



Designer Opportunities In Inkjet

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What is Inkjet
Printing



How is it Changing the Markets
you Design for?

Why Should You Care

What is Inkjet Printing?



It's Complimenting Offset...



It's Replacing Toner...



Its Changing Screen Printing...



**INKJET
INSIGHT**

Its Replacing Pad Printing...



Its Revolutionizing
Flexography



It's what you
may know...

Scanning



It's what you
may not know...

Single Pass

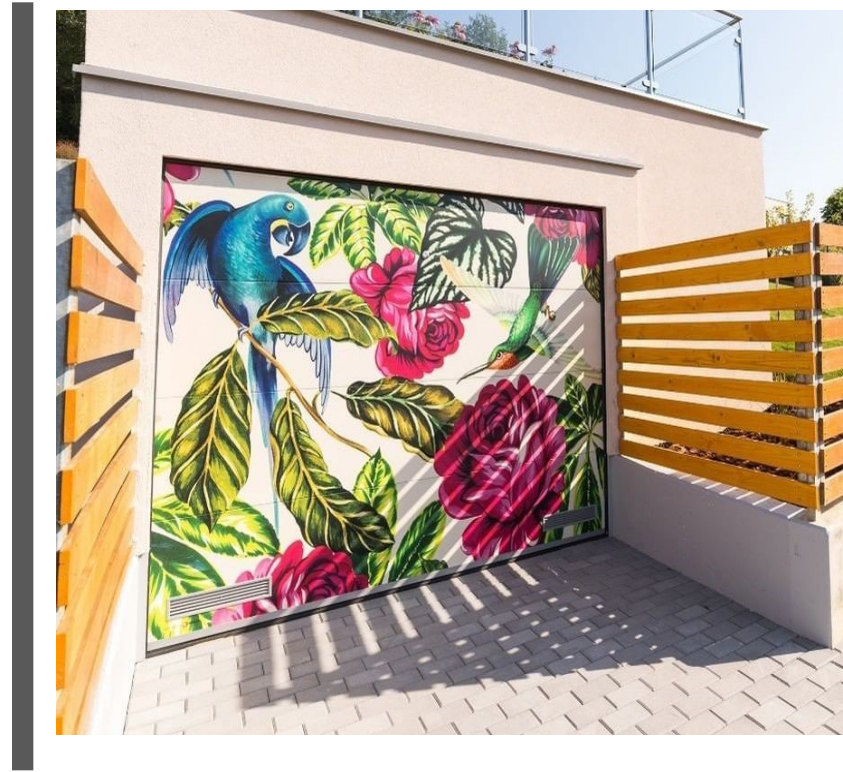
How is it Changing the Markets you Design For?



Advertising and Direct Mail



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Building Materials



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Ceiling and Flooring



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Fashion



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Food



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Food



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Graphics Packaging



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Health and Beauty



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Interior Home Decor



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Pharmaceutical



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Sporting Goods



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Scent-Jet-P&G



Prinker



Opte-P&G

And a Little Unconventional



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Why Should You Care?



TOYOTA

HunterDouglas



SAMSUNG



Nestlé



Industries are Creating Opportunities



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- Design and color requirements are different

- Printing and drying processes are different

- Ink to substrate considerations and finishing are different

Learning the Process is Important





Applications are Different



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World is No Longer Flat



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- Paper and Media

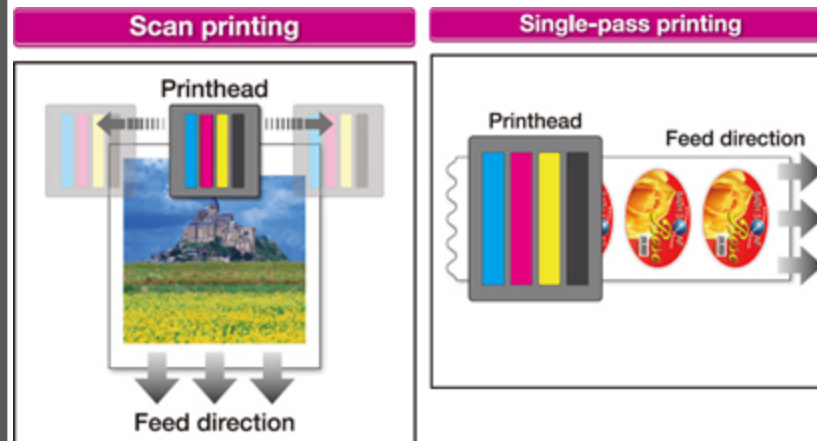
- Common Substrates

- Unconventional Substrates

Print on Almost Anything



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Knowledge = Opportunities



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- Markets are changing

- Media and Substrates are changing

- Industries which need educated designers is changing

Knowledge = Opportunities



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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.

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