

WhatTheyTh!nk

Technology Outlook Week
Lunch **N** Learn Webinar Series
Wide Format, Signage, and Apparel

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Get the most out of this webinar...

- SEND US YOUR QUESTIONS DURING THE WEBINAR
 - Q&A box is at the bottom of your screen
 - Please use Q&A box rather than raising your hand
 - There is a Q&A at the end
 - We may answer during the presentation
 - Any questions we don't get to will be answered offline and posted on the WhatTheyThink Technology Outlook page
- Downloadable archive—slides and audio—will be uploaded later today



Fastest Wide Format Plotter Laser Cutting and Marking System



- Maximum Flexibility for New Profit Opportunities
- Cutting, Kiss-Cutting, Engraving and Dot Etching
- Signage, POP, LED/Backlit, Cosmetic Packaging and Display Cases
- Multiple Substrates
- Sizes Up To 126" x 60"
- Wide Range of Configurations



MERCURY



REQUEST

Sample Kit

Live Video Demo

matik.com/wide



matik
Move Forward

LED Signage Takes Off!



DDS Evolving In Unique Ways



3D Printing for Channel Letters



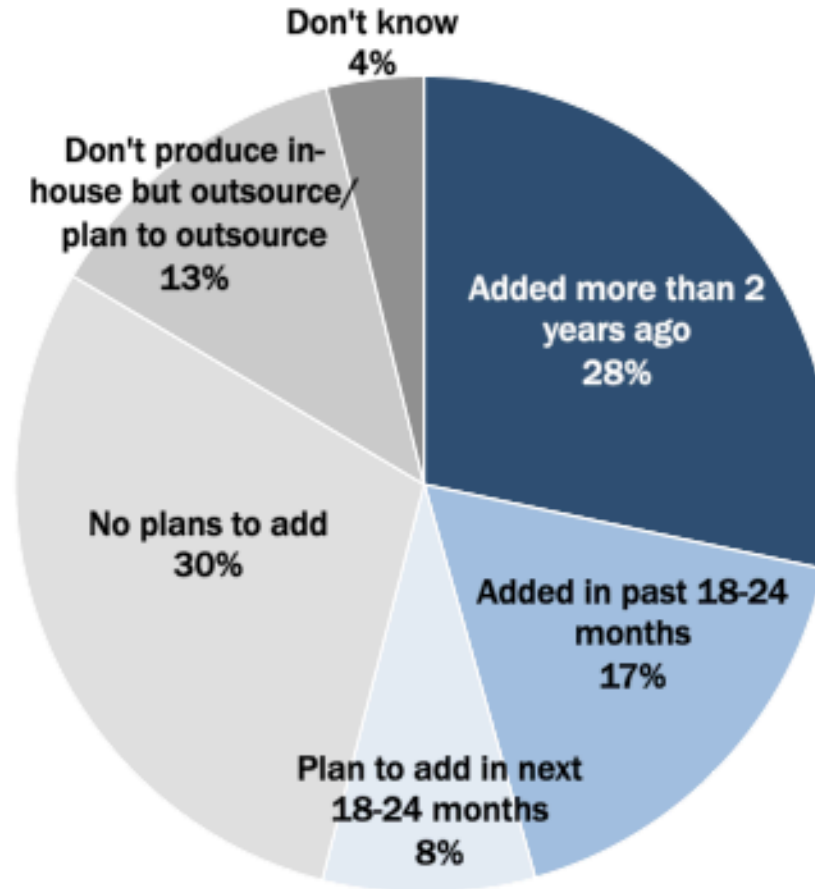
Wide Format: The Story So Far

- Tim Greene and I did a LunchNLearn wide-format webinar in January
 - <http://whattheythink.com/webinars/217/>
- 2006 was the year we felt the growth of wide-format imaging
- After the 2008 recession, new printers, inks, substrates, applications helped wide-format printing take off in the 2010s
 - UV, flatbeds, latex, textile printing, industrial printing, etc.
- The industry diaspora commenced: commercial printers and others moved into specialty printing niches, esp. wide format
 - “The wide-format market is like Florida: everyone is from somewhere else” (Dr. Joe Webb)
 - photolabs, e.g.

