

Unlocking the Full Potential of Packaging

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IMI 3rd Digital Printing Presses

The Next Era

Conference

June 9-11, 2010



TONEJET



Conviction and
courage to
do something new..

What are consumers looking for?



- Product diversity
- Product innovation
- Intelligent packaging
- Brand ownership
- Choice!

Why is packaging so important?



Consumers decide what to purchase at the point of sale

Packaging has the potential to switch consumers where there is low or no brand loyalty

Packaging is the ultimate advertising space

Product, brand and cross-promotions

Packaging has an incredible power over what people buy

The same way that people express themselves through the clothes they wear, they also make statements about who they are through the products they buy

Where is packaging going?



Needs to be more dynamic

Like other forms of advertising media

Needs to be relevant

Address the here and now

Needs to be aligned with consumer expectations

What industry leaders are thinking



“Building brand awareness and creating brand loyalty will require leading edge technology that enables personalisation and empower the consumer to feel as if they own the brand” John Chidsey, CEO, Burger King

“Consumers want to shape their own brand experience” Steve Ballmer, CEO, Microsoft

“At every stage, consumer engagement needs to build excitement and deliver sales, but today’s consumer wants more than the final product. From TV to taste bud, we need to make them smile” H. Todd Stitzer, CEO, Cadbury plc

- Refresh product image regularly
- Location, product and brand experience all need to be in synergy

* Source – The Future of Marketing

What the brand owners are looking for



- Increasing the value of the packaging
- Short-run management
- Adding print value as late as possible
- Late stage customisation
- Inventory management, the financial upside
- Reduced time-to-market
- Test marketing, promotions, events and new markets
- Adaptability

Potential for packaging



- Small market management
- Significant waste reduction
- Rapid test marketing
- First-to-market advantages
- Product differentiation
- New products offerings for existing brands
- Higher brand synergy across product ranges
- Cross-brand promotion
- Short-run promotions
- Special and limited editions
- Continuous change marketing
- Regional product variation
- Event specific products





Digital printing should ...

- Open up and address new opportunities, not just mimic today's capabilities
- Allow packaging to be consumer-focused
- Enable brand owners to respond quickly to the needs of customers
- Address cost and design innovation
- Adaptable to different packaging designs and materials

The package may have more value than the content



**Free paper cups for office
coffee drinkers**

* Source – Springwise

What is Tonejet?

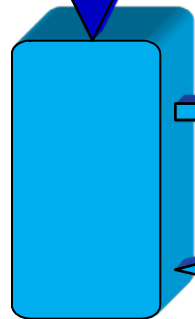


High quality digital printing for industrial and packaging applications

- direct colour digital deposition
- non-contact print head
- continuous tone
- nozzle-less ejectors
- drop-on-demand
- wide range of substrates
- high quality, high throughput

How it Works

Ink Replenisher



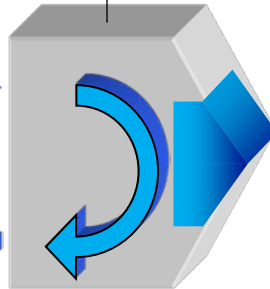
Ink

Print Drive Signal

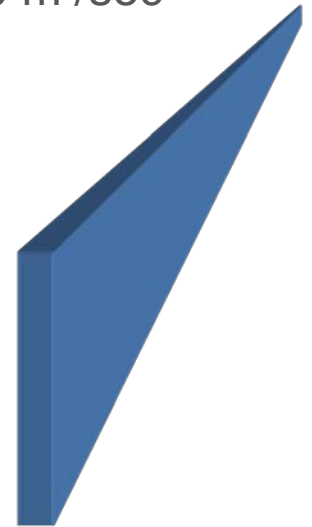


Pump

Printhead



Ejected Ink



- concentrated ink ejected
- variable volume 0.4 – 2.0 pL
- variable drop size 20 – 55 μm
- drop velocity ~ 10 m /sec
- 24 kHz

Tonejet – key features



Running cost

- Print cost comparable to analogue
- Low ink film weight

Application flexibility

- Wide range of substrates, from cans to board to film
- Multiple sector applicability

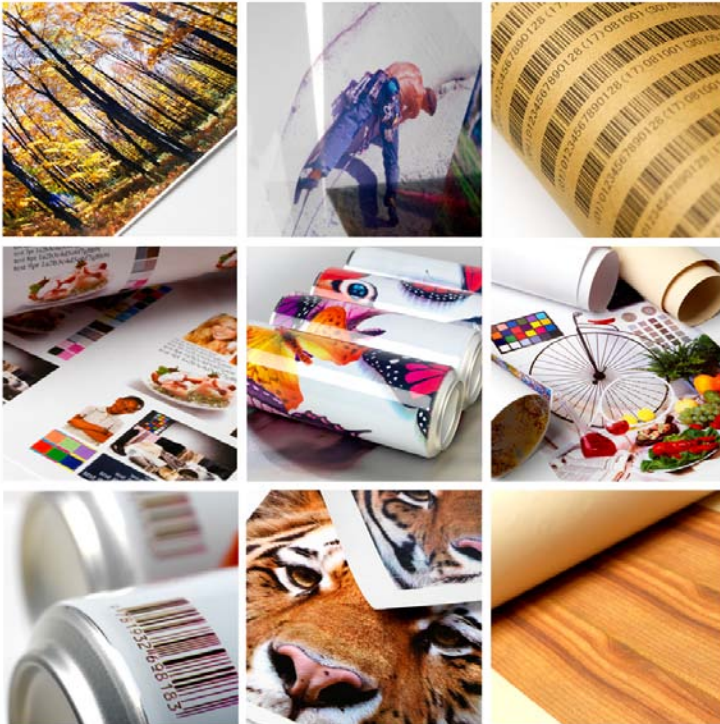
Printhead reliability

- No moving parts
- Nozzleless print head

Quality & throughput

- 600dpi, 8 grey levels (effective resolution = 1700 dpi)
- 1m/s linear speed

Tonejet applications



Cylindrical containers

- tubes, cartons and aerosols

Flexible packaging

- labels, shrink sleeves, flow wrap, pouches

Paperboard packaging

- folding carton, cartonboard, corrugated

Metal packaging

- metal closures, containers and cans



Tonejet

... leading
the revolution