

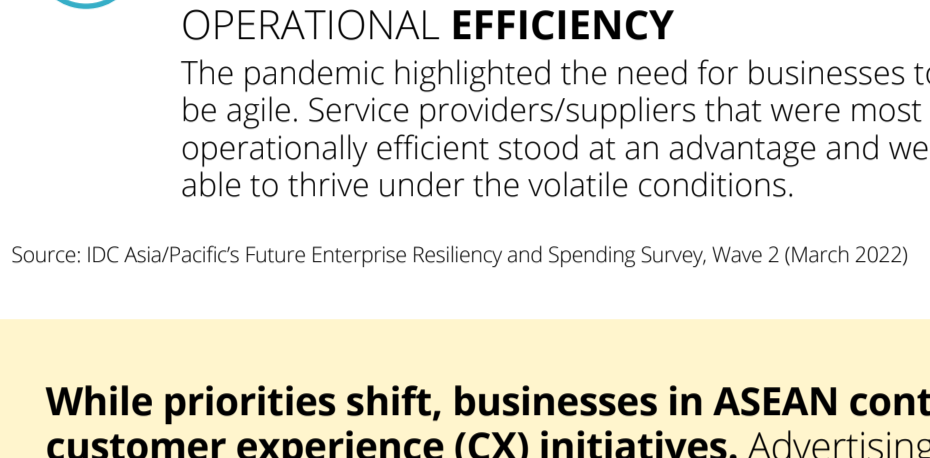
# Endless Possibilities with DIGITAL PRINT

This Infographic takes a closer look at how digital print has changed our daily lives. With the availability of new ink choices, brand owners are increasingly offering customized solutions to customers that could not otherwise be achieved in the past.



## Key Business PRIORITIES

Organizations in ASEAN have been rethinking long-term business plans in more strategic ways.



**BUSINESS SUSTAINABILITY**  
Sustainability (e.g., environmentally friendly tools and sustainable/recyclable materials) is top of mind for close to 1/3 of businesses in ASEAN and will likely continue to gain significant traction.

**BUSINESS RESILIENCY**  
To manage business resiliency, businesses are lowering risk while limiting wastage by outsourcing to a smaller number of trusted service providers/suppliers. Such partners need to be able to adapt and scale quickly to the evolving requirements of these businesses.

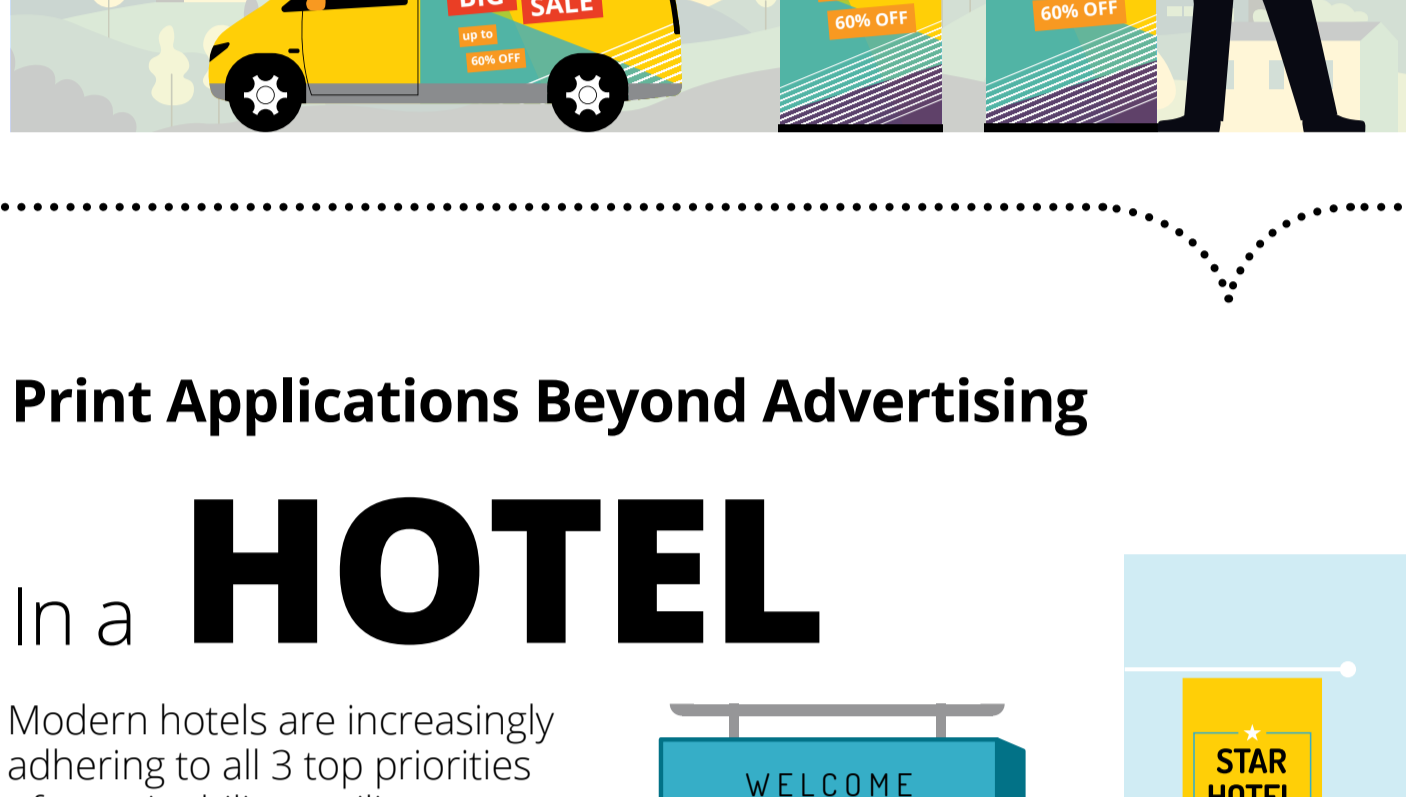
**OPERATIONAL EFFICIENCY**  
The pandemic highlighted the need for businesses to be agile. Service providers/suppliers that were most operationally efficient stood at an advantage and were able to thrive under the volatile conditions.

