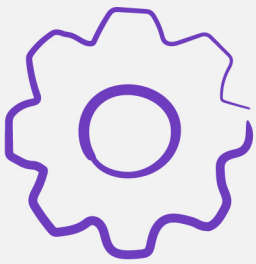


Production Printing: The Future is Inkjet



The driving forces behind the changing face of production printing

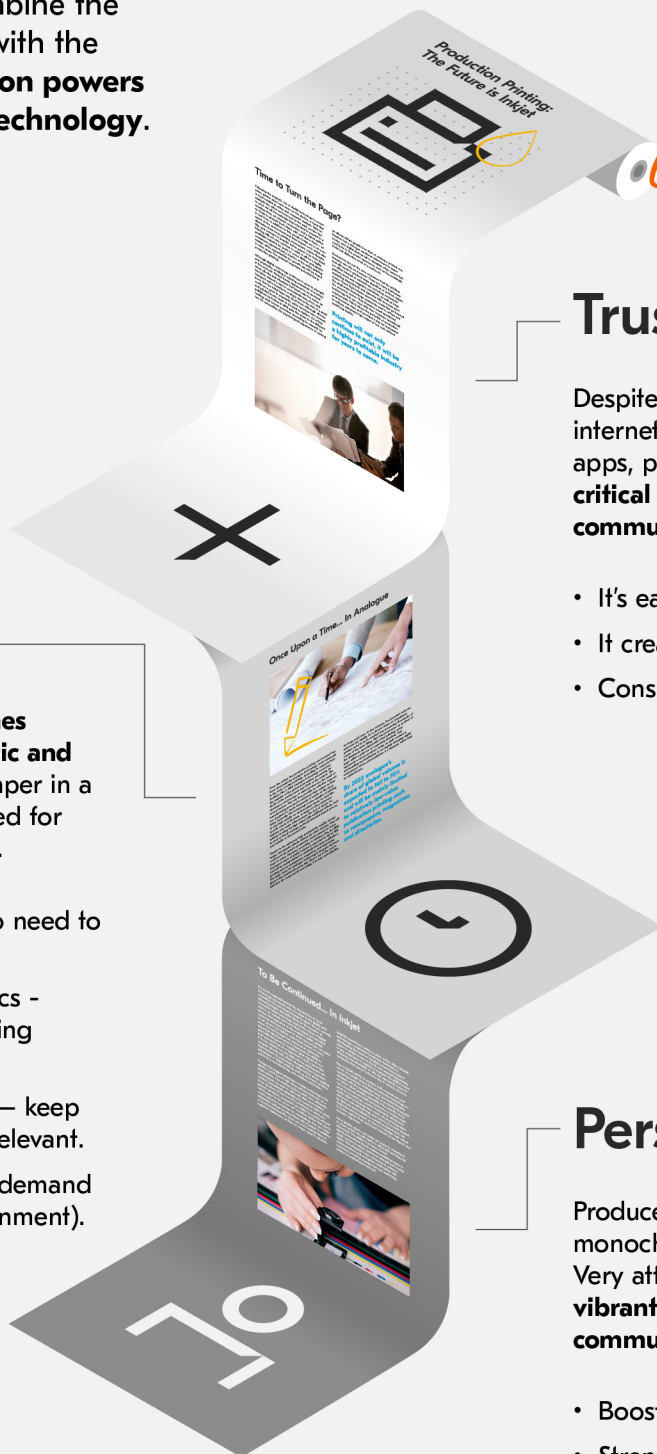
Inkjet is set to revolutionise the production print industry as it is perfectly equipped to combine the **trusted medium** of print with the unparalleled **personalisation powers** and **efficiency of digital technology**.



Efficiency

Inkjet can **produce high volumes** efficiently by printing both **static and variable content** onto blank paper in a single pass, eliminating the need for hybrid solutions and templates.

- **Enjoy financial savings** – no need to externalise printing.
- **Stop wasting time** on logistics - ordering templates / managing inventories.
- **Update forms immediately** – keep information up to date and relevant.
- **Reduce wastage** – print on demand (Positive effect on the environment).



Trust

Despite the omnipresence of the internet, social media, and digital apps, printed materials still play a **critical role in business communications** with customers...

- It's easier for our brains to process.
- It creates a greater sense of trust.
- Consumers are more responsive.



Personalisation

Produce both full colour and monochrome **quickly and affordably**. Very attractive technology for producing **vibrant, highly personalised communications**:

- Boost engagement.
- Strengthen bonds with customers.
- Maximise returns on investment.

Many users still need to produce large quantities of printed output and could benefit significantly from the advantages that inkjet technology offers:

Commercial Printers

Can stop turning down lucrative, low-volume work.

Book and Magazine Publishers

Can produce more attractive content and improve engagement.

Marketing Departments and Agencies

Can make the most of the resurging popularity of print.