

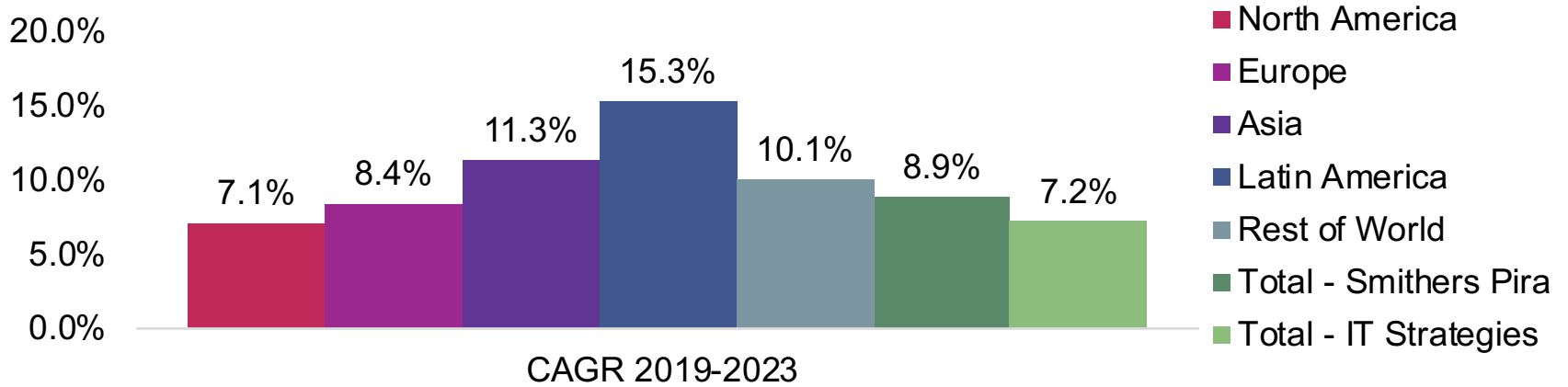


6 Sensible Steps for Diversifying your Inkjet Book of Business

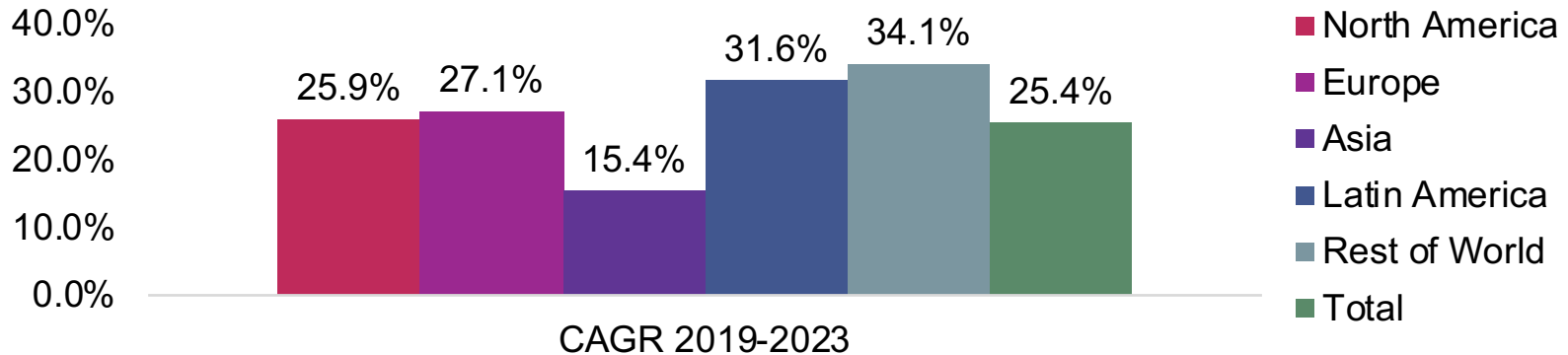
Mary K. Schilling, Partner
Inkjet Insight

Inkjet Market Progression What's New?

