

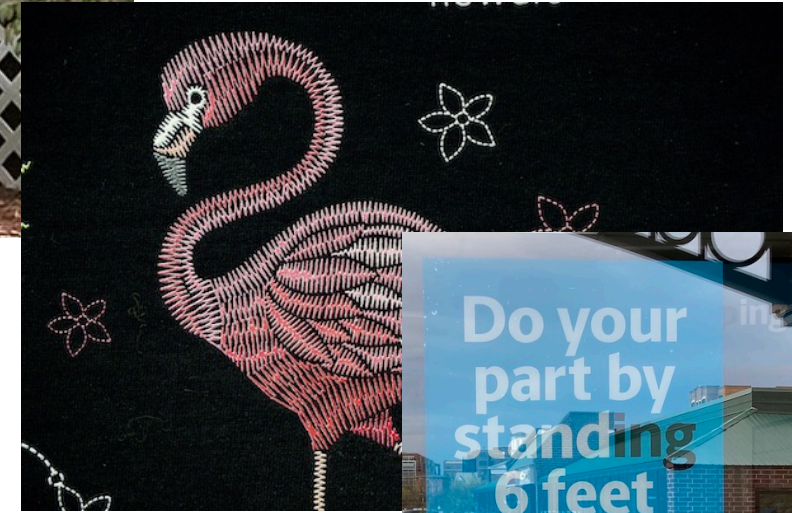
WhatTheyThink!

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

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May 20, 2021



Get the most out of this webinar...

- SEND US YOUR QUESTIONS DURING THE WEBINAR
 - There will be a Q&A at the end
 - Q&A box is at the bottom of your screen
 - Please use Q&A box rather than Chat box
- Downloadable archive—slides and audio—will be uploaded later today

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2020 in a Nutshell

How It Started...



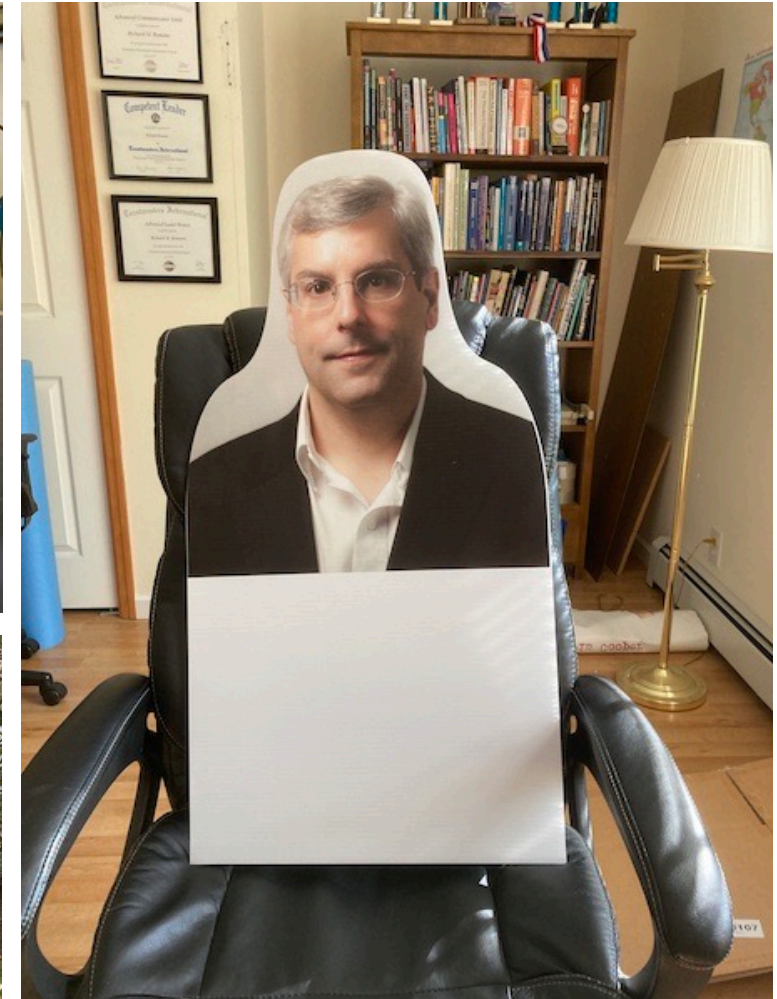
How It's Going...