Where We Are Now

- That printing industry diaspora is largely over...

Have you added, or do you plan to add, wide-format printing capabilities (like signs, displays, banners)?



Source: WTT Fall 2019 Business Conditions Survey

Where We Are Now

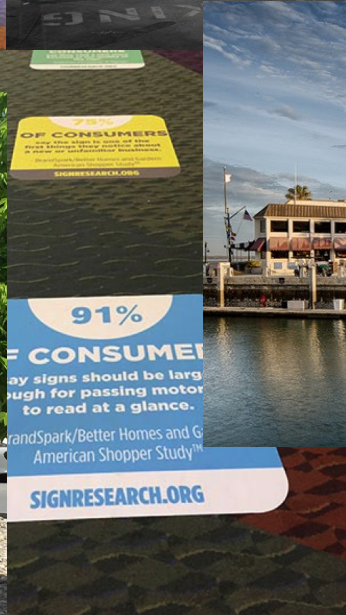
- Although...
 - competition in wide-format printing services has become tougher and
 - some wide-format applications (banners, e.g.) have become commoditized
- ...that should not be discouraging
 - it indicates growing demand for wide-format print applications

Where We Are Now: Some Market Drivers



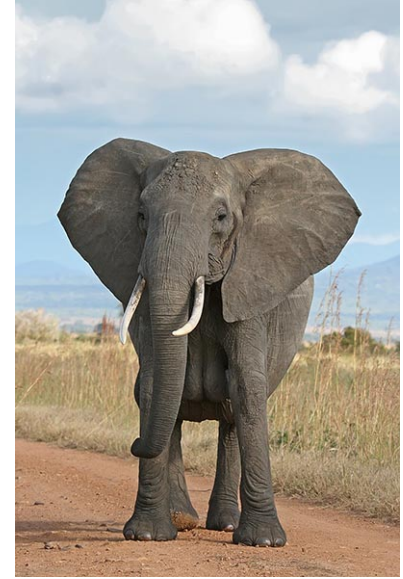
- Demand for wide-format print applications remains high
- It takes a crowd to draw a crowd
- Accelerated rebranding cycles
- Automation and ease of use

Where We Are Now: If You Can Think It, You Can Print It



WhatTheyThink!

The Elephant in the Room



- WF and signage shops classified as “essential businesses” early on in the COVID-19 crisis
- Safety/CDC signage
- Wayfinding for medical centers and virus testing facilities
- Social distancing signage and floor graphics

The Elephant on the Floor



New Product Introductions

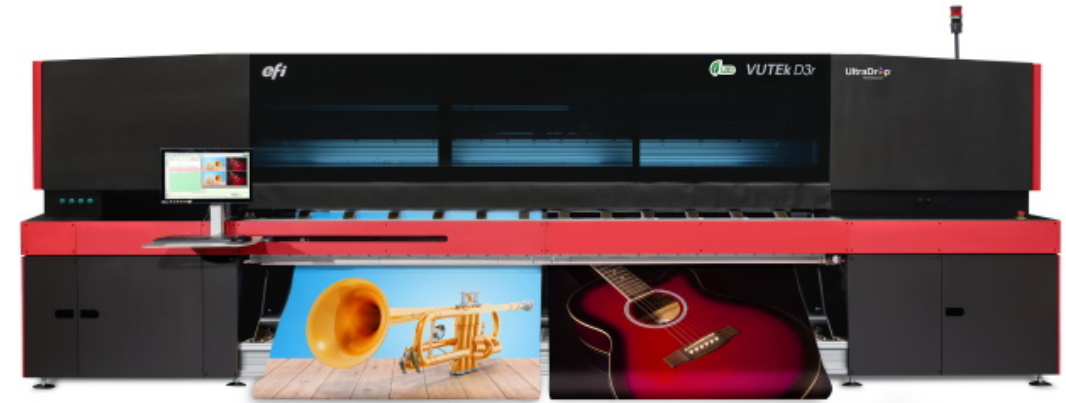
- New wide format products largely evolutionary
 - Speed, quality, automation improvements
 - Fleshing out product portfolios
 - Expanding range of applications