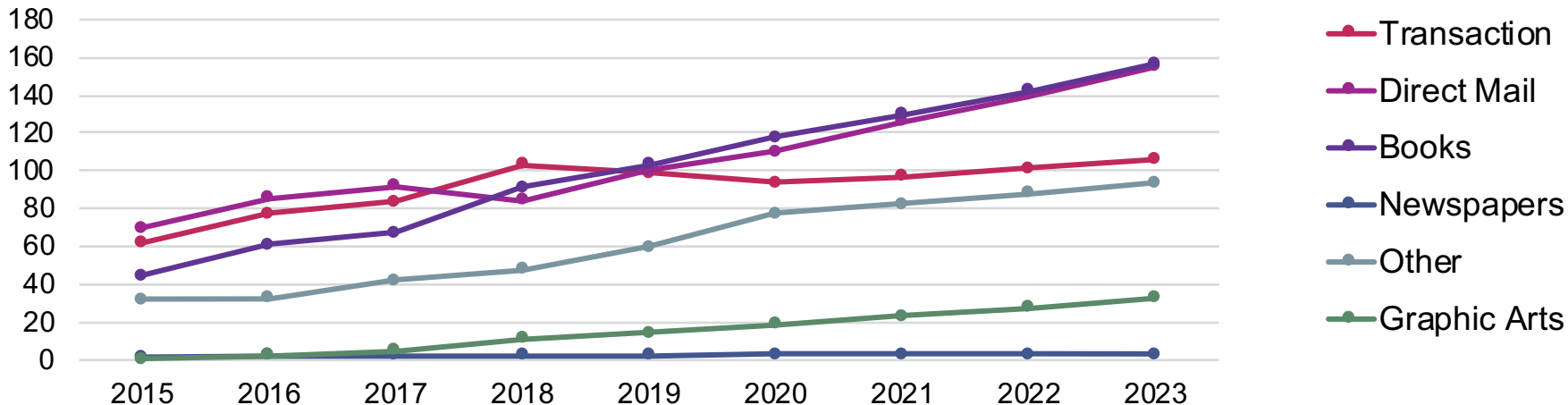
Installed Base, Continuous Feed



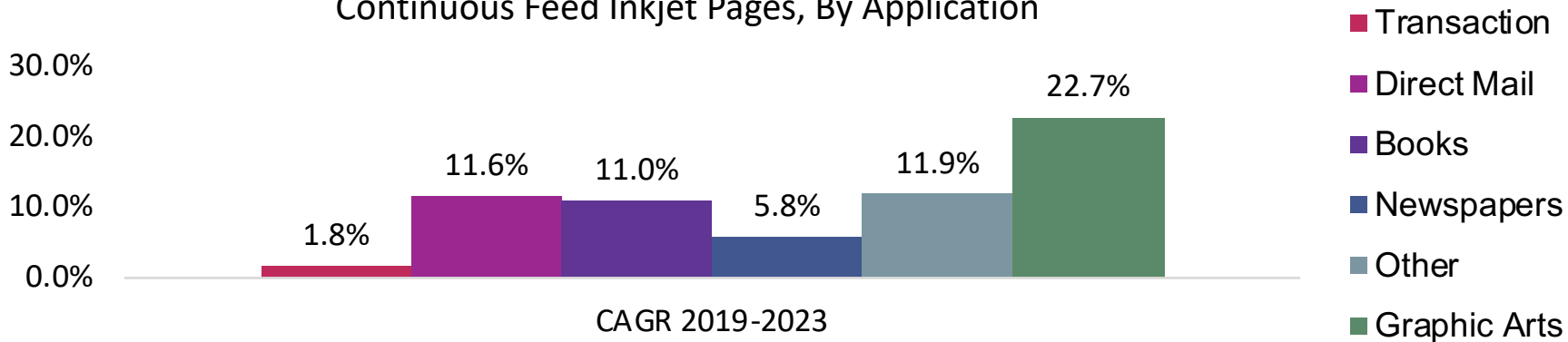