**MARKET IMPACT**  
Print consolidators could consolidate machines to focus on ink types that enable greater efficiency while providing a cost advantage. In most cases, a UV/resin (also known as latex) machine is able to replace several aqueous/eco-solvent/solvent machines while providing greater profit margins as UV/resin merits higher price per print and handles different types of solid/rigid surfaces (substrates).

Source: IDC Asia/Pacific's Future Enterprise Resiliency and Spending Survey, Wave 2 (March 2022)

**While priorities shift, businesses in ASEAN continue to rollout customer experience (CX) initiatives.** Advertising and marketing initiatives are #1 among such CX initiatives. Post-pandemic, print service providers/suppliers will need to cater to evolving and increasing demand for:

- |  |   |   |
|--|---|---|
| <p><b>HIGHER VALUE APPLICATIONS</b></p> <ul style="list-style-type: none"> <li>■ Print on foam boards/honeycomb boards</li> <li>■ Life size standees</li> <li>■ Print using white ink</li> </ul> | <p><b>OUTDOOR ADVERTISING</b></p> <ul style="list-style-type: none"> <li>■ Bunting, banners, and posters</li> <li>■ Refresh of freestanding billboards</li> <li>■ Pillar wrap and automobile advertising</li> </ul> | <p><b>INDOOR ADVERTISING</b></p> <ul style="list-style-type: none"> <li>■ POS displays</li> <li>■ Acrylic signage</li> <li>■ Backlit displays/signage</li> <li>■ Events/expo</li> </ul> |
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## Print Applications Beyond Advertising

