

HP Indigo Folding Carton

The box of today will be nothing
like the box of tomorrow



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Folding Carton & Specialty Print Application

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30+ year veteran of the Printing and Packaging Industry. Have been with HP Indigo for over 7 years working on the packaging team the entire time. Previous rolls include offset press operations, sales and sales management for leading Printing and Folding Carton manufacturers.

Harold works directly with the HP sales team in support of sales efforts, customer business needs to include print as well as finishing applications. I've been an instructor for the Paperboard Packaging Council "PPC" folding carton bootcamp for over 10 years now. In my role I've provided basic introduction to die cutting and now introduction to digital print classes.

Military veteran served 4 years active duty in the US Army and 8 years in the US Army National Guard and Army Reserves as an Infantry Non-Commissioned Officer. Duty stations included stateside & Europe and attended numerous Army leadership and professional development training courses during his military career.

The box of today is nothing like the box of tomorrow

Drivers that are changing the future of Folding Cartons



A new age is unfolding

Real time marketing are bombarding consumers with more and more information, exposing them to ever changing trends and values



Consumer appetites are changing

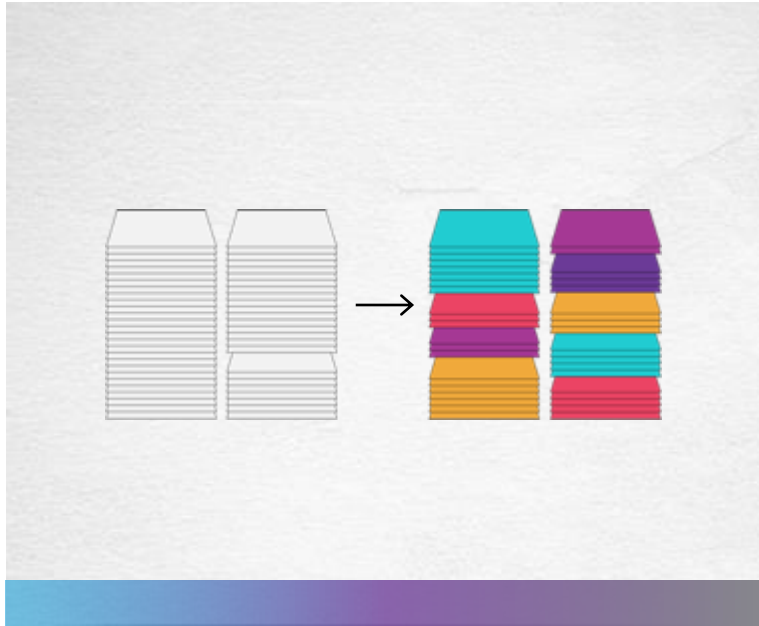
Consumers change preferences quickly as they look for brands that they can engage and share the same values



Brands are adapting

Brands in turn are looking to satisfy consumers by offering greater variety of products and versions.

Converters that supply the new needs of brands will lead the pack



From long to short

Manage increasing number of shortening jobs



From weeks to days

Reduce turnaround time



From standard to value added

Change static jobs to enhanced ones

Trends that are driving **changes** in this market



Personalization

70% of shoppers are willing to pay at least 10% more for personalized products. The market for personalized items by 2021 is expected to grow to \$151B -up 55% from 2016

Source: Exploring Personalization, Sparks Honey, Sep. 2018



Multi-SKU's & short lifecycles

"Fast fashion" is a term for a trend to describe how retailers bring new fashion lines from a seasonal to a weekly basis. Product lifecycles are decreasing significantly from year to year



Sustainability

Sustainability is becoming critical for all parties involved. 82%* of converters have goals to reduce waste of printed materials



Rise of small brands

Small brands are looking to play like big brands, and big brands want to act small, fast and agile

Source: MCS DIGITAL PRINTING FOR PACKAGING Survey, April, 2018, IDC



Global trends are driving **changes** in this market



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Personalization



Mondelēz, one of the largest snack companies in the world wanted to step ahead their competition and lead the future of snacking.

They wanted to engage with consumers and allow them to personalize the box of the well-known **Toblerone** and be able to deliver them in an extremely short time (24/48 hours from purchase)

FP Mercure, specializing in manufacturing folding boxes for short and medium runs, were chosen as the service provider by Mondelēz to personalize deliver the solution.