Installed Base, Sheetfed



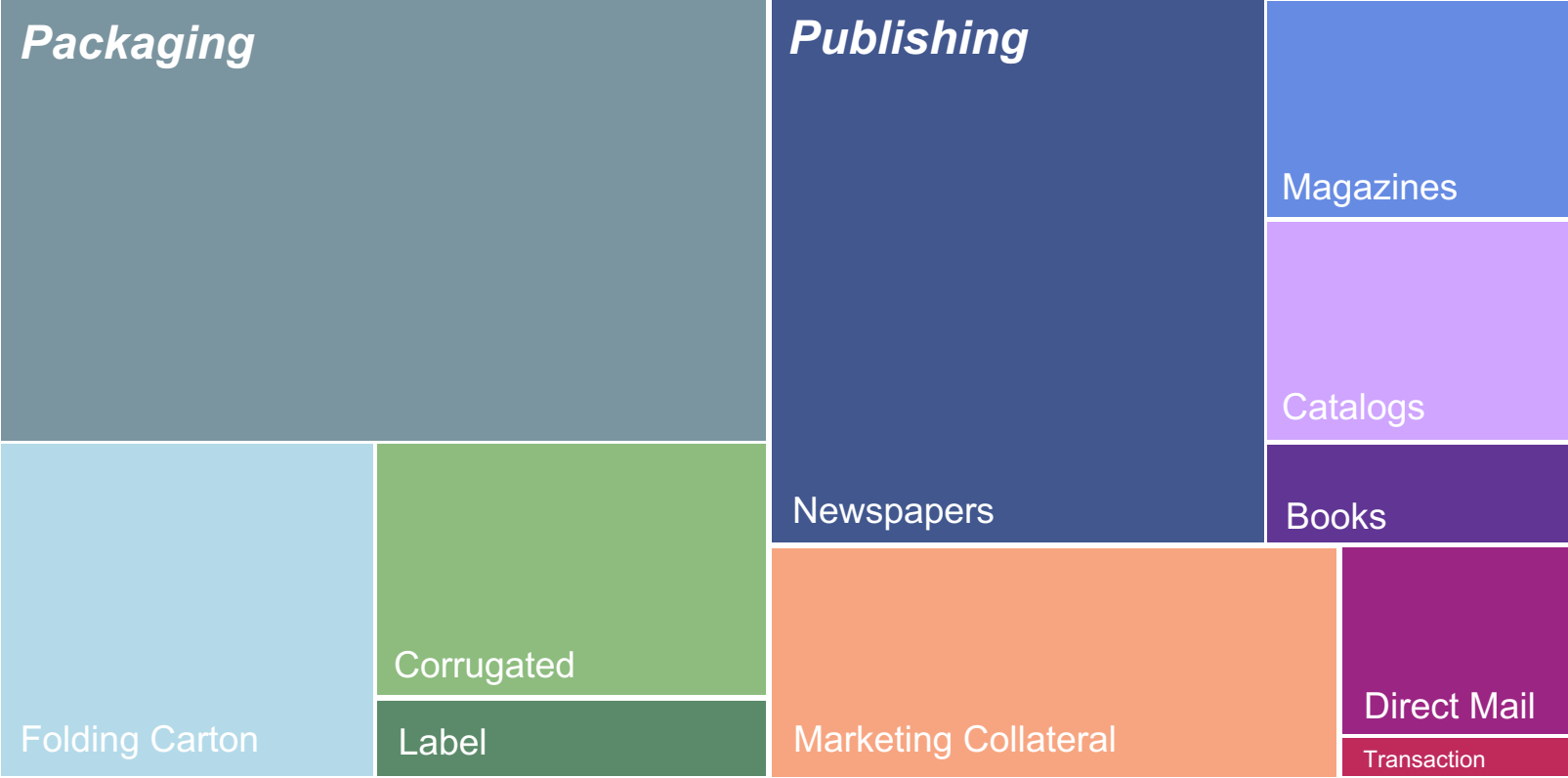
Continuous Feed Inkjet Pages (in billions), By Application



