AGILITY FOR PACKAGING - THE BENEFITS OF DIGITAL PRINTING

Design Flexibility

• Printing options that go beyond the capabilities of flexo and roto such as variable content and hyper-customization.
• Custom codes for gaming and personalization.
• Reduced risk to experiment with new designs and packaging formats.

Product Flexibility

• More timely and relevant product offerings.
• Packaging for seasonal/calendar/event-based promotions and limited editions.
• Packaging for heat seal or cold seal applications

Inventory Flexibility

• Order sizes that fit product demand.
• Order sizes that fit marketing campaigns.
• No investment in printing plates or engraved cylinders.
• Reduction of obsolete inventory.

HOW CAN PRINTPACK’S DIGITAL PRINTING BENEFIT YOUR BUSINESS?

• Reducing time to market can be accomplished by quickly changing art files and using proven substrates for digital packaging. The process results in shorter graphics and material lead times.
• Promotions and seasonality can be enhanced with variable content, allowing brand messages or images to be pulled from a database. This can be done randomly and/or with fixed quantities for custom distribution and merchandising.
• Customization can be accomplished through unique art, messages, and pictures for consumer hyper-customization. Customization tools can also be used in combination with brand graphics or with variable content.
• Packaging can be supplied by one vendor as business grows.
Packaging innovation plays a critical role in influencing the way consumers value, choose, and use products.

Design flexibility is at your fingertips. Speak to each consumer with hyper-customized packaging produced using Printpack’s digital printing capabilities.

GO LOCAL

MAKE IT PERSONAL

STAY FLEXIBLE

Contact a Printpack representative regarding your specific packaging application.