Click here [➤](#)



Personalization



Paperboard Packaging Council Digital Packaging of the year 2020

M&M's Mars for the NFL

- With Indigo Digital Print technology M&M Mars created an interactive serialized carton design that was a huge hit with the Green Bay Packers fans.
- The sleeves for the sliding tray boxes were updated weekly with current game scores and stats.
- With most games on Sunday, that meant new stats had to be loaded and boxes converted then shipped for retail sales on Wednesday.
- If that isn't impressive enough, Westrock also implemented augmented reality technology that let the fans collect stickers, take selfies with M&Ms characters, and unlock exclusive content each week.
- This was only possible with digital printing.



Global trends are driving **changes** in this market



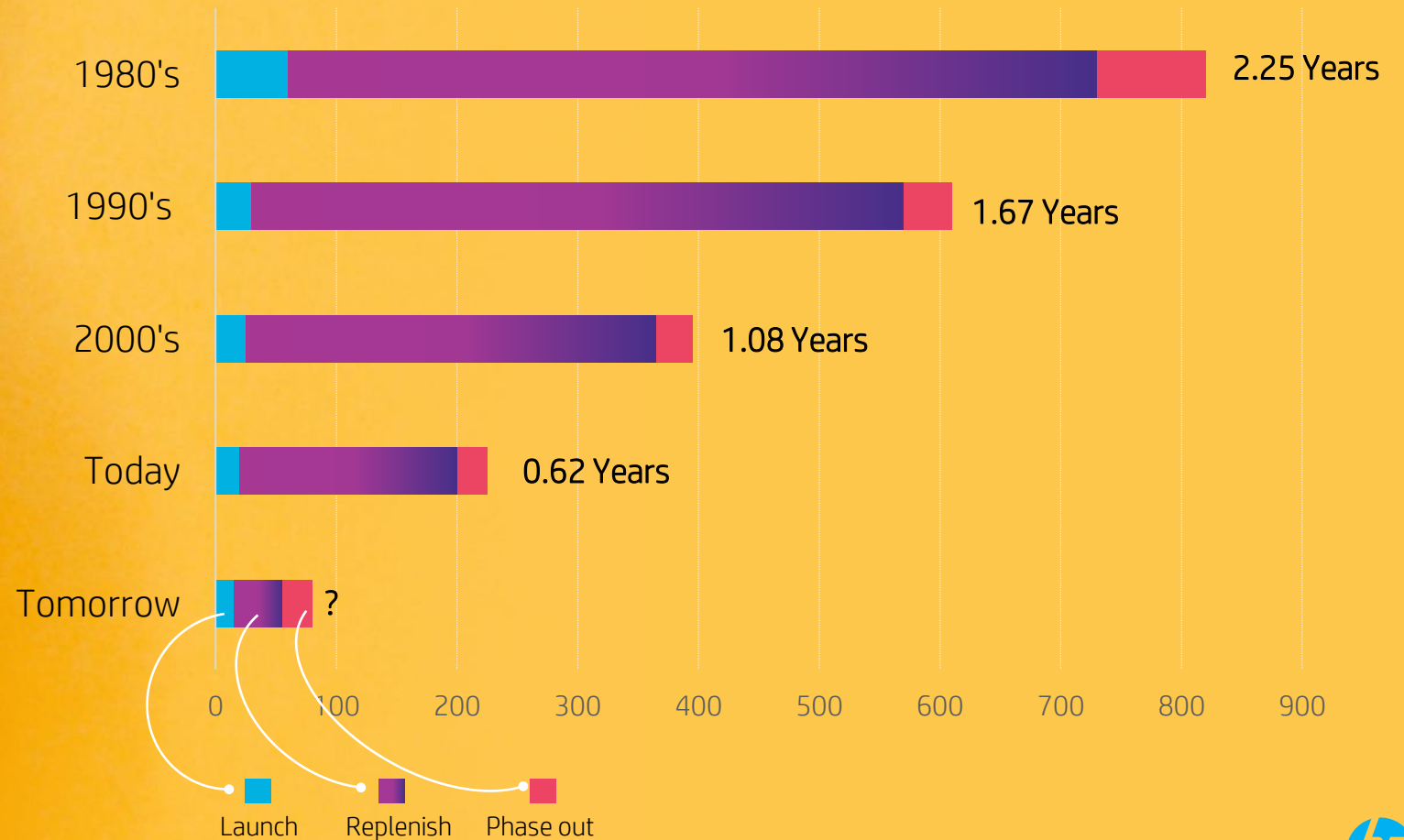
Multi-SKU's & short lifecycles

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Product lifecycles are decreasing significantly from year to year



Product lifecycles are shortening time to market is more critical



Global trends are driving changes in this market

Multi-SKU's & short lifecycles

Boutwell Owens & Champion Labs
Fram & STP Oil & Air Filter

The Challenge:

Champion Labs has over 2500 SKU's just in the air filter product line

The Strategy:

Move all short run SKU's over to Boutwell Owens HP Indigo 30000

The Results:

Champion Labs has seen a reduction of about \$750k / Year in Inventory Costs and a reduction Of over \$500k / Year in Package Obsolescence Costs, along with other benefits of Indigo technology reduced lead times and provided consistent quality.