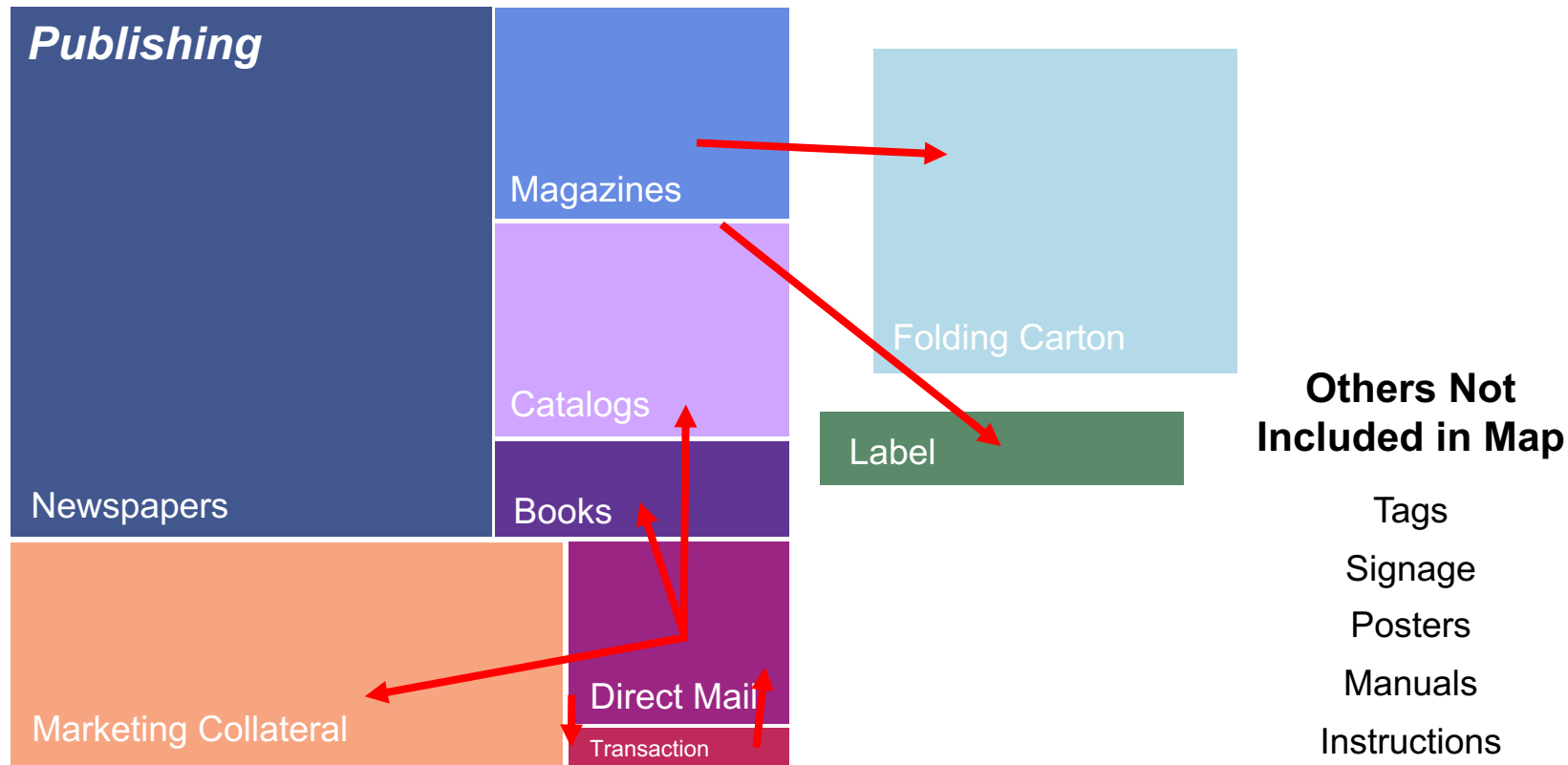
Continuous Feed Inkjet Pages, By Application



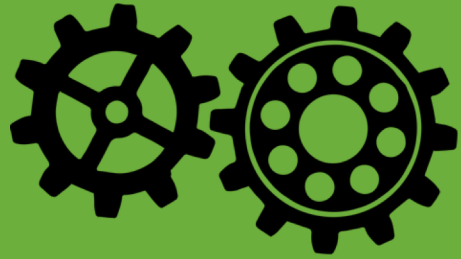
Growing Inkjet Markets



What Markets Make Sense



6 Sensible Steps for Diversifying Your Inkjet Book of Business



Take a Hard Look at All Capabilities



Do we have the capabilities needed?

