

# In-house Digital Printer



## Why Digital Printing?

Digital printing in packaging is commonly used for time efficiency and unique designs. Because of the minimal effort required to use digital printers, they tend to do very well for smaller order runs.

Customer are asking for digital printing:

- ✓ Short runs
- ✓ Trade samples
- ✓ Promotions
- ✓ Consumer trends

### MACHINE DETAILS

- ✓ Water-based ink in CMYK
- ✓ Lacquering & extrusion coating
- ✓ Embossing
- ✓ Slitting to customer's reel

### MARKET BENEFITS

- ✓ Speed
- ✓ Flexibility
- ✓ Customization
- ✓ Individualization
- ✓ Consumer engagement tool
- ✓ Less material wasted
- ✓ Sustainability

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## Digital Printing features

Create unique packagings, personalized in several ways to get the attention of every customer.

### VARIABLE TEXT

Making personalized text printing for every single Person you want to reach



### VARIABLE IMAGES

Choose 1 image, print several different views. To make every product a special one