Global trends are driving **changes** in this market
Multi-SKU's & short lifecycles



Global trends are driving changes in this market

Multi-SKU's & short lifecycles



Global trends are driving **changes** in this market



Sustainability

Sustainability is becoming critical for all parties involved.
82%* of converters have goals to reduce waste of printed materials

Sustainability is not a trend, it's a requirement

Brands are taking advantage and using Indigo technology to create improve their environmental score card



Brands

Most brands already declared that by the year of 2025, they will use recyclable or compostable packaging



Consumer

75%* Millennials & Gen Z's will only engage with brands that protect the earth



Converters

82%* of converters have goals to reduce waste of printed materials



Government

Due to the wide nature of sustainability goals, governments and regulators often have a role in creating and enforcing targets/regulations to minimize impact on the environment

Companies are founded specifically for the purpose of Sustainability Transformation



Creating sustainable packaging solutions,

No time to waste

Transcend is a company that places sustainability and the three Rs of Sustainability: Reduce, Reuse, Recycle to the fore. The paper aspect is important. Tons of packaging waste is created due to redundant or unused stock. Digital printing allows brands to order what they need, when they need it, significantly reducing waste. Print on demand gives ability not to waste product.

Traditional printing methods gave them 8-12% of wastage on a typical print run, their HP Indigo presses reduces that down to nearly zero.



Global trends are driving **changes** in this market



Rise of small brands

Small brands are looking to play like big brands, and big brands want to act small, fast and agile

Craft brands are disrupting global CPG domination

Small brands are looking to play like big brands
and big brands want to come back to the advantages of small and fast

Small is the new big

“The buzz around small and specialty is very real, and likely will be the driver of future industry growth”.

Neil Stern, Forbes



Big need to develop new muscle

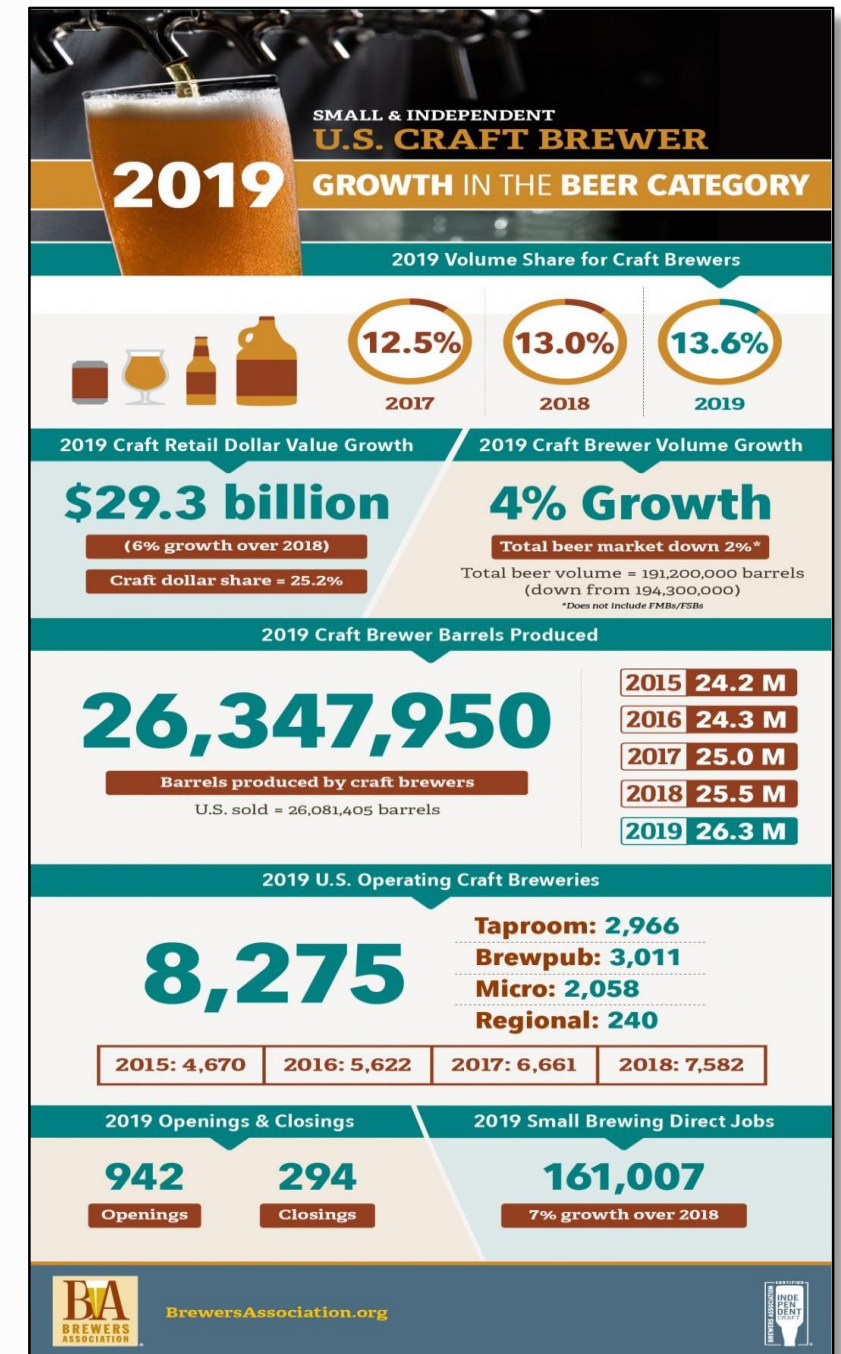
I've been living in this cozy world of old brands and big volumes.