Wide Format & Signage: 2020 Hindsight

- Wide format was a saving grace during the pandemic
 - The infamous “pivot” to safety signage, et al.
 - Sign shops were deemed “essential businesses” before commercial printers
- Drawback for long-time wide-format and signage specialists: more competition as commercial printers made the “pivot”
 - Although this shift has been happening for the past 10+ years
 - Had largely played itself out...until 2020
- Sign shops remain focused on “traditional” constructed signage
 - Channel letters, monument signs, complex construction/installation projects, etc.—stuff that is far more than printing on something

The "Pivot"



The New Opportunities

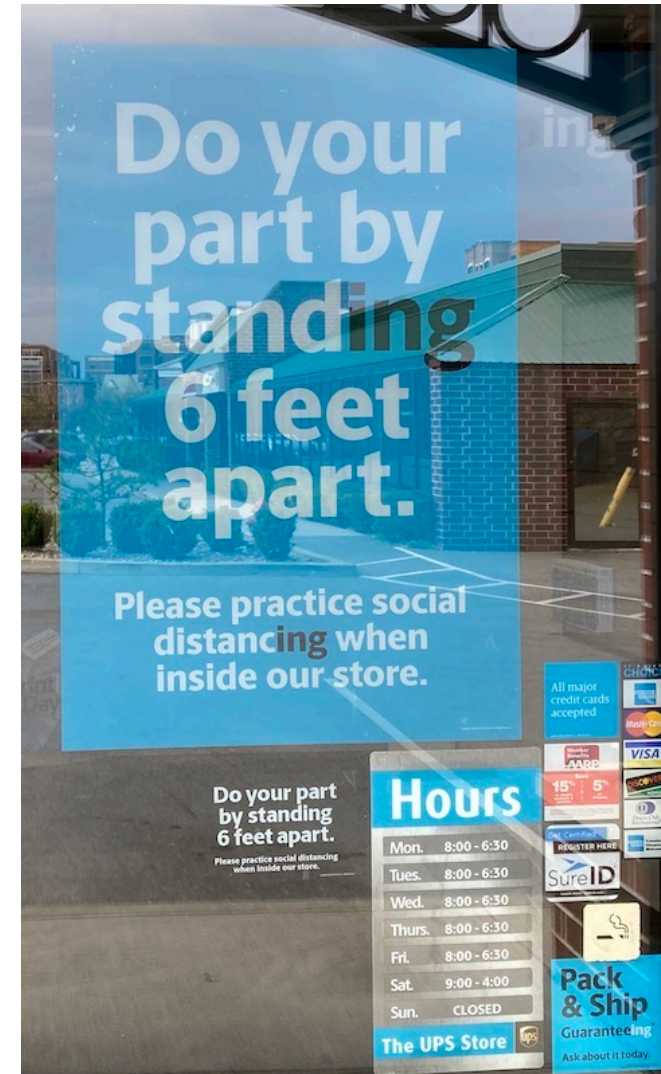
- **Distancing Graphics** (aka **Distancing Dots**)—Floor or wall graphics indicating six-foot distancing intervals
- **SafeGuard Graphics**—Short-term print items such as menus, hotel room signage, tabletop stands, etc., that will be recycled or disposed of after a single use
- **Directional Graphics**—One-way shelf/floor graphics indicating proper traffic flow in supermarket or other stores' aisles (yeah, they've largely given up on this)
- **Celebration Signage**—(Usually) lawn signs that congratulate a graduate or acknowledge some other achievement
 - “We had several weeks where it seemed like all we produced were graduation yard signs and yard letters!” —WhatTheyThink | Printing News Top 100 shop

The New Opportunities



The New Opportunities

- Divisional, distancing, and other post-COVID graphics should be extensions of a brand
 - Proper logo, brand colors
 - Messaging consistent with other signage/graphics
- Not just retail; as offices reopen, divisional/distancing graphics should be thought of as a subset of environmental graphics
 - Reinforce the brand throughout a location
 - UPS Store is doing it brilliantly