### In a HOTEL

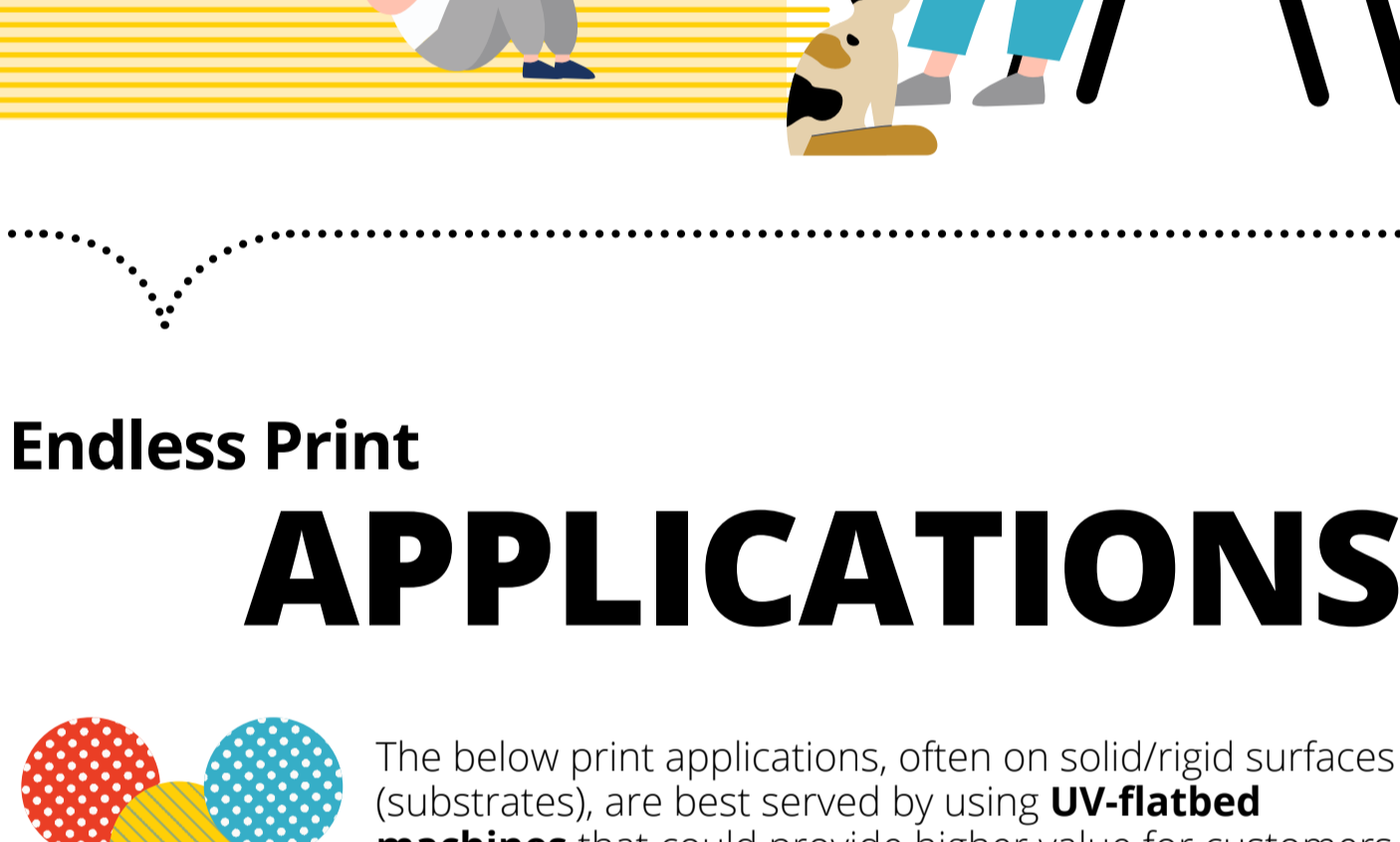
Modern hotels are increasingly adhering to all 3 top priorities of sustainability, resiliency, and efficiency. Hotels have significant printing needs and are often required to use different substrates to produce signages and decoration that can weather different environments and heavy use. Having access to a variety of print applications allows hotels to better customize themes and cater to a larger customer base.



- 1 Outdoor signage/billboards
- 2 Decoration (photobooks, large signage)
- 3 Indoor signboard/standees
- 4 Wedding hall/reception area signage
- 5 Wedding customization/personalization
- 6 Personalized gifts for guests
- 7 Room customization/personalization

### In a HOME

Families are increasingly looking to customize home décor to meet their personal preferences. Versatile digital print solutions offer homeowners a cost-effective way to customize items for their homes, including selected fabric chairs, cushions, and glass tables.



- 1 Printing on selected fabric/leather furniture
- 2 Backlit cabinets
- 3 Printing on glass
- 4 Wall/canvas paintings
- 5 Wooden furniture with customized design/prints

