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CANON SEE IMPOSSIBLE



ARE YOU READY?

Digital solutions for packaging



A CANON COMPANY



Advances in digital printers and workflow provide new opportunities for packaging companies

The world has become a different place with our appetite for digital technology and the benefits it provides both in our personal lives and in business. The time has come for anyone involved in the creation of packaging to take advantage of the latest in UV curable flatbed inkjet printing, digital cutting solutions, and integrated workflows. Are you ready?

The need, the opportunity

The Océ Arizona® series has become the worldwide leader in the mid-volume UV curable flatbed printer market in a very short time because it first listens to the market and then provides solutions that address those specific needs. This same common sense approach can be applied to our digital solutions for the packaging industry.

Production of packaging involves many steps — from initial design, both structural and graphic, to the approval process with the brand owner, proofing, and production.

EACH STEP PRESENTS UNIQUE CHALLENGES SUCH AS:

- Design changes that can be quickly made in CAD and graphic design software but cannot be quickly or accurately reproduced in a physical prototype. The look, feel, and performance of a package is not well represented in a 3-D animation compared to a real package.
- Handmade prototypes that are made from color prints, glued onto substrates, and then cut out with a razor are inferior and very time-consuming to produce compared to what comes off the production line. Edges can peel and the colors can be different

from what finally comes off the press. Convincing a customer that the final product will look better than the prototype can become an uphill battle.

- Producing multiple prototypes can be very labor intensive, taking considerable time and expense. This not only slows the approval process but also limits a company's ability to produce cost-effective custom and short-run packaging — a profitable, growing segment of the industry.
- Digital packaging production addresses these challenges and allows companies to reduce labor, improve turnaround times, produce a better prototype, and discover new sources of revenue by offering affordable custom and short-run packaging or entirely new business opportunities such as high-quality point-of-purchase graphics, display stands, etc.

Profitable applications

The benefits of a digital system can generally be focused in two areas — setup cost and overall versatility.

The per unit cost to digitally produce one package is generally the same as required to digitally produce 10, 100, or 1,000 packages since there are no films or plates to make, no presses to make ready, and no process colors to register before the first acceptable quality print is produced. The digital inkjet process produces a high-quality result in just minutes. The same can be said for the cutting and creasing process. The digital “sample cutter,” such as the Océ ProCut™ cutter, allows complete flexibility in supporting complex cutting and creasing designs on a job-by-job basis. This eliminates the need to construct an expensive steel rule die just to make a handful of folding cartons.

Together, digital printing and cutting creates a very powerful system that helps packaging companies to find profits in applications they have tended to avoid.

Packaging prototypes

It is now possible to print directly to the paperboard, corrugated board, or top-sheet to be used in the final production and, through the ability to work in a complete ICC color managed workflow, accurately simulate the correct color that will come off the press. The ONYX Thrive™ RIP software supports G7 and

includes Pantone®-certified lookup tables for determining the closest CMYK match on the first attempt. The ability of certain models of Océ Arizona printers to print with white ink and spot varnish also opens up the possibilities of being able to print natural-looking colors on clear or non-white substrates or add decorative effects.

Custom and short-run packaging

One of the fastest growing segments of the packaging industry is custom and short-run packaging, which is now a practical solution as a direct result of digital printing. Since there is virtually no setup required compared to offset or flexo, companies can now cost-effectively produce limited runs of custom packaging that, for instance, might be tied in with a local event, private label, test market, or memorable event such as weddings, awards and recognition, commemorative events, etc.

With the ability to support variable data in today's digital workflows, it's now possible to offer personalization on a box-by-box basis. This type of offering is what few packaging companies can cost-effectively provide and what can set you apart from the competition.

Displays and POP

Many companies producing corrugated packaging are also producing the display stands the products will eventually be placed on in the store. With the Océ Arizona printer and a digital cutter, new display stands can be quickly designed, constructed, and produced for custom or short-run applications — and with the utmost in quality. Taking the application versatility even further, the “Roll Media” option on the Océ Arizona printer allows users to produce high-quality graphics on roll-based substrates, including banner vinyl, outdoor poster paper, cling vinyl, self-adhesive vinyl, wallpaper, backlit films, etc.

Together or as individual components, our digital solutions for packaging not only address a packaging company's current issues but can provide entirely new opportunities to generate revenue.

WHY CANON SOLUTIONS AMERICA.

Canon Solutions America recommends forward-thinking strategies to achieve the highest levels of information management efficiency for your unique business needs. Using superior technology and innovative services, we then design, implement, and track solutions that improve information flow throughout your organization while considering the environment, helping to result in greater productivity and reduced costs.

There are many reasons why you should choose Canon Solutions America as your provider for document management solutions. Benefits include:

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- Managed Document Services
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- Customized Industry Solutions
- Genuine Canon and Océ Parts and Supplies
- Diverse Range of Input-to-Output Technology

But that's not all. As a company that is dedicated to your needs, we support our solutions with highly skilled professionals and advanced diagnostic systems to maintain peak performance. And with ongoing consultation, we can further your document management capabilities to ensure the highest level of satisfaction and productivity.



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