Canon Solutions America



- Océ Colorado series debuted in 2017 with the 1640
 - 64-inch roll-to-roll UV wide-format printer based on new UVgel ink
 - print first and cure later
- Next-gen UVgel ink introduced with the Colorado 1650
 - FLXfinish—a new approach to LED curing
 - choose between matte or gloss for each individual print

EFI



- New mid-range roll-to-roll printer line—3.5m VUTEk D3r and 5.2m D5r LED inkjet printers
 - Designed to produce high-end signage, décor, outdoor graphics, and other applications.
- Soon to be announced: 3.2m EFI Pro 32r+ wide-format roll-to-roll LED printer
 - Economical, all-in-one production-level printer

Epson



- SureColor T series of printers designed for technical printing/AEC
 - SureColor T2170 24-inch “desktop” wide-format technical printer
 - 24-inch SureColor T3475 and 36-inch SureColor T5475 replace the SureColor T3470 and SureColor T5470 for larger workgroups
 - Use Epson’s new high-capacity 700mL cartridges.

Fujifilm



- 5m superwide Acuity Ultra
 - Prints on a wide variety of materials with low-density UVjet inks
 - Billboards, backlit signage, indoor displays, trade show graphics, POP signage, high-value graphic art, backlit displays, interior décor and wall coverings, outdoor displays, outdoor signage, and more
 - Acuity Ultra also available in a 3.2-meter version

HP



- HP has expanded its Latex R series with the brand new entry-level 64-in. Latex R1000
 - 64-in. HP Latex R1000 Plus comes in a sheetfed or rollfed configuration
 - 98-in. HP Latex R2000 Plus for high productivity
- HP now offers white ink for the Latex line

LogoJet



- UVx40R PLUS, an enhanced edition of the UVx40R tabletop UV flatbed printer
 - Designed for printing and decoration of three-dimensional items
 - Features a longer print bed to accommodate larger media sizes—18 x 24 inches—33% more print area than the earlier model

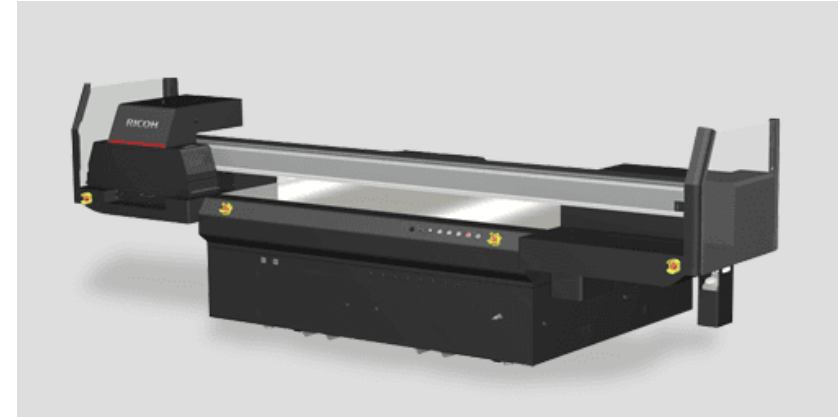
Mimaki



22

- 1.6m UJV100-160 roll-to-roll UV LED printer
 - Designed to fit where machine and ink pricing is an obstacle to investment
 - Two-layer printing with white+CMYK or CMYK+white and also has a clear ink option
- SWJ-320EA solvent printer w/ BOFA Air Purifier Unit
 - Virtually eliminates any odor or VOCs from solvent printing
 - The printer has been in the market for a while, but the BOFA unit will be available starting this month

Ricoh



23

- Recently launched UV flatbed line
 - 98.4 x 51.2 x 3.4-inch Pro TF6250
 - 82.7 x 126 x 4.3-inch Pro T7210
- Pro L5160 latex printer
- At PRINTING United: direct-to-truck printing