Wide Format & Signage: 2021 Foresight

- Post-COVID signage will change but will still be required
 - Policy communication—“No mask, no shoes, no shirt, no service”
 - Vaccination policy—“Must show proof of vaccination for entry”
 - Back to work—As offices reopen and people go back to work, workplace signage à la OSHA signage regarding company policies
- Experiential graphics headed for a rebound—as offices reopen, good time for a rebrand/refresh
- Construction due to pick up in 2H 2021/1H2022—Opportunities for major new signage projects

New Product Introductions

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

New Units

- Agfa—Jeti Tauro H3300 UHS
 - 3.3-meter LED hybrid aimed at the high end of the market
 - Up to 600 m² per hour—30% faster than other Jeti Tauros
- Canon Solutions America
 - Fifth-generation Arizona 2300 Series
 - 49.2 x 98.4-inch 2300 GTF and the 121.3 x 98.4-inch 2300 XTF
 - New FLOW technology—a novel approach to media handling
 - Colorado 1630 UVgel rollfed printer
 - Max. print speed of 1,195 ft² per hour
 - Lower-cost entry in the Colorado series



New Units

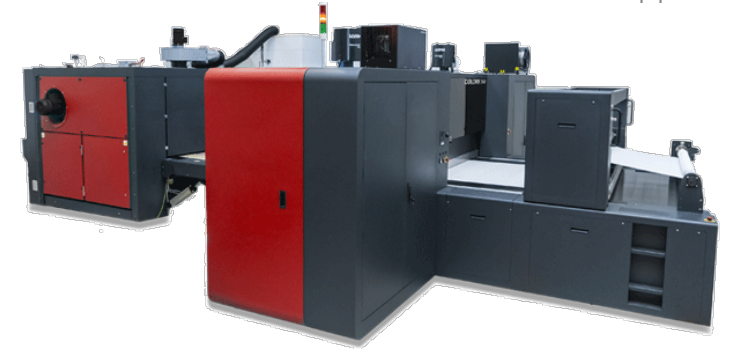
- Durst—P5 350 High Speed Printing System
 - P5 350 High Speed printer, Durst “Automat” full automation system, enhanced Durst software, LED ink portfolio, and partnerships
 - Durst Automate—fully automated board feeding and stacking system
- Fujifilm/Inca Digital—Advanced automation for Inca Onset X HS UV flatbed printers
 - Dual Flex and High Five robotics
 - semi-automatic (manual load and automatic take-off) configuration
 - fully automatic loading, take-off and stacking system



New Units

14

- EFI—two new printers for the high-end soft signage market



- EFI COLORS 340—up to 9,149 ft² per hour
- EFI POWER 340—up to 16,835 ft² per hour
- New units coming out later in 2021, incl. Vutek XT (the “fastest Vutek printer ever built”) and a 1.6 m single-pass display graphics printer that will print up to 1,000 boards per hour

- Epson—Now has units using all the major ink technologies

- New aqueous resin ink looking to compete with latex—R-series of 64-inch roll-to-roll printers (SureColor R5070PE and R5070L)
- First Epson UV flatbed—4x8-foot 10-color SureColor V7000
- New SureColor T-Series printers for technical printing applications (24-inch SureColor T3170M and 36-inch SureColor T5170M)
- Industrial-level SureColor F10070H 76-inch dye-sublimation wide-format printer



- HP—updated Latex line with 4 different 64-inch-wide units

- HP Latex 700, HP Latex 700W, HP Latex 800, and HP Latex 800W
 - “W” for “white”—first Latex units in this class to use white ink



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New Units

- Mimaki
 - TS100-1600 entry-level dye-sublimation transfer textile printer
 - Part of Mimaki's new 100 Series which includes the UJV100-160 (UV-LED) and JV100-160 (eco-solvent)
 - 2.5m JFX600-2513 and the JFX550-2513 LED-UV flatbeds
 - High-speed/high productivity
- Mutoh—Launched its own new dye-sub printer platform
 - 64-inch XpertJet 1682WR feat. Mutoh's new DH21 Dye Sublimation ink
- Roland DGA
 - 64-inch VersaUV LEC2-640 and 30-inch LEC2-330
 - next-generation UV printer/cutters
 - TrafficWorks turnkey traffic sign printing solution
 - based around TrueVIS VG2 printer/cutters
 - GuardLam Glossy Floor Overlamine and GuardLam Embossed Floor Overlamine
 - protect floor graphics and add anti-slip properties



