



DIGITAL PRINTING

## AGILITY FOR PACKAGING - THE BENEFITS OF DIGITAL PRINTING

### Design Flexibility

- Printing options that go beyond the capabilities of flexo and roto such as variable content and hyper-customization.
- Custom codes for gaming and personalization.
- Reduced risk to experiment with new designs and packaging formats.

### Product Flexibility

- More timely and relevant product offerings.
- Packaging for seasonal/calendar/event-based promotions and limited editions.
- Packaging for heat seal or cold seal applications

### Inventory Flexibility

- Order sizes that fit product demand.
- Order sizes that fit marketing campaigns.
- No investment in printing plates or engraved cylinders.
- Reduction of obsolete inventory.

## HOW CAN PRINTPACK'S DIGITAL PRINTING BENEFIT YOUR BUSINESS?

- Reducing time to market can be accomplished by quickly changing art files and using proven substrates for digital packaging. The process results in shorter graphics and material lead times.
- Promotions and seasonality can be enhanced with variable content, allowing brand messages or images to be pulled from a database. This can be done randomly and/or with fixed quantities for custom distribution and merchandising.
- Customization can be accomplished through unique art, messages, and pictures for consumer hyper-customization. Customization tools can also be used in combination with brand graphics or with variable content.
- Packaging can be supplied by one vendor as business grows.



Packaging innovation plays a critical role in influencing the way consumers value, choose, and use products.

Design flexibility is at your fingertips. Speak to each consumer with hyper-customized packaging produced using Printpack's digital printing capabilities.

## GO LOCAL



## MAKE IT PERSONAL



## STAY FLEXIBLE



Contact a Printpack representative regarding your specific packaging application.



2800 Overlook Parkway, Atlanta, GA 30339  
 800-451-9985 | info@printpack.com  
 printpack.com