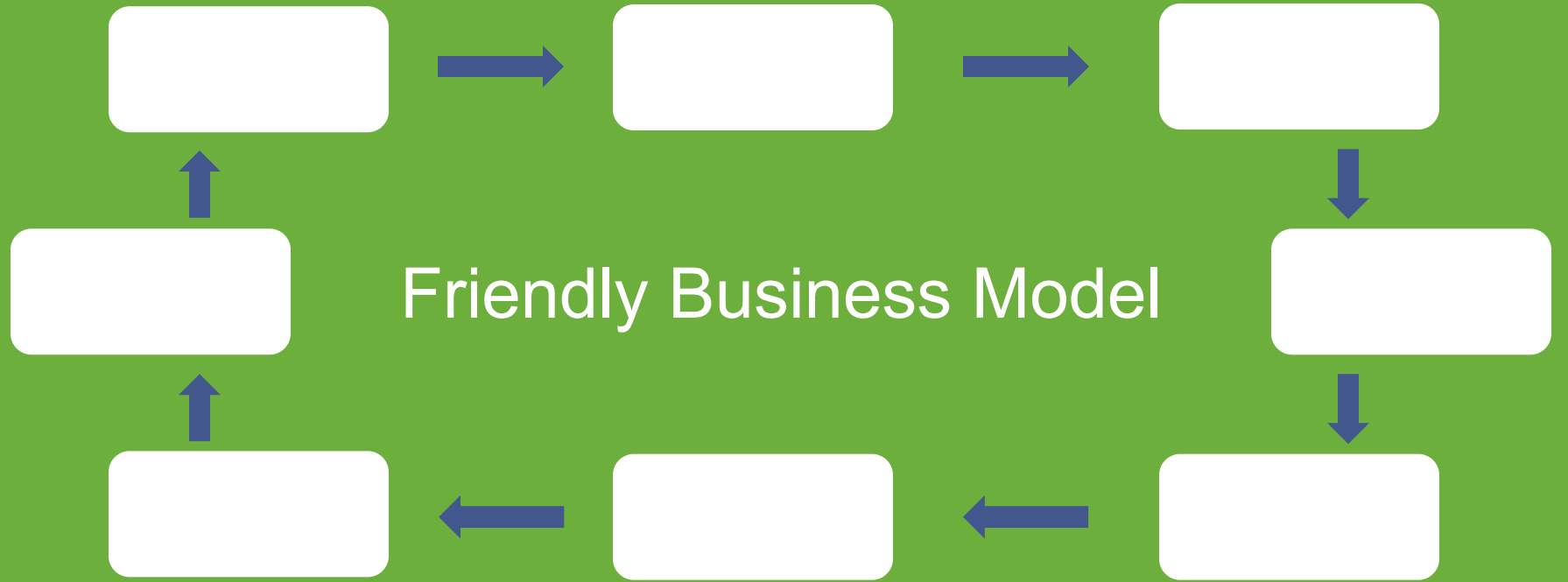
What Do We Have To Sell in This Market?

Have we talked to the market to fully understand their requirements?

Do we know each market has different print quality and color expectations?

Can we satisfy their need for media, quality, coverage, size, coatings, binding, die cutting, finishing, mailing?

Are Investments Required?



Do we have a friendly/robust workflow?

Do We Have The Infrastructure For This Market?

Do we have a streamlined workflow which does not require hand holding?

Can we handle large file sizes and data management?

Is our staff well versed in different applications, file formats, pre-flighting?

Do our designers and CSR's understand and communicate the differences in designing for inkjet for the new market?

Are Investments Required?

Creative Selling



Do we have salespeople and consultants?

Do We Have The Sales Staff For This Market?

Are they order takers or are they project driven?

Do they understand the markets expectations vs. plant capabilities?

Do they understand inkjet value add for the new market?

Will sales staff have to be retrained?

Are Investments Required?

Smooth Sales Transition

Do We Have The Infrastructure For This New Market?

Plant Capabilities

Friendly Model

Consultative Selling

Do we have a streamlined workflow to properly take on a new market?

Media Management Plan



How will it affect media management?

Do We Have A Media Management Plan?

More media types and weights means extra inventory management

Making custom color profiles for new stocks takes time and money

Higher print quality could equal higher paper costs

Extra roll changes add loss production time

Low porosity media may require lower run speeds?

Are Investments Required?

Understand Consumable Costs



How will it impact our consumables cost?

Do We Have A Plan to Estimate Costs Accurately?

CMY are more expensive than just K

High ink coverage jobs may require lower run speeds.

One off inkjet color proofs may be required

Higher coverage jobs may require multi-tac options.