New Units

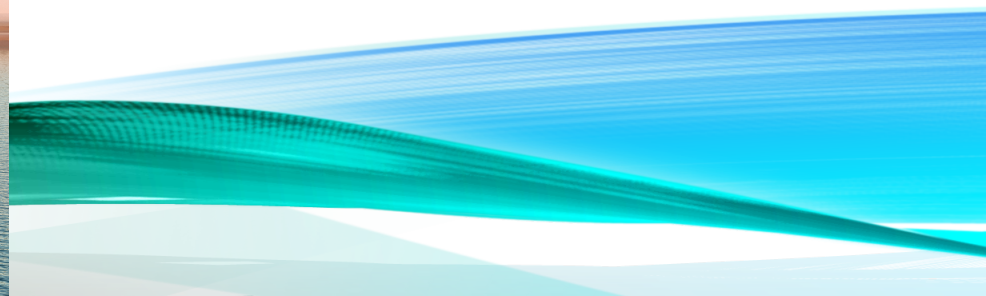
- swissQprint
 - Karibu S
 - “S” for “speed”—high-speed version of Karibu UV roll-to-roll printer
 - up to 330 m² per hour
 - Both the Karibu and the Karibu S now capable of automatic double-sided printing.
 - Also debuted a line of neon inks for its LED UV rollfed and flatbed units





