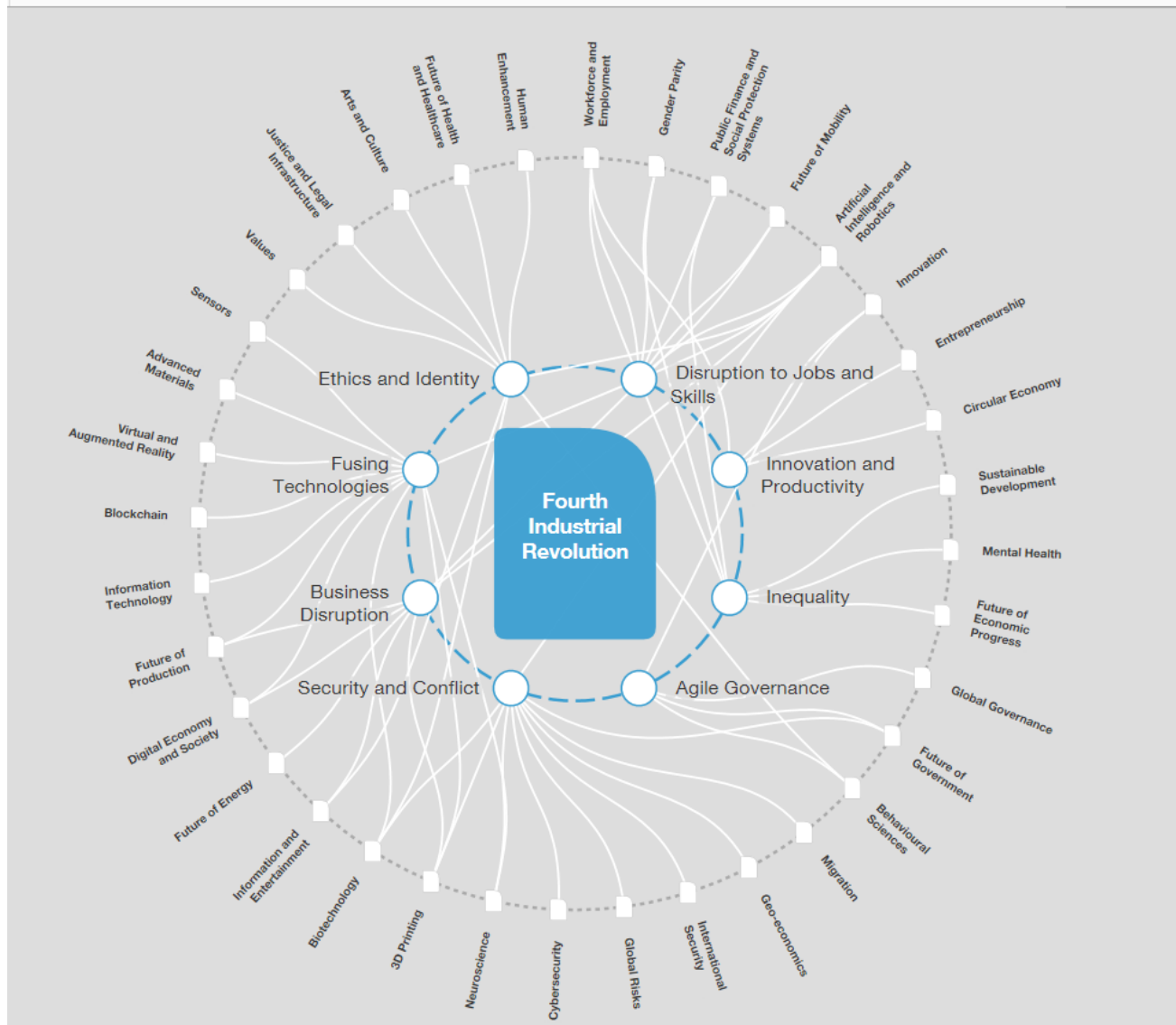
MORE OPPORTUNITIES

What can digital printing bring to
your business

By Alex Tan

Objective is to add value and growth your business

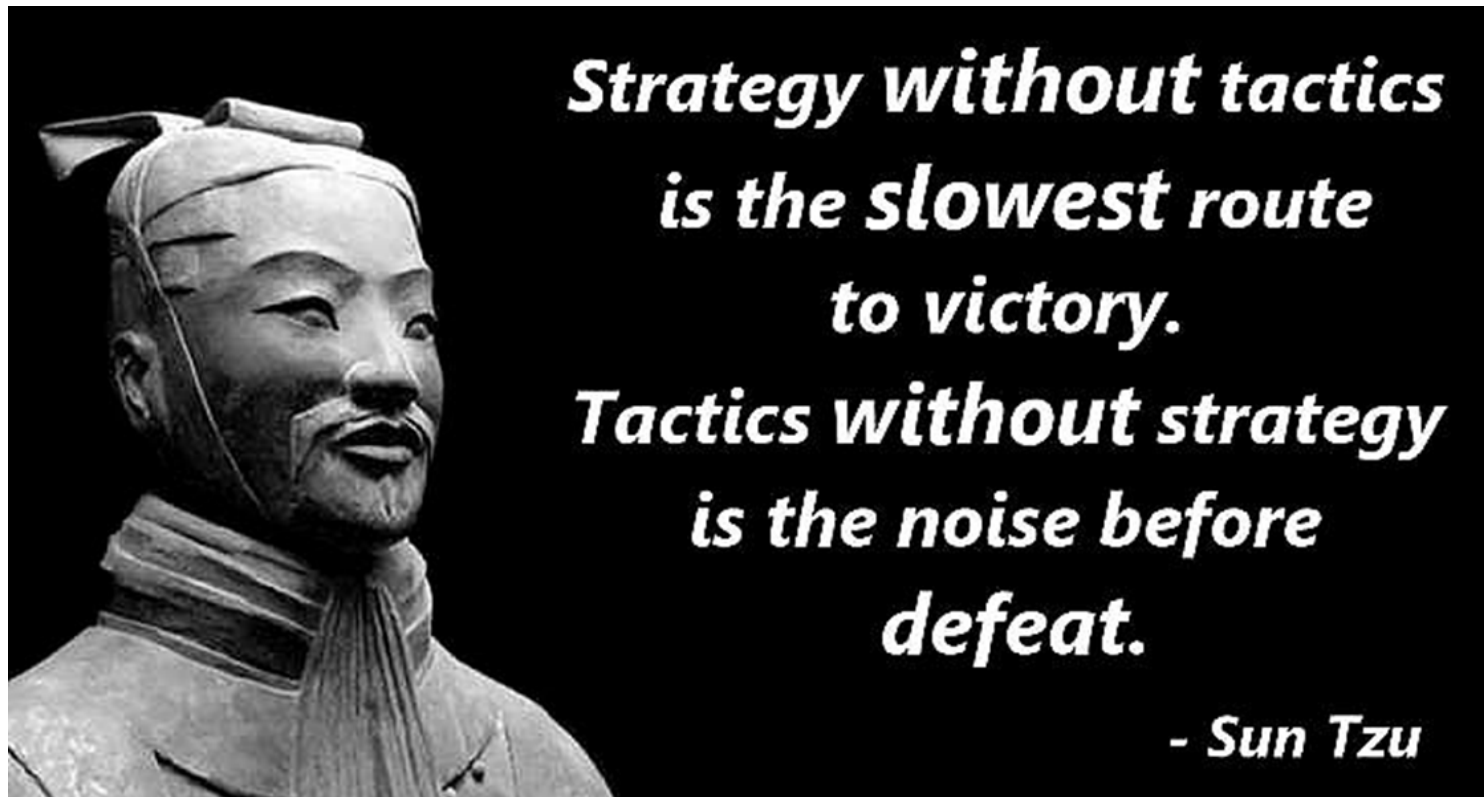