More ink requires increased heat and air flow.

Are Investments Required?

Options Create Value Add for the Customer



Develop Customer Partnerships



Be a Resource – Not a Vendor

Print your own marketing products
utilizing all your technology

Be a print technology partner

Offer templates and design services

Train customers on the benefits and
differences in inkjet

Offer color print swatches

Provide education all through the
process

Lunch and learns

Are we prepared to partner with our customers?

Educating Buyers and Designers

More cost effective than traditional marketing

Builds our brand reputation

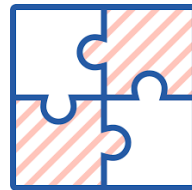
Solves operational problems

Makes customers happy

Saves time, money and frustration!



Branding



Evaluate. Optimize. Grow.

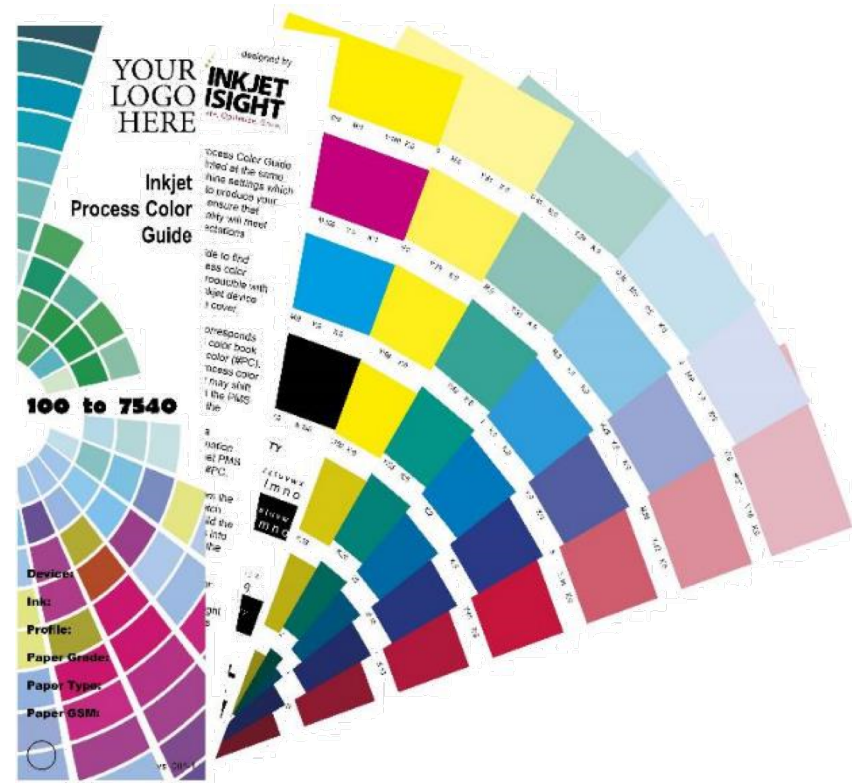
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Helpful Tools to Share