We bought brands that we thought could last forever, and borrowed cheap money to do so. You could just focus on being very efficient... All of a sudden **we are being disrupted.**

Jorge Paulo Lemann

Chairman of 3G Holdings, owners of ABInBev, Kraft Heinz and Burger King

Rise of small Craft brands



Small brands are looking to play like big brands



Jim Brown

National Sales Manager

Boutwell Owens

Duxbury Saltworks was in need of high-quality cartons to package their small batch hand made products for their entry into the retail arena.

Their concern was the typical high unit costs associated with running small test market quantities, not to mention one time tooling charges, ie prep, plates and cutting dies.

Boutwell's digital workflow to the rescue! Printed on our HP30000 Digital Press and Laser Cut and Creased on our Highcon Beam Press there is no need for tooling. Boutwell produced these great looking packages in record time for the Holidays.



Rise of small brands

Harry's is an American company that manufactures and sells shaving equipment and men's personal care products via online and retail channels.

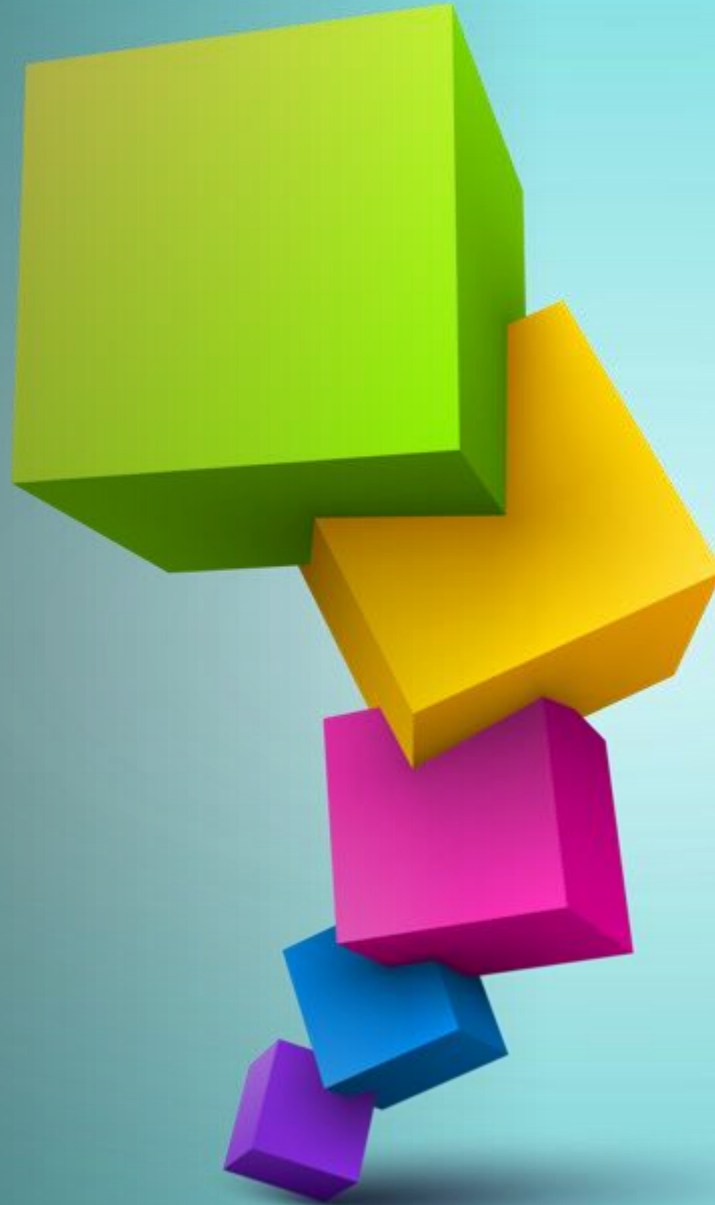
The company is known for their subscription service where customers receive new razor blades, shaving cream, and other grooming products by mail.