Roland

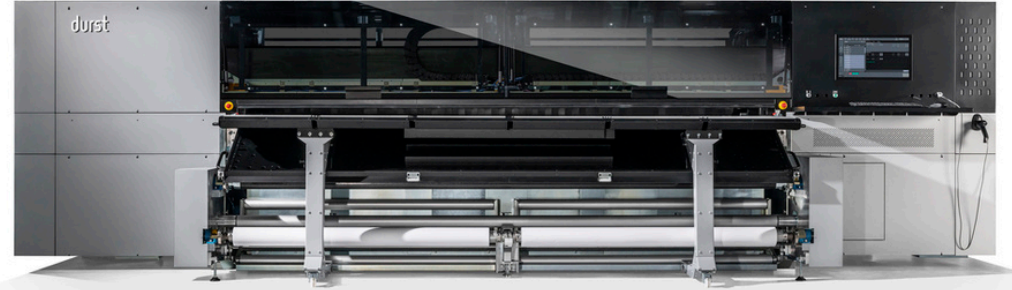


- New VersaUV LEF2-300D benchtop UV printer for direct printing (and simulated embossing) on three-dimensional items
 - Smartphone cases, awards, souvenirs, giftware, leather goods, electronic devices, and more
 - Larger than previous units in the series, supporting a height of up to 7.87 inches—twice that of previous LEF2 models
- Last year, launched the IU-1000F high-volume UV flatbed printer
 - 4 x 8-foot rigid boards weighing up to 99 pounds
 - CMYK + Gloss and White GREENGUARD Gold-certified UV inks, with a Primer ink option to promote greater adhesion on fussy substrates

Textiles and Apparel

- Already under pressure due to sustainability issues, the industry now must address the fragility of its supply chain exposed by the pandemic
- New developments in inks—especially pigment—are making digital textile printing more competitive
 - 6.9% of printed fabrics worldwide are printed digitally, up from 6% last year (WTIN)
- Automation across the manufacturing workflow is driving increased interest in on-demand production and microfactories (reshoring)
 - Sewing is the last mile opportunity
- Digital textile printer manufacturers continue to add speed and functionality

Durst



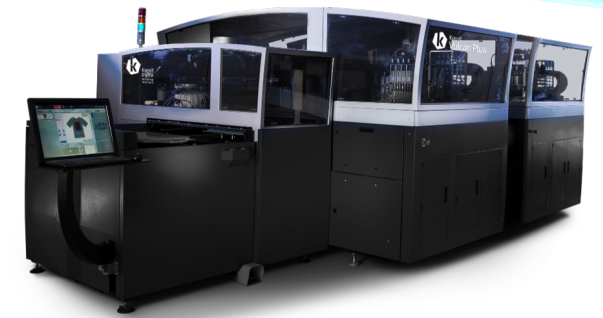
- P5 digital production platform launched at FESPA 2019 with the P5 350 and P5 210 printing systems
 - Grown to include the 250 HS and 200 HS
 - Involved in a variety of sectors—display and signage, corrugated and packaging, industrial printing, as well as textiles
 - Had been looking to use FESPA 2020 to showcase its pigment-based textile printing capabilities

Epson



- SureColor F3070, Epson's first "industrial" direct-to-garment unit
 - Can print custom garments on variety of fabric types including cotton, linen, and rayon
 - Can print one full-size shirt in about a minute

Kornit



- Introduced next-generation Kornit Vulcan Plus for DTG mass customization at Impressions Expo in January
 - Capable of delivering more than 2,000 retail-quality impressions in a 12-hour shift
- Also launched the Storm HD6 Lite system
 - Brings industrial DTG printing to smaller businesses
 - Specifically designed to allow commercial printers to move to the industrial market and broaden their production capabilities
- NeoPigment Robusto Softener Addresses Hand Feel Issues with Pigment Inks
 - Used with Presto printers, improves and intensifies color with no impact on fastness

Mimaki



- TX300P-1800 MKII can use two different ink sets
 - Pigment/dye sublimation, pigment/direct sublimation configurations, or dye sublimation/direct sublimation configuration
 - Provides an added level of flexibility for printing textile applications
 - Can be acquired with a dedicated ink system
 - reactive, acid, pigment, direct sublimation, or disperse dye
 - Ideal for small runs or sampling

Neenah Coldenhove

- Texcol: Innovative Digital Transfer Paper for Natural Fiber Fabrics
 - Natural fiber fabrics are used in an estimated 40% of apparel
 - Typically require direct-to-fabric printing
 - Digital transfer process uses 33% less ink than direct-to-fabric
- Texcol 1.0 most suitable for home décor/ applications not in direct contact with the skin
- Texcol 2.0 expected to be suitable for apparel—coming soon!



