

PACKAGING THAT POPS

Flexible substrates and stunning quality wins new business



In today's competitive market, great presentation builds great brands. And the first tangible asset any brand has is packaging. As once-unique features become commonplace, the need for short-run flexible packaging is on the rise.

Produced by digital packaging converters, flexible packaging is easier to ship and distribute, and it can protect and extend product shelflife.

Digital opens doors

The digital label and packaging market is expected to grow from \$1.95 billion in 2009 to \$4.05 billion in 2014, according to InfoTrends' March 2010 report, "Digital Color Printing in Packaging: The Ecosystem." And flexible packaging can position digital converters to stake their claim.

"We see the ability to offer high-quality flexible packaging as a major advancement for the CPC market," says Kathy Popovich, director of marketing for Innovative Labeling Solutions (ILS). ILS uses an HP Indigo digital press in combination with the AB Graphic Digilam to provide turnkey flexible packaging solutions for virtually every segment.

Brand owners rely heavily on consumer trial to build awareness around new formulations and SKUs, so being able to deploy a robust program is a must. With HP Indigo digital technology, digital converters can deliver high-quality packaging that can meet these needs better than conventional printing methods.

Investing in HP Indigo

Packaging converters can add flexible packaging to their offerings, and win new business, using one of HP's end-to-end digital printing solutions, including the HP Indigo WS6000 Digital Press. Already in use at facilities around the world, HP Indigo digital presses can print on a wide variety of flexible packaging films and other substrates.

Delivering packaging that pops on store shelves, HP Indigo digital presses replicate PANTONE® Colors and special brand-specific hues. Eric Knop, director of business development for ILS, explains, "HP Indigo technology provides us with the print quality of gravure, without the minimum order quantities, lead time or setup waste and costs."

And the HP Indigo WS6000 prints at speeds up to 98 feet per minute in 4-color mode, getting packaged products to market faster than traditional processes. HP SmartStream workflow solutions offer a special Labels and Packaging module for increased productivity from start to finish.

Winning business

By offering more—stand-up pouches, three-side seal bags and mock-ups—packaging converters can really grow business. Knop says that so far, ILS' new flexible packaging services have been incredibly well-received, both by current and potential customers.

"Impact at shelf is paramount for today's brands, whether they are private label or a worldwide brand," adds Popovich. "The versatility that HP Indigo digital presses offer in terms of graphic flexibility, print quality and speed-to-market is critical to success in this new consumer landscape. We're excited to be one of the first to deliver it."

Find out more at www.hp.com/go/packaging.