Harry's generated \$269.1 million in 2018 online sales, which is a 38% increase over 2017 web sales of \$195.0 million, according to Internet Retailer estimates.

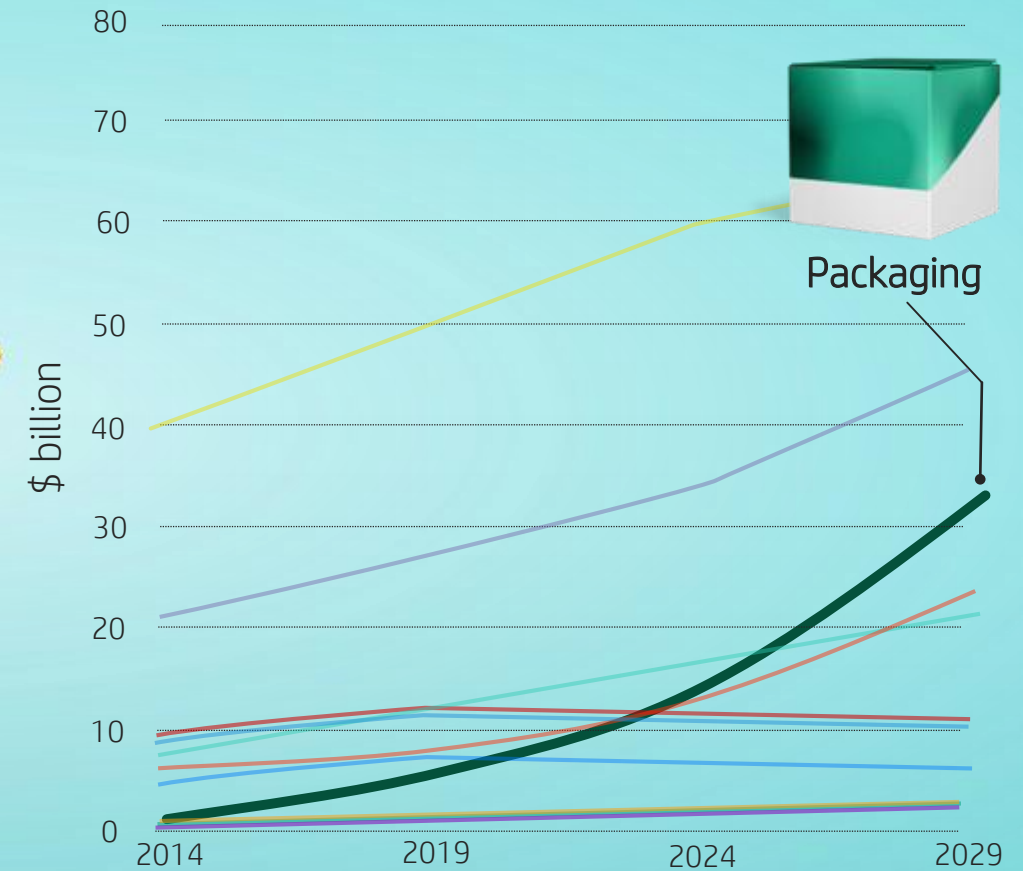


Packaging will experience the biggest growth in digital print

Growing from \$6.3B in 2019 to \$32.5B in 2029



Global digital printing and printed packaging markets, 2014–29 (\$ billions)