On a Hopeful Note for Fashion

- Vogue editor Anna Wintour told CNBC's "Closing Bell" yesterday that she believes the virus crisis won't derail the fashion world:
 - "Yes, certainly there are going to be a lot more people working remotely and that probably means more of an emphasis on comfortable clothes. But I also think there's going to be a huge desire to dress up and to have fun and to go out and to look your best. So I don't believe that only comfortable clothes are going to be all that we see on the horizon."
 - "I think there's going to be a great demand and a great yearning for beautiful clothes and creativity and self-expression."



Finishing for Wide Format

- Finishing is an important consideration for wide format/signage shops
 - Cutting
 - rollfed X-Y cutter for paper, vinyl, or other soft materials
 - cutting tables can improve productivity and expand applications
 - Better alternative than “employee with X-Acto knife”
 - laser cutting ideal for fabrics (sealed edges)
 - Other Processes
 - Laminating
 - Mounting
 - Grommeting
 - Sewing/welding (textiles)
 - Etc.

Cutting Tables

- Improvements to cutting tables boost speed and automation
 - Hardware automation—conveyor systems or robotic arms that load and/or offload printed boards
 - Hundreds of swappable tools
 - knives
 - routers which “rout” or bore out board, plastic, wood, etc.
 - other tools that can mill, perforate, crease, engrave, and even create Braille lettering
 - Some tables can also automatically swap out the tooling based on the parameters specified in the cut file

Laser Cutters



- Tables from Esko (Kongsberg), Zünd, Gerber MCT, and others offer laser modules that can be swapped in and out
- Dedicated laser cutting systems:
 - SEI Laser (SEI Mercury, SEI X-Type)
 - Trotec Laser

Case in Point: Maverick Concepts



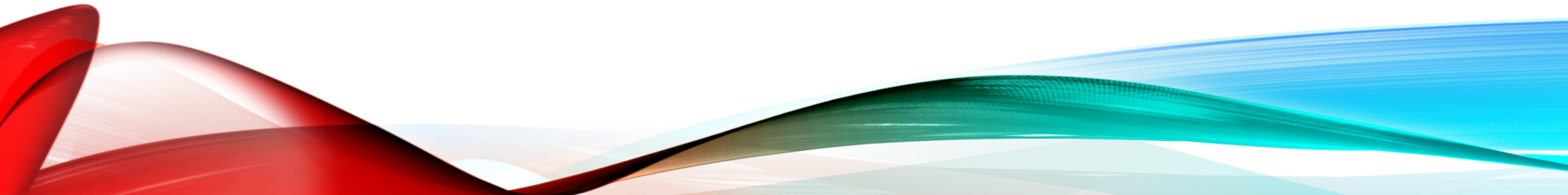
- Creative design and fabrication company always seeking innovative products/services
 - Engages with customers very early in the planning process
 - Marketing campaigns, displays, interior décor for top retailers and major CPGs
- Positioned to address a wide range of signage and interior décor needs
 - 2 EFI H5 hybrid printers, 2 FabriVU 340i dye sub printers, EFI VUTEk GS3250 TF for thermoforming, all Fiery-Driven
 - Unique process for dye sub transfer to rigid substrates
 - Example: Produced 5,000 pieces of rigid sublimated items for national retailer with 1,000 locations
- Plans to go-live with EFI Pace July 1



Q&A

Send us your
questions!

questions
are a burden to others
answers
a prison for oneself



Coming Up!

- Technology Outlook Week—May 18–22
 - May 22—Finishing (Hosted by Trish Witkowski)
- Printing News 100 Top Shops—June 24
 - Special guests TBA



Printing Outlook 2020 Special Report

Featuring:

- The results of our Fall 2019 Business Outlook Survey
- Industry and macroeconomics data
- Industry trends and forecast

Includes COVID-19 Update



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Thanks for joining us!