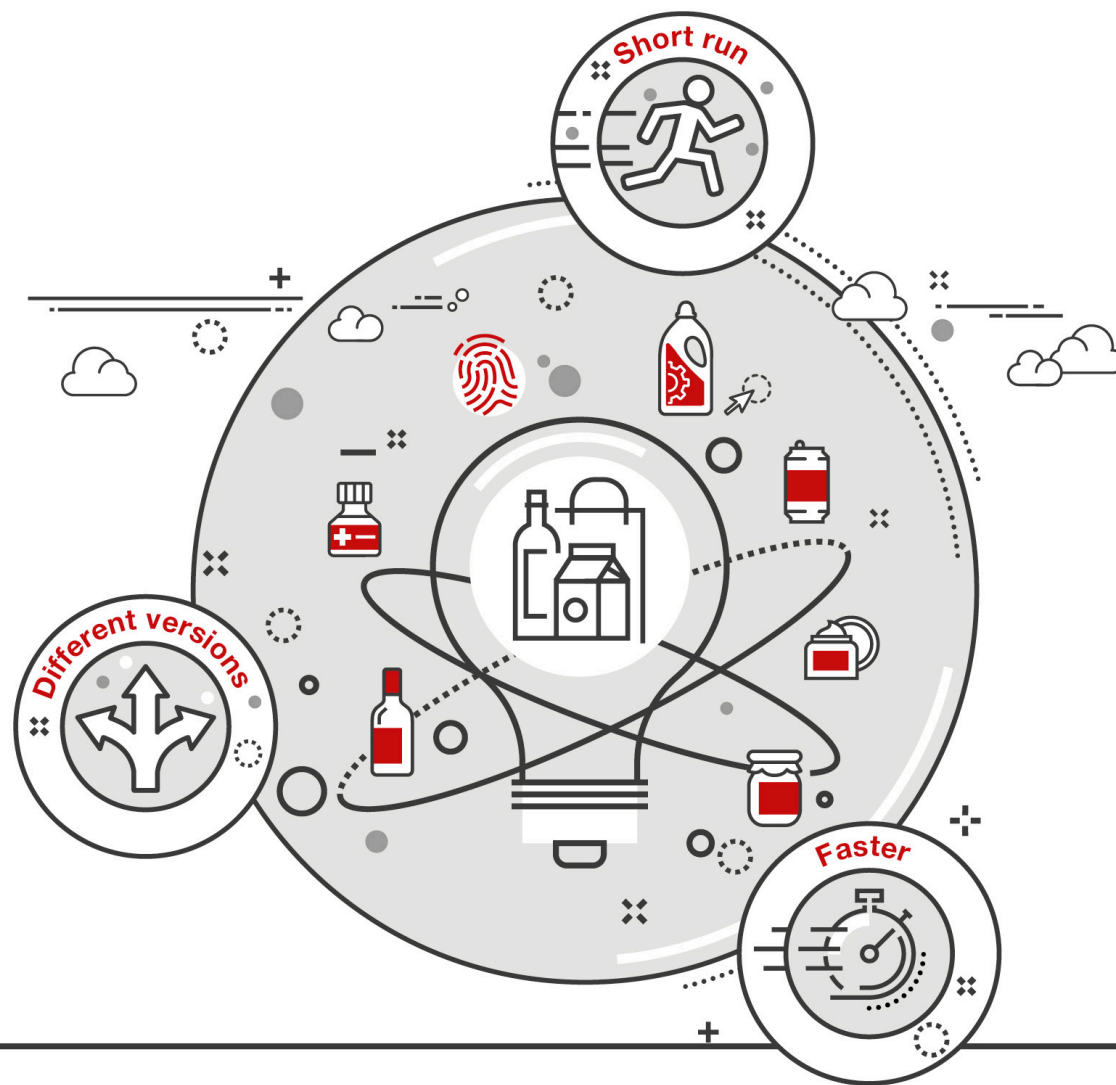


The Fourth Industrial Revolution represents a fundamental change in the way we live, work and relate to one another

These advances are merging the physical, digital and biological worlds in ways that create both huge promise and potential peril

Printers is no more living in the isolated island, you need to be creative and proactively changing the way of selling your services





