

Meet the Team

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Color Digital Label and Packaging Consulting Service

The global packaging industry is still in the beginning stages of adopting color digital printing as a key tool, a change that is creating major opportunities for converters and print service providers. Two overarching factors are combining to pull color digital upwards in the packaging industry:

The improving and expanding digital color print technologies that are available

- Color electrophotographic printers for prime labels now have more than ten years of history in the converting world, and the latest generation of devices is more capable than ever. At the same time, color inkjet printers based on piezoelectric technology are now a young but commercially viable option, one that will soon burst forward as a key digital stakeholder in the packaging world.

The ever increasing need of manufacturers for timely, economic shortrun printing of packaging for consumer goods

- Manufacturers of consumer goods are increasing their orders to label and packaging converters for short runs to meet particular marketing needs.

To meet the information needs of converters and printing companies interested in this changing market, InfoTrends offers its **Color Digital Label & Packaging (CDLP) Consulting Service**. The CDLP Consulting Service can help your business by providing:

- Up-to-date market information
- Incisive published analysis of market trends and developments
- Access to analysts with a deep level of market understanding and a network of industry relationships
- Research and forecast data to back up our analysis

Recently Completed Deliverables:

Color Digital Label and Packaging Presses: Market Forecast, 2014-2019

U.S. Printing, Publishing, and Packaging Market Size and Outlook: 2013-2018

Drivers for Digital Workflows for Packaging

HP PageWide Web Press T1100S

Road Map 2016: Color Digital Label and Packaging



The **Color Digital Label and Packaging Consulting Service** provides clients with a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants can help you grow your business by providing you with insights that are geared to your specific challenges and goals.

Additional Services

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price.

Training: InfoTrends' training programs cater to sales and work forces of all sizes. Our programs deliver consistent training throughout the organization and provide staff with the foundation to achieve success and develop new business opportunities. Training is available online through Webinars and e-learning programs as well as in person with our on-site training classes.

Reports: In addition to reports included as part of your subscription, you may also choose from a wide selection of forecasts, research reports, and strategic analysis on key industry trends and developments published by our other services.

Getting Started

To learn more about the **Color Digital Label and Packaging Consulting Service**, please contact a sales representative today:

Headquarters

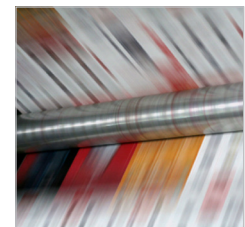
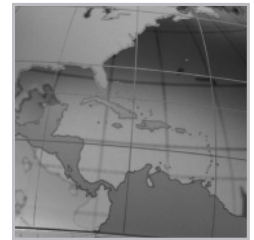
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InfoTrends is the leading worldwide market research and strategic consulting firm for the imaging, document solutions, production print, and digital media industries. We provide insights and advice to help clients understand market trends, identify opportunities, and grow their business. Additional information about InfoTrends is available on the Web at www.infotrends.com.