

Color Digital Printing in Packaging and Prime Labels: A Multi-Client Report

Report Fast Facts

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Abstract

To investigate the opportunity that packaging and prime labels present for color POD systems, InfoTrends has conducted an extensive study of color digital printing in packaging and prime labels, with the goal of understanding the status and prospect of production level color digital printing equipment in the packaging and label industry worldwide. For the purpose of this study, the term production level color digital refers to high-end narrow format color digital presses from HP Indigo, Xeikon, Agfa, Jetrion, and others that can operate for three shifts and are capable of printing at least 1 million labels or packaging units per month.

The study focuses on:

- (1) The young but established prime label application; and
- (2) The two most promising adjacent applications, folding cartons and flexible packaging.

In addition, the study has a secondary focus on a separate category of color digital printers that includes wide format inkjet devices that are used by converters and others to print prototypes and very short runs of labels and packaging.

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