XEIKON

Customer : Accu.Label USA



Shorter runs
- Trials



Investment:
Digital press, converting unit



Personnel /organization:
Basic training

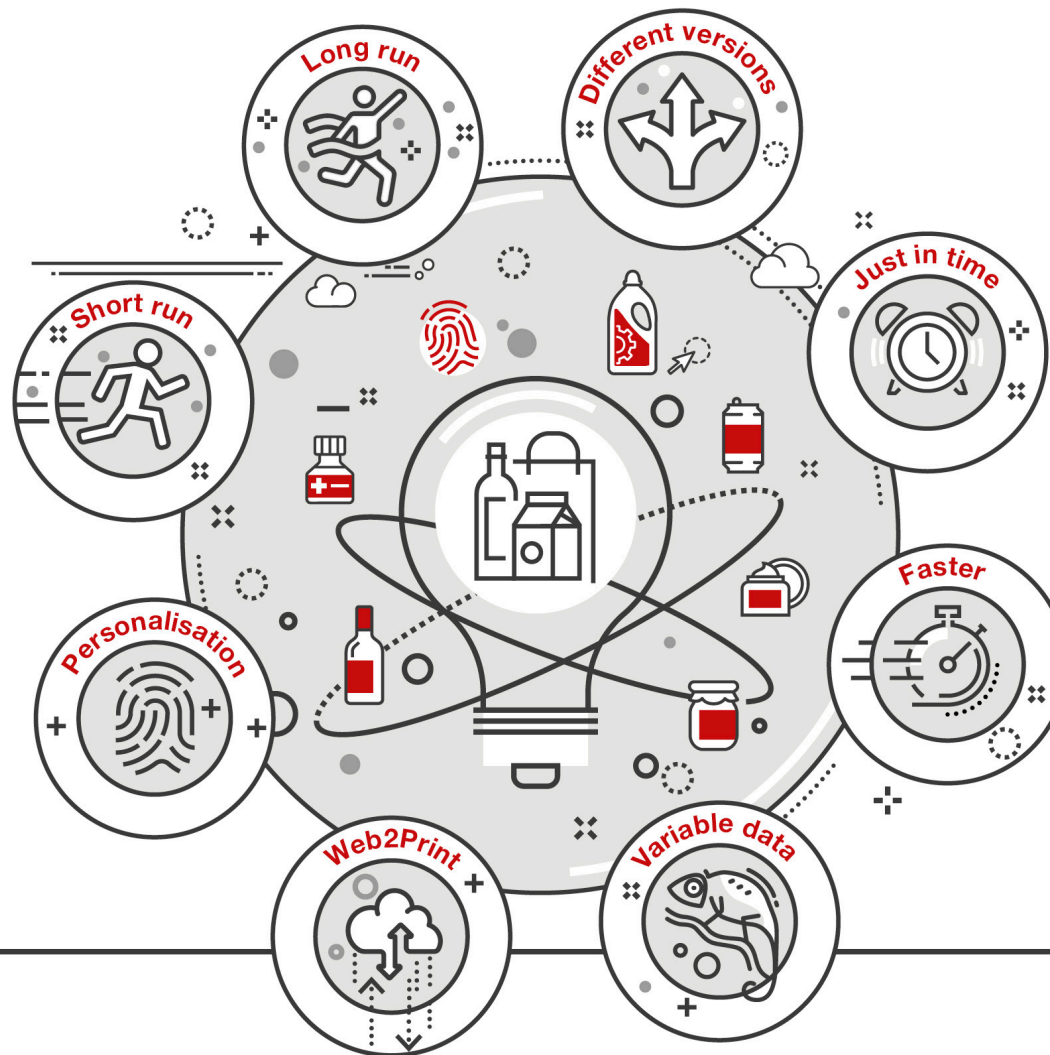


Business:
Shift short run flexo to digital

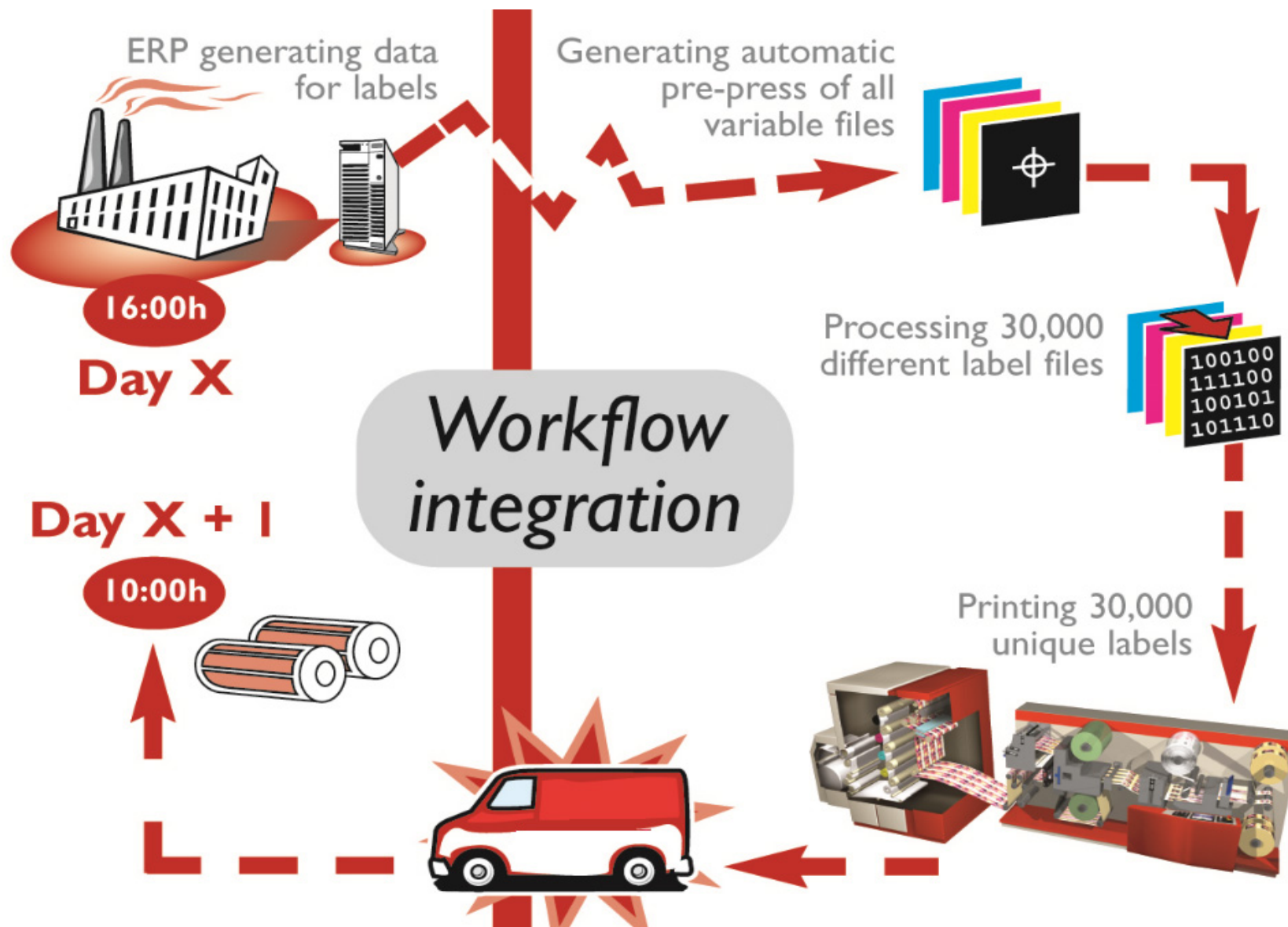


Who to sell to:
Print buyers/procurement





XEIKON



The background of the slide is a grayscale photograph of a modern, multi-story building. The building has a grid-like facade and large windows. The word 'XEIKON' is visible in large, three-dimensional letters on the upper part of the building. The image is framed by a dark, rounded rectangular border.

XEIKON

DEVELOPING HELPFUL TOOL TO SELL YOUR SERVICES

- Make it easier to sell digital printing to print buyers, brand owners, marketeers... for printers
- Each printer may have a different approach, the tool is modular, so each customer:
 - Uses only what is relevant
 - Can easily expand himself
 - Can customize to his company

XEIKON



MORE INNOVATIVE

Try new things

A digital press allows you to do things not viable or even possible before. With short runs within everyone's reach at a reasonable cost, you can easily try out new looks. Test marketing is easy. Different versions of labels can appeal to different target groups, and as a result you can attract extra customers.

- More and frequent runs
- Small quantities
- Short runs

Shorter time to market

In the ever faster moving world it can be crucial to incorporate last minute changes in the packaging. With digital printing you can implement changes in the design moments before you actually print them, which can be crucial for the success of a campaign.

- Reduced production time
- Print on demand
- Last minute changes

Supply Chain Optimisation

Printing packaging as late as possible in the supply chain saves effort and money. That is just one aspect digital printing has in store to optimise the supply chain.

- Reduce inventory and obsolescence
- Serialisation and brand protection
- React quickly to regulatory changes



MORE VISIBLE

More special packs on the shelf

Packaging needs to stand out, and digital print is a great enabler to do just that. A customer in front of a shelf decides in a fraction of a second. Digital printing offers extra capabilities to stand out. For every target group a specific label.

- More Stock Keeping Units (SKUs)
- Multi-variants/ high number of versions

More frequent label updates

For every occasion a specific label. Halloween, Thanksgiving, Christmas, New Year; customers decide in front of the shelf in a split second. Making the most of each season is now so much easier.

- More frequent runs
- Just in time
- Minimise storage



MORE CREATIVE

Tailored brand experience

Use the capacities of digital printing. Use its features in combination with social media or customers data. Now you can.

- Variable name and address
- Variable images
- QR codes
- Unique barcodes

Brand protection

Brand protection features, the ability to print QR or bar codes if needed unique ones. Digital print might be the ally you were looking for to protect your products.