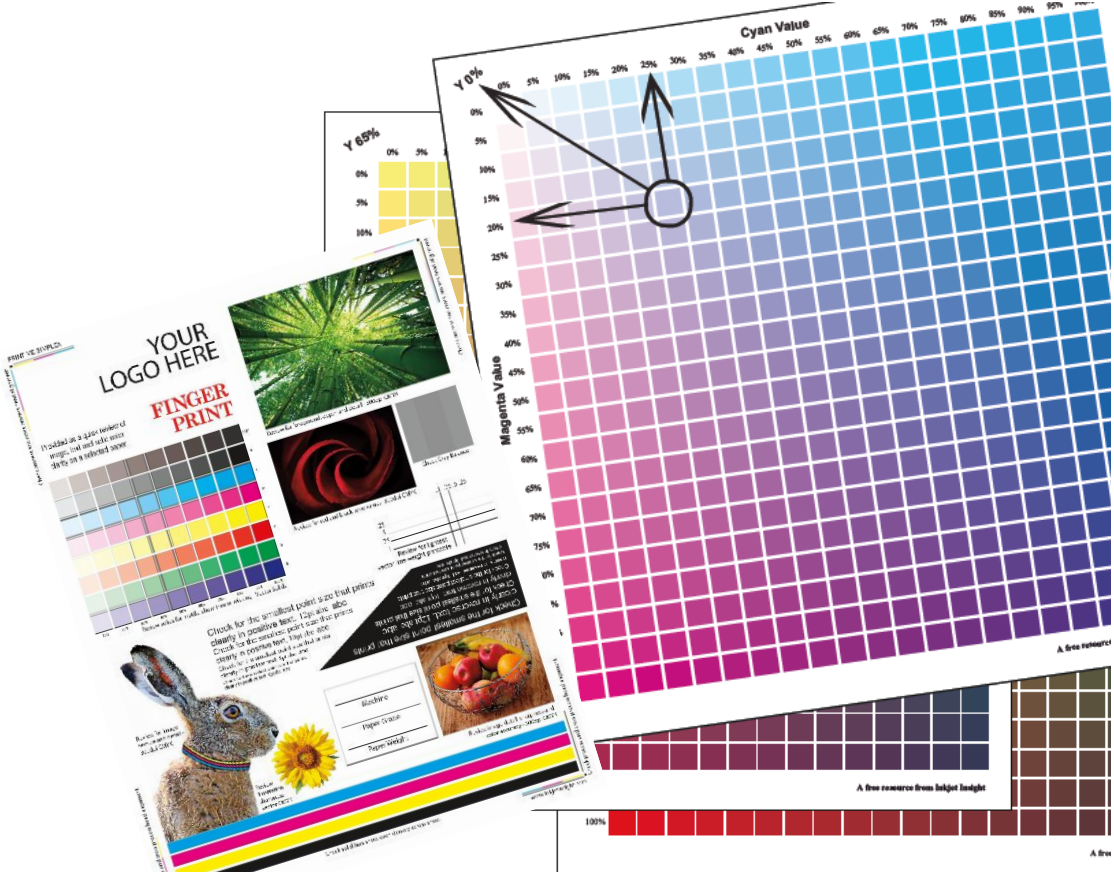
Customer Education Checklist:

- Lists the critical areas needed in an inkjet education plan
 - Content such as blog posts, web-downloads, PDFs to attach to email and/or inkjet-printed hard copy
 - Content to add to your website
 - Information available in hard-copy (printed on inkjet)
 - Extra Credit: Presentations and course material
- Continuously updated in each area
- Includes links to resources available for use
 - Free posts and tools
 - Tools that require free registration to download
 - Tools only available with a [premium membership](#)



Provide Visual Education

Customers Need to SEE it



Evaluate. Optimize. Grow.

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Sensible Six Review

Sufficient Capabilities

Robust Business Model

Consultative Selling

Media Management

Consumable Costs

Resources and Training

Considerations

Don't overlook the small things-
they add up

More options - more management
(Design, ink, paper, pre-flighting,
processing)

Not all markets have same print
requirements and expectations

Little bit of ink soon turns to full
coverage on gloss stocks

Paper and ink coverage can increase
costs and slow production

Understand color and print quality
requirements thoroughly

How prepared we will be to
successfully cross into other markets!

6 Sensible Steps for Diversifying Your Inkjet Book of Business

1. Do I understand (and have) the capabilities needed?



2. Do I have a friendly/robust workflow?



3. Do we have salespeople or consultants?



4. How will it affect media management?



5. How will it impact my consumables costs?



6. Are we prepared to partner with our customers?



Get the Tools Referenced in this Presentation

- Download the Software Requirements Spreadsheet
- Use the business case calculator
- Access Device Finder
- Access Software Finder
- Access Paper Finder

Plus customer education tools and great inkjet information.

Premium Access to Inkjet Insight

90-day premium Inkjet Insight membership for attendees of this webinar when you register before July 30, 2019.

Visit InkjetInsight.com/AYCE

To take advantage of this offer, you must work for an in-plant or for-profit printing company.

Inkjet Insight provides valuable tools and resources to help companies objectively **evaluate** the potential of inkjet for their business, **optimize** their operations and **grow** their businesses using production inkjet.

Our Message to Printers, OEMs and the Industry at Large

Evaluate. Optimize. Grow.
Repeat.

Evaluate. Optimize. Grow.

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317-947-8343

Thank you for your time and attention.

We look forward to the opportunity to help you reach new customers through valuable technical and educational content.