HP Indigo Folding Carton Portfolio

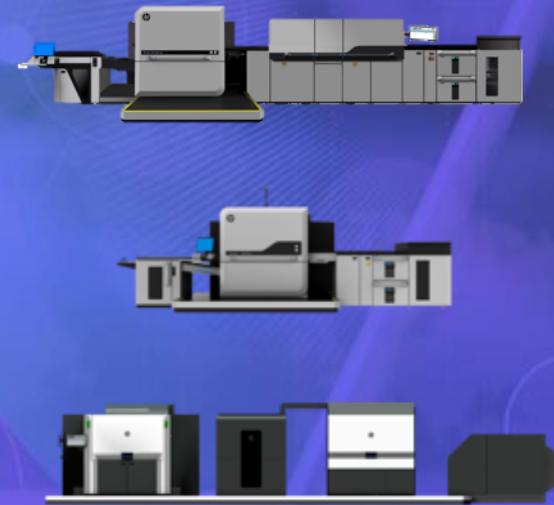
HP Indigo allows you to build new businesses that complement existing analogue production

Offset:



Long jobs | Static jobs

Indigo Digital:



Short jobs | Variable data jobs

Folding Cartons press portfolio

Each press uniquely positioned for folding carton production

HP Indigo 12000/15K



On-Ramp to
Folding Carton

Folding Carton converters and Commercial printers diversify by adding entry-level, carton board digital print capabilities. (includes factory pre-installed value pack)

HP Indigo 35K



Folding Carton
production press

Gain on high growth business with the step-function B2 press for high value short-run Folding Carton

Progressive and uncompromising innovation !



This field proven B2 digital press, with the step-function innovations, is your gateway to join the digital folding carton revolution.



HP Indigo 35K specs and components



Sheet size:

Max: 750 x 530 mm | 29.92" x 20.87"
Min: 510 x 297 mm | 20.08" x 11.69"



Media range:

Paperboards (white and colored),
metalized and synthetic (PVC, PP, PET)



Media thickness:

250-600mic | 10-24pt
150-250mic | 6-10pt (pre-primed paper)



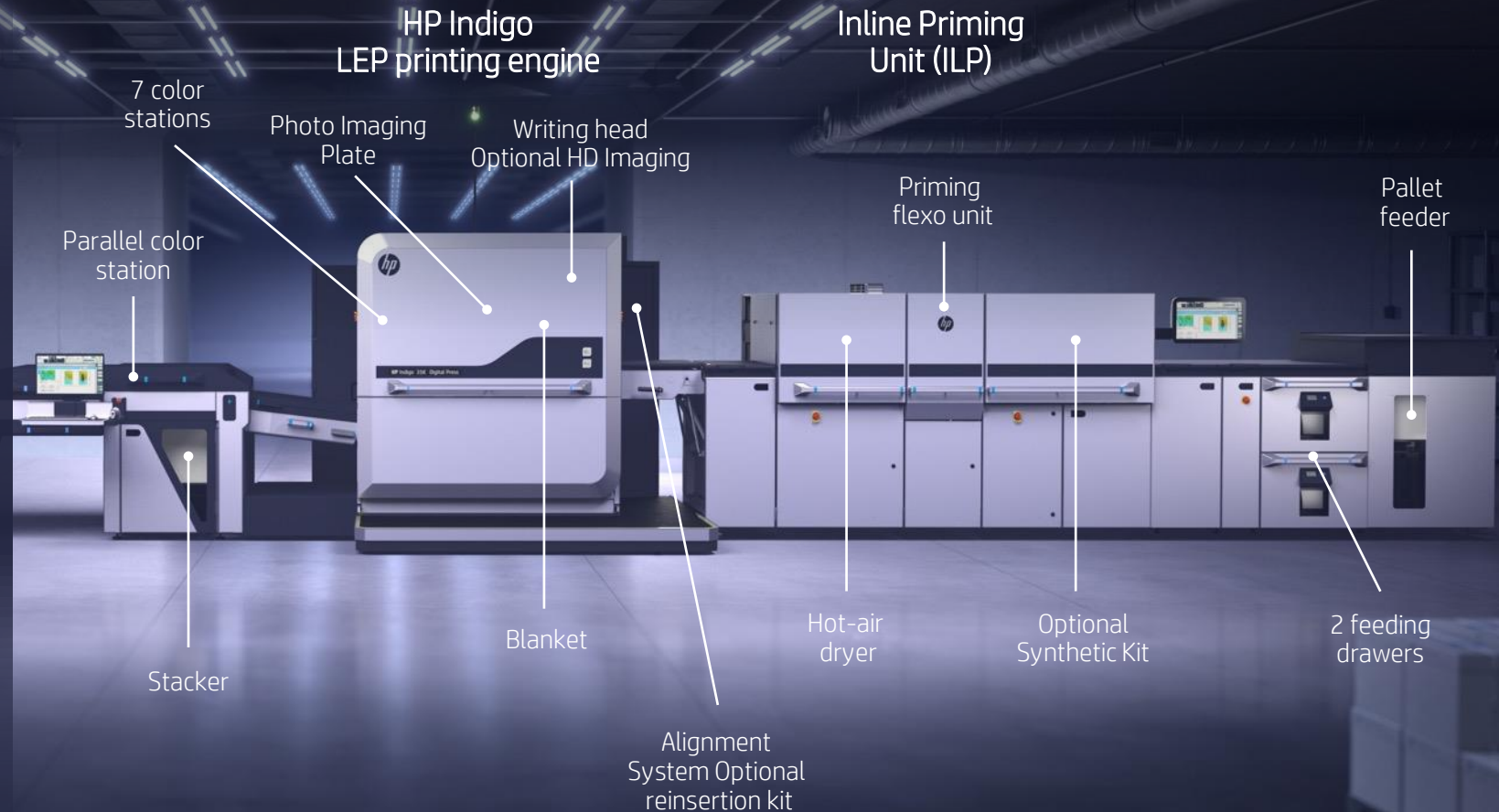
Available colors:

CMYK-OVG-Spot for 97% of pantone
Premium White, UV Yellow, Taggant & more

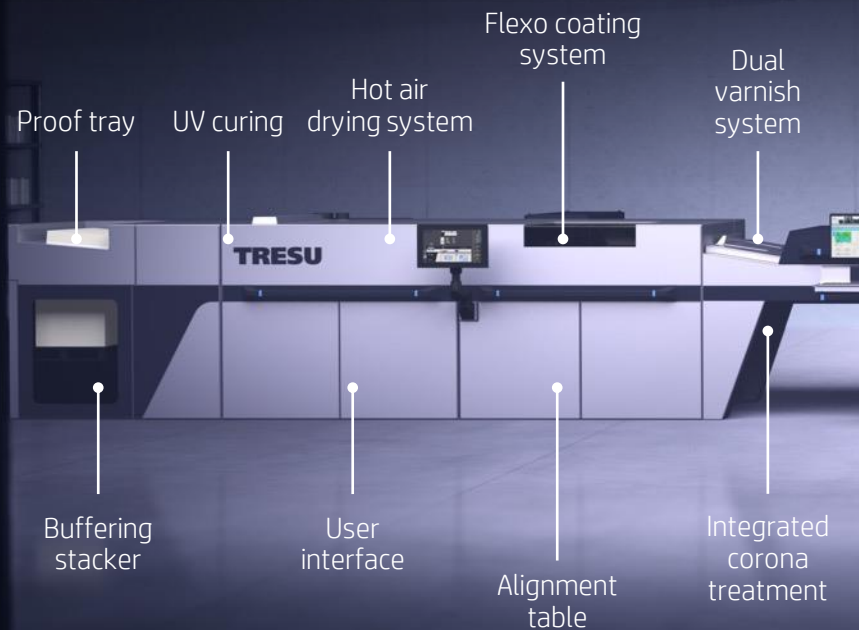


Printing speed:

3,450 sheets/hour in 4 color mode
4,600 sheets/hour in Enhanced
Productivity Mode (EPM)



Tresu iCoat 30000 spec. and components



Sheet size:

Max: 750 x 530 mm | 29.92"x 20.87"

Min: 510 x 297 mm | 20.08"x 11.69"



Coating method:

Full surface and selective coating

High accuracy registration: $\pm 200\mu$



Media thickness:

150-600mic | 6-24pt.



Varnish Type:

UV and WB including blister



Max speed:

4600 sheets/hour

Near line mode capability

Increase value with brand protection

From long to short jobs

Fine printed security features

Now even sharper with HD Imaging and Fine Line RIP



Microtext

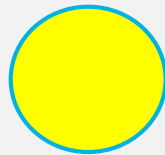


Complex security designs

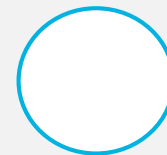


Mini QR codes and Micro Data Matrix

High security inks



Invisible/
UV-visible Yellow



Taggant inks

”

“Using the fine HP Indigo microtext with the power of variable data and digital print is earning us new business opportunities with leading pharma brands”

- Craig Curren
VP of sales, Nosco

Endless new opportunities on PrintOS^x marketplace

Your innovation how-to-guide



Growth

Always be up-to-date with the latest market trends and business opportunities

Dozens of presentations and studies are available on the **Growth** section on PrintOS^x marketplace. Learn what's new and decide what to focus on. Use the materials to educate and inspire your customers