- Micro text
- Fine lines / guilloches
- Custom toners if needed

High quality

Digital printing brings top quality. It also offers the opportunity to combine different printing technologies so you can use the best of all worlds. In this way one plus one can mean so much more than two.

- Full color
- Spot colors
- Texture
- Metal finish



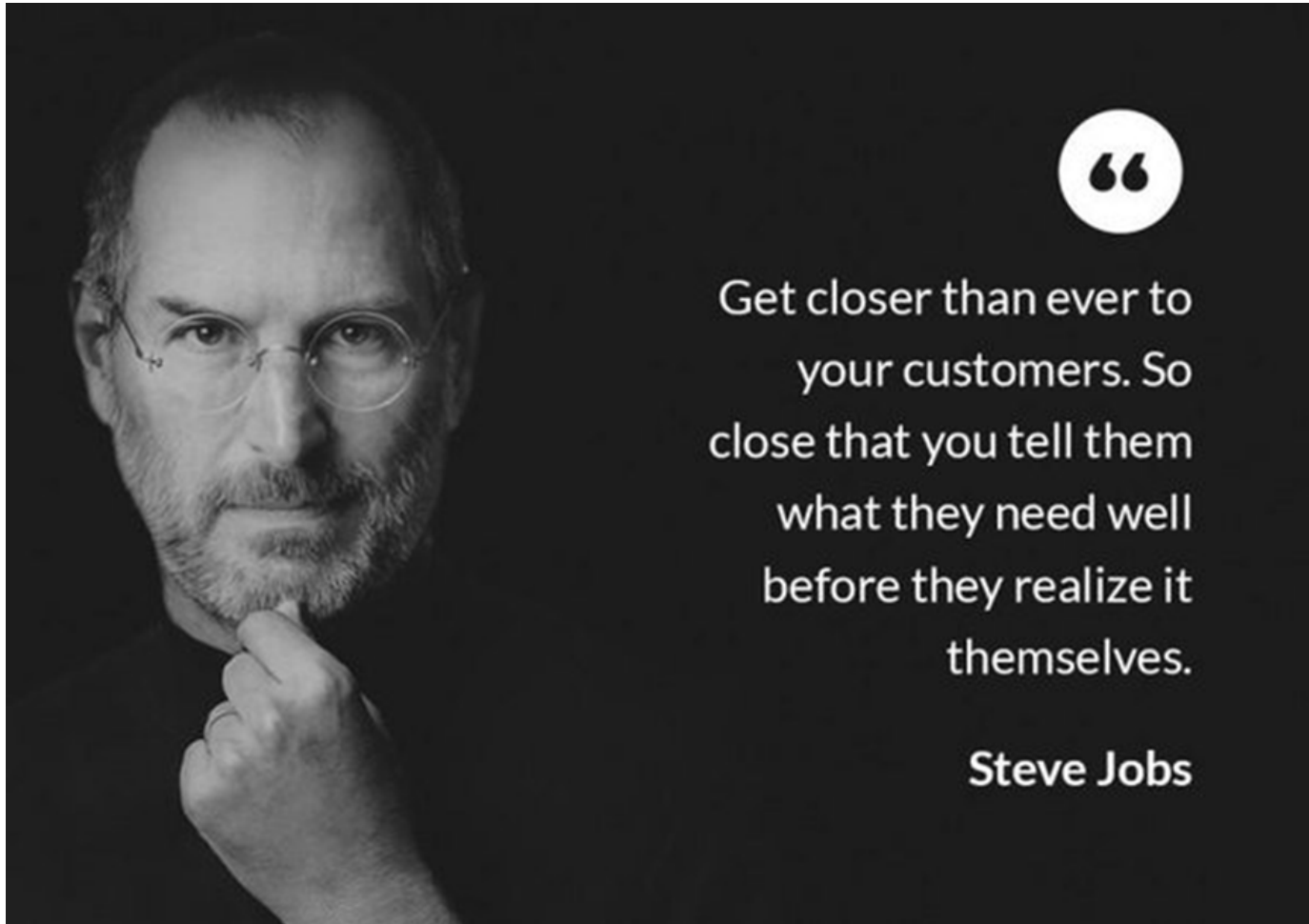
Added value

50 €



700 €





A grayscale photograph of a modern building with a grid-like facade. The word 'XEIKON' is visible in large, three-dimensional letters on the upper part of the building. The image is framed with a dark, irregular border.

XEIKON

THANKS

for your time, we appreciate it.

www.xeikon.com

a division of **Flint**Group