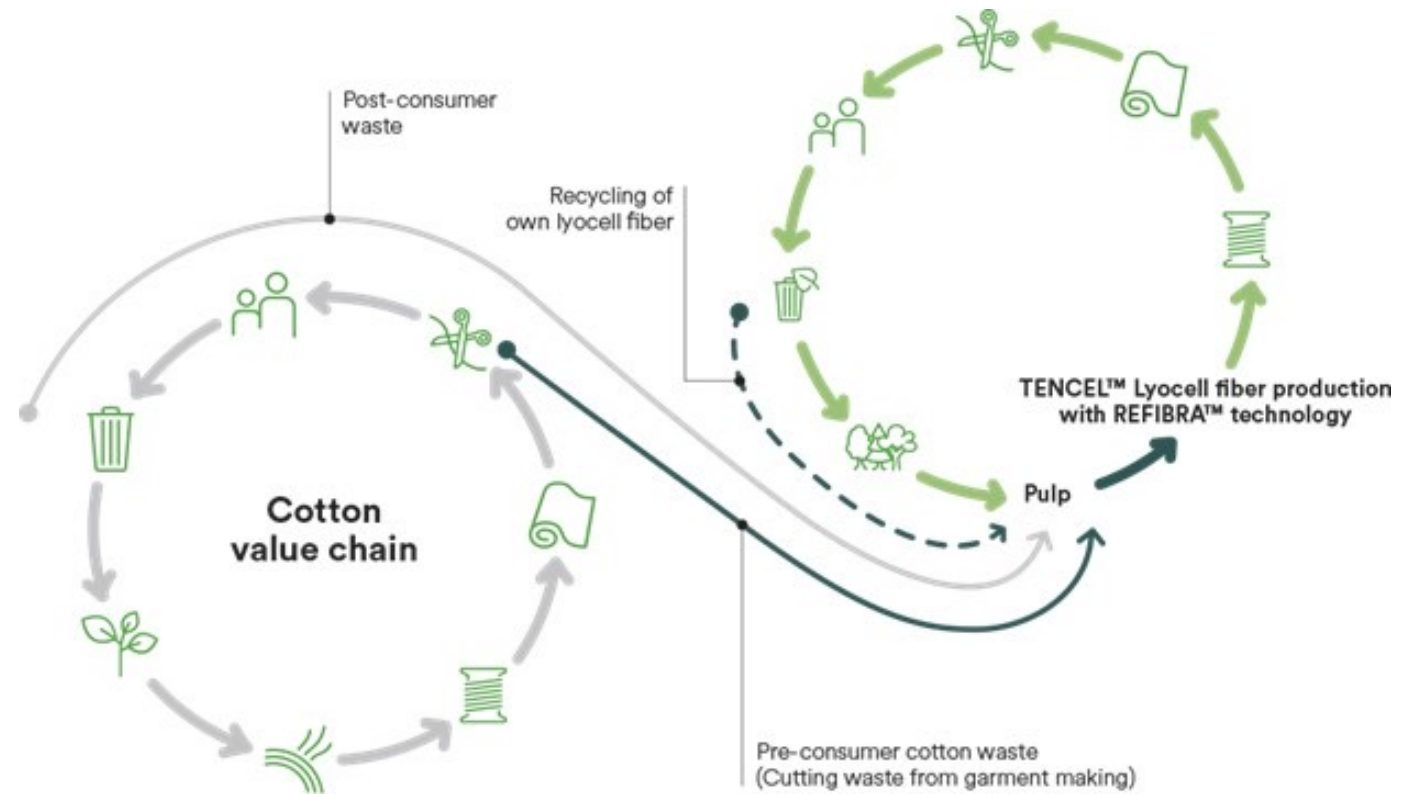
Textiles & Apparel

Accelerating Change



FRIENDLY FIBERS

- Hybrid plant-based synthetics offer circularity
 - Organic & Preferred Cotton
 - Linen (Flax)
 - Spinnova Cellulose
 - Lenzing TENCEL
 - Bio-Based Spandex
 - Clean Ocean Fiber Technology
- Switch from petroleum-based to cellulose fashion supply chain just beginning
- No time to waste!



TENCEL REFIBRA Value Chain

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DYING FOR BETTER DYEING

- Pollution from textile dyeing is still rampant
 - Traditional fabric dyeing and treatment accounts for 20% of worldwide wastewater.
- Ralph Lauren Steps In
 - Color On Demand
 - World's First Scalable Zero Wastewater Cotton Dyeing System
- SAI-TEX Viet Nam
 - Denim Dyeing Using Industrially Recycled Water – eliminating 8,000 gallons of waste water for dyeing and washing fabric for one pair of jeans!
- Spray Dyeing – minimal water usage



MORE SUSTAINABLE DIGITAL PRINTING INKS

- Pigment inks more sustainable
 - Dupont Artistri
 - Kornit NewPigment
 - Agfa water-based pigment inks for interior decorations (InterioJet 3300)
 - Epson Ultrachrome DG inks (GOTS approved)
 - EFI Reggiani TERRA
 - Genesta PG-Revo Inks pigment inks from For.Tex of Italy
- Prints on almost any fabric
- Minimal to no pre- or post-treatment required



Fashion's Move to a Circular Economy

- Fast Fashion becoming “persona non grata” fast!
- Increase in demand and solutions for upcycling, recycling, rental
 - Poshmark, ThredUp and more.
 - ThredUp grew 15.2% YOY; Postmark up 43% YOY
 - Rent the Runway, FashionPass, Nuuly and more
- What's in your closet?



GROWTH IN DEMAND FOR ON DEMAND

- Driven largely by increased quality, productivity, flexibility of digital printing
- Literally no geographic restrictions
 - SAI-TEX USA and Viet Nam
 - Runway Kit Sri Lanka
 - Ziel (New York State)
 - Printful (global)
 - ... and many more
- 3D virtual design more readily available
- Eliminate the 30/30/30 rule!





POST-PANDEMIC FASHION

- Keep the sweatpants? Nope.
- But fashion transitioning to more comfort
- For women:
 - Dresses and soft, flowy clothing are in
 - Bright colors, especially pink, turquoise, lavender
- For men, comfortable and stretchy
- Suits and denim demand likely to decline, along with anything with buttons, zippers



Image sourced from Axios

New Digital Printers

- Kornit Atlas MAX
- Epson Monna Lisa 8000
- Epson SC-F9430 and SC-F9430H
- Mutoh XpertJet 1682WR
- Epson SureColor F10070
- Durst P5 TEX iSUB with inline sublimation
- HP Stitch
- Mimaki Tx300P-1800 MkII
- EFI Reggiani



“Apparel is an old industry that is not doomed to being low profit and low technology. It’s in the midst of a reinvention, and that can be very exciting.”

—John Thorbeck,
Chaing Capital



Q&A

Send us your
questions!

questions
are a burden to others
answers
a prison for oneself

Technology Outlook Concludes with...

- Finishing
 - May 21—Presented by Trish Witkowski
- For more information and to register visit whattheythink.com/topic/technology-outlook-2021/

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Thanks for joining us!