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## *Jetting Technology Opportunities Consulting Service*

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The traditional inkjet industry has undergone significant changes in the recent past, including further consolidation, continued price and margin erosion, and the proliferation of aftermarket participants. While brand loyalty has waned and inkjet technology is viewed virtually as a commodity rather than a high-tech purchase, there are positive indicators that point to potentially significant growth opportunities.

Inkjet is now seen as a reliable, operator-friendly technology. Improved print quality, increased image area, and enhanced ink performance have expanded the breadth and depth of applications being penetrated. Nevertheless, it is the increasing demand for high quality, quick turnaround, and low volume that is creating a high growth opportunity for printing technologies that facilitate the generation of unique on-demand products.

With increased customization, there is a growing need for systems that control production lines by managing and tracking production data. This data is to be applied to products at various points in the production processes, leading to more widespread use of inkjet devices. Non-traditional OEMs, systems integrators, and production equipment suppliers are prepared to use inkjet systems and controls as a value-add sales opportunity in ways they never have before.

In addition, the non-impact solution is well-suited to retrofit installations on existing lines. The digital capability of inkjet technology suits the need to vary text, graphics, barcodes, and colors relatively easily, but it is also well-suited to systems installations that require varied data control, multiple imaging stations, and production workflow integration.

InfoTrends' **Jetting Technology Opportunities Consulting Service** provides up to date information on the emerging markets in the inkjet industry.

Ink-based jetting is quickly moving from direct mail, personalization, and wide format applications into the long-predicted textile, packaging, and ceramics markets. Edible inks are showing up on various food and confectionary products. In addition, the use of jetting technologies to precisely place minute quantities of non-ink fluids is creating new potential in various areas, including pharmaceutical, electronics, and bio-medical applications.

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## *The Jetting Technology Opportunities*

*Consulting Service offers 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 geared to your specific challenges and goals.*

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The information provided by the JTO Consulting Service will answer the key questions for consideration when pursuing these opportunities, including:

- What are the main drivers creating the demand for inkjet?
- What applications are a good fit for inkjet?
- What are the imaging requirements for those applications?
- What are the ink requirements for the substrates to be imaged?
- What are the typical operating environments where these applications will be carried out?
- What are the channels to be considered in this market?
- Who are the key players that will have an advantage in capturing this opportunity?

InfoTrends' **Jetting Technology Opportunities Consulting Service** recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the document outsourcing marketplace. We offer different solutions to fit every company's specific needs. Examples of the ways in which our team can help include:

**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:** We conduct comprehensive primary research studies focused 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.

**Advisory Services:** InfoTrends provides ongoing advisory programs that foster industry growth, optimize business processes, improve market and product positioning, and help increase profitability.

**Publications:** Choose from a wide selection of forecasts, research reports, strategic analysis, and news on key industry trends and developments.

**Getting Started:** Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a representative today!



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