Included
in service

Ideas

Search, download, customize and print. It's that easy

Hundreds of print samples and open artwork files that you can customize and pitch to your customers, today. All free-of-charge and ready to use

Included
in service

Software Tools

The App Store that helps you win

A growing number of software tools – apps, licenses and connectors – are available on Marketplace to help you deliver your new print applications

One-time
Fee
Subscription Based

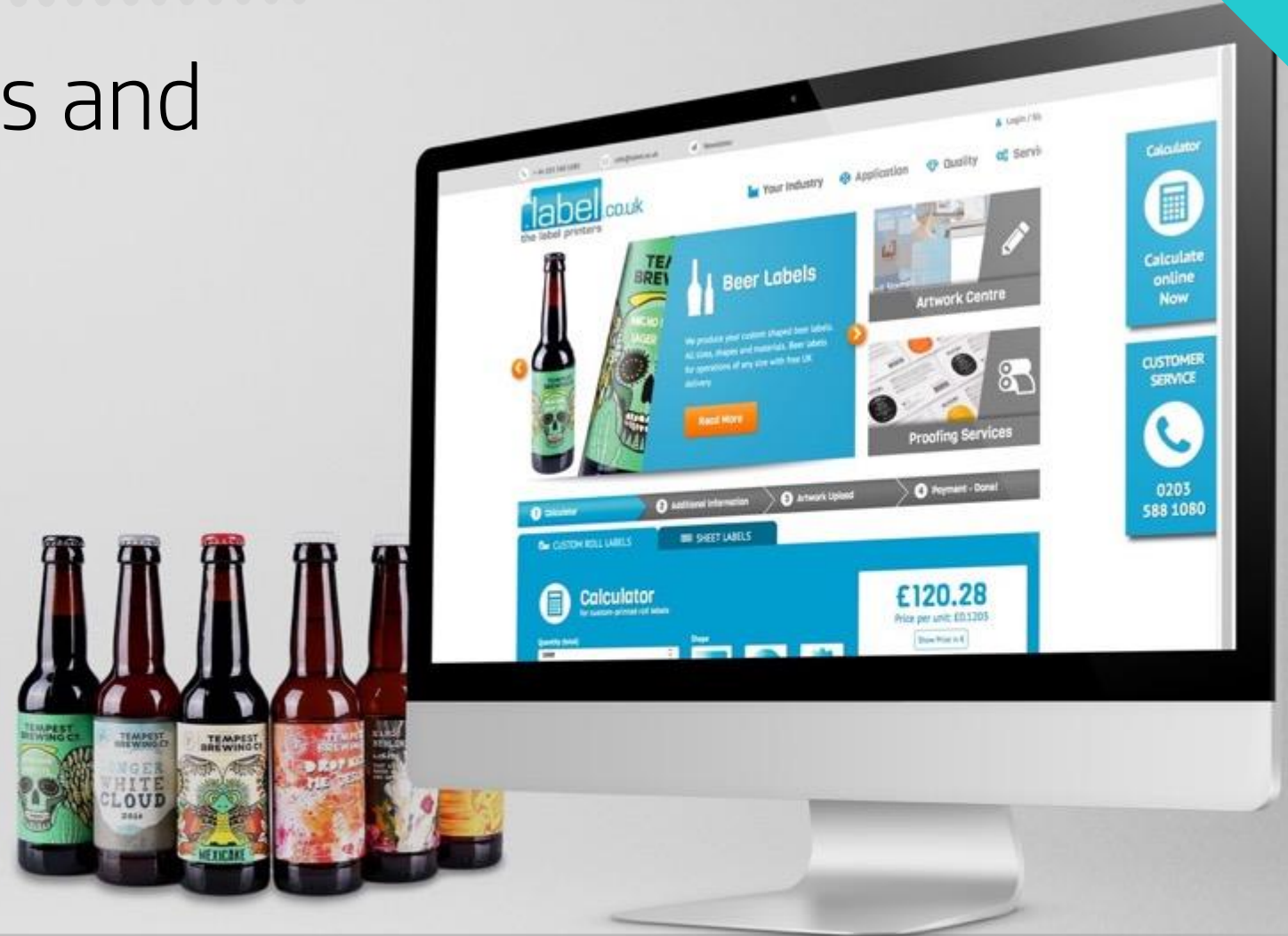


NEW

Capture new business and increase efficiency with Web2Pack

Customized storefronts with HP workflow partners

- Reach a growing and profitable base of small and medium brands
- Make repeat orders easy: gain efficiencies by minimize touch points
- Free existing resources to manage high volume customers



Attract new small brands



Web ordering by existing brands



B2C | Personalization





Thank You