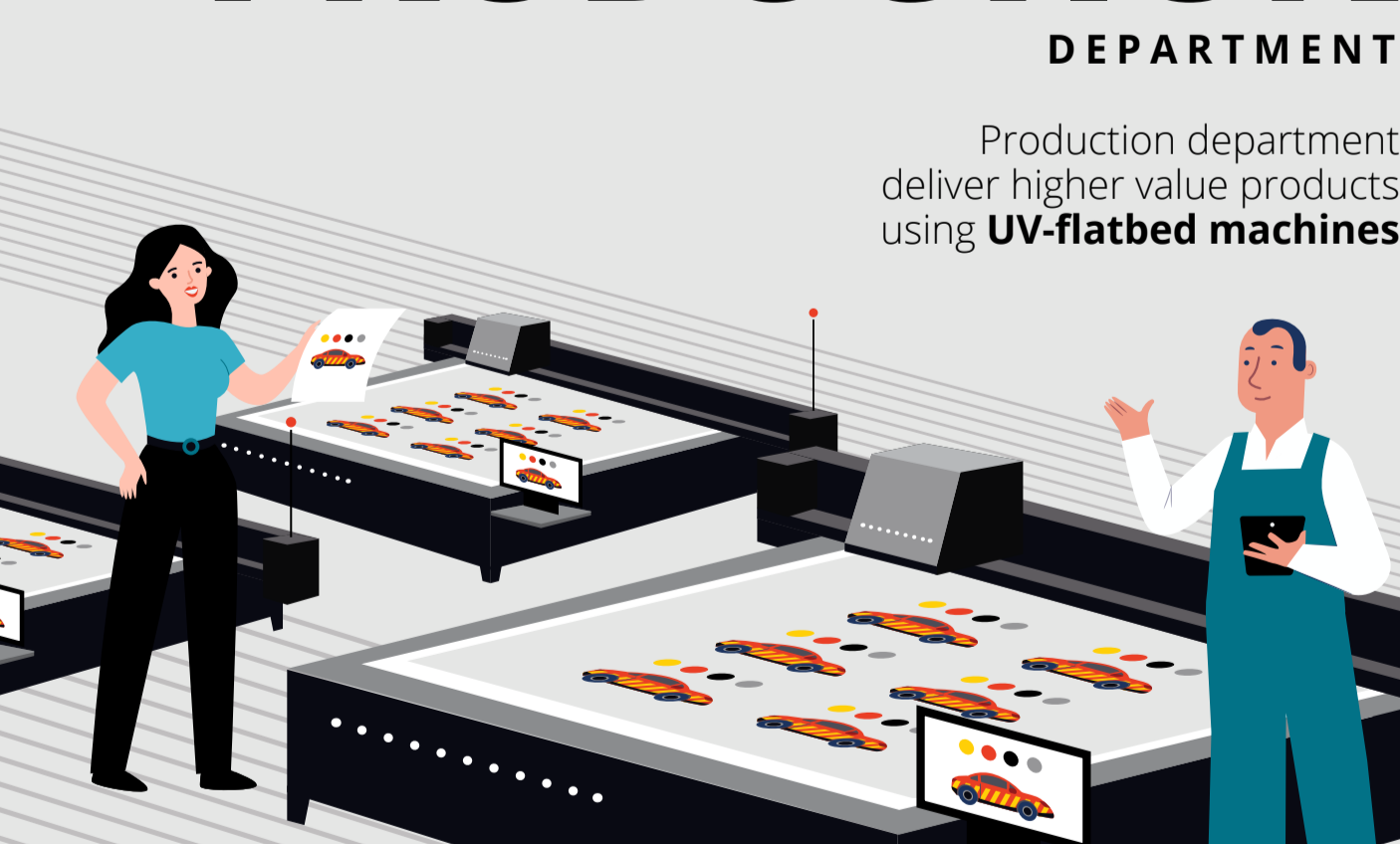
## Endless Print APPLICATIONS

The below print applications, often on solid/rigid surfaces (substrates), are best served by using **UV-flatbed machines** that could provide higher value for customers



## An Agile Manufacturing Environment from Design to Production Enabled by Digital Print

With the increasing shift of manufacturing toward ASEAN, agile companies that adopted digital printing solutions are set to benefit. Such companies are better optimized across the manufacturing process, from design to production.



Production department deliver higher value products using **UV-flatbed machines**

## Smart Print Factory of the Future

A commercial print environment needs to be able to print different applications as it functions as a trusted one-stop service provider/supplier.

### THE FUTURE

Print service providers should invest in new machines (e.g., UV-flatbed machines) to ensure long-term business growth.

**What a print service provider needs in the next 3 years**

- SUSTAINABILITY**
  - Higher energy savings
  - Less volatile organic compounds (VOC)
  - Environmentally friendly inks
- ONE-STOP 'TRUSTED' SUPPLIER**
  - Able to scale and meet customers' requirements with different requests
  - Shorter turnaround time/print on demand
- SMART PRINT FACTORY**
  - Cater for higher number of jobs with customization/personalization at lower individual print volumes
  - Options of white/clear ink for non signage/advertising use, ink that produces raised 3D/embossed effect
  - Media independent printing
  - Stable, proven technologies with strong technical support/services

