

Shorter Runs, Faster to Shelf.

IS THE PACKAGING INDUSTRY ON
THE VERGE OF DISRUPTION?



1981
GRAN RISE

What's on the agenda?

1

Major market forces driving innovation

2

Digitization in the packaging industry

3

How brands can:

- Shorten Production Runs
- Get Product to Shelf Faster
- Create Higher Visual Impact

4

Wrap Up
Q&A

Converging forces are driving change



The digital future has arrived



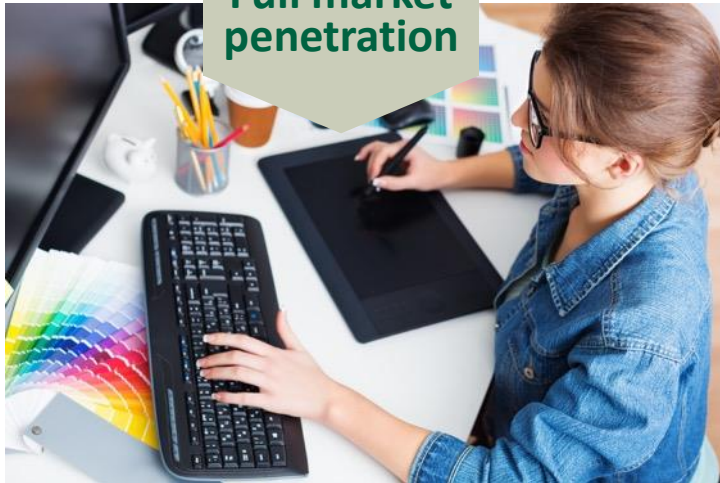
Can the packaging industry go fully digital?

Pre Press

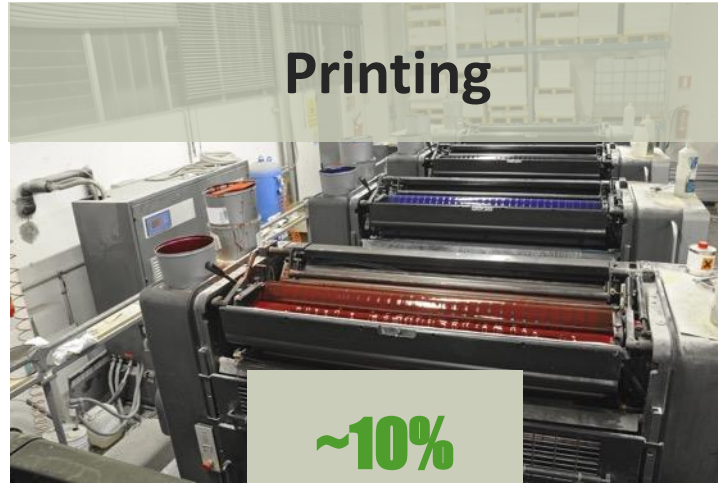


100%

Full market
penetration



Printing

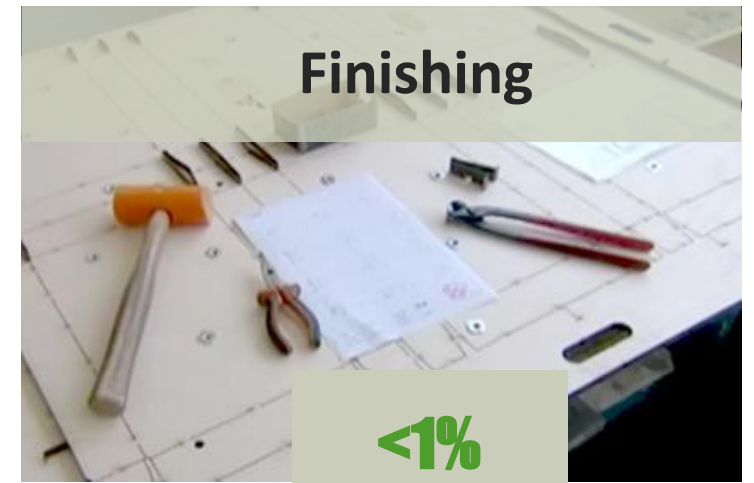


~10%

Growing
20% / year



Finishing



<1%

The future?



Digitizing Cutting and Creasing. Can it be done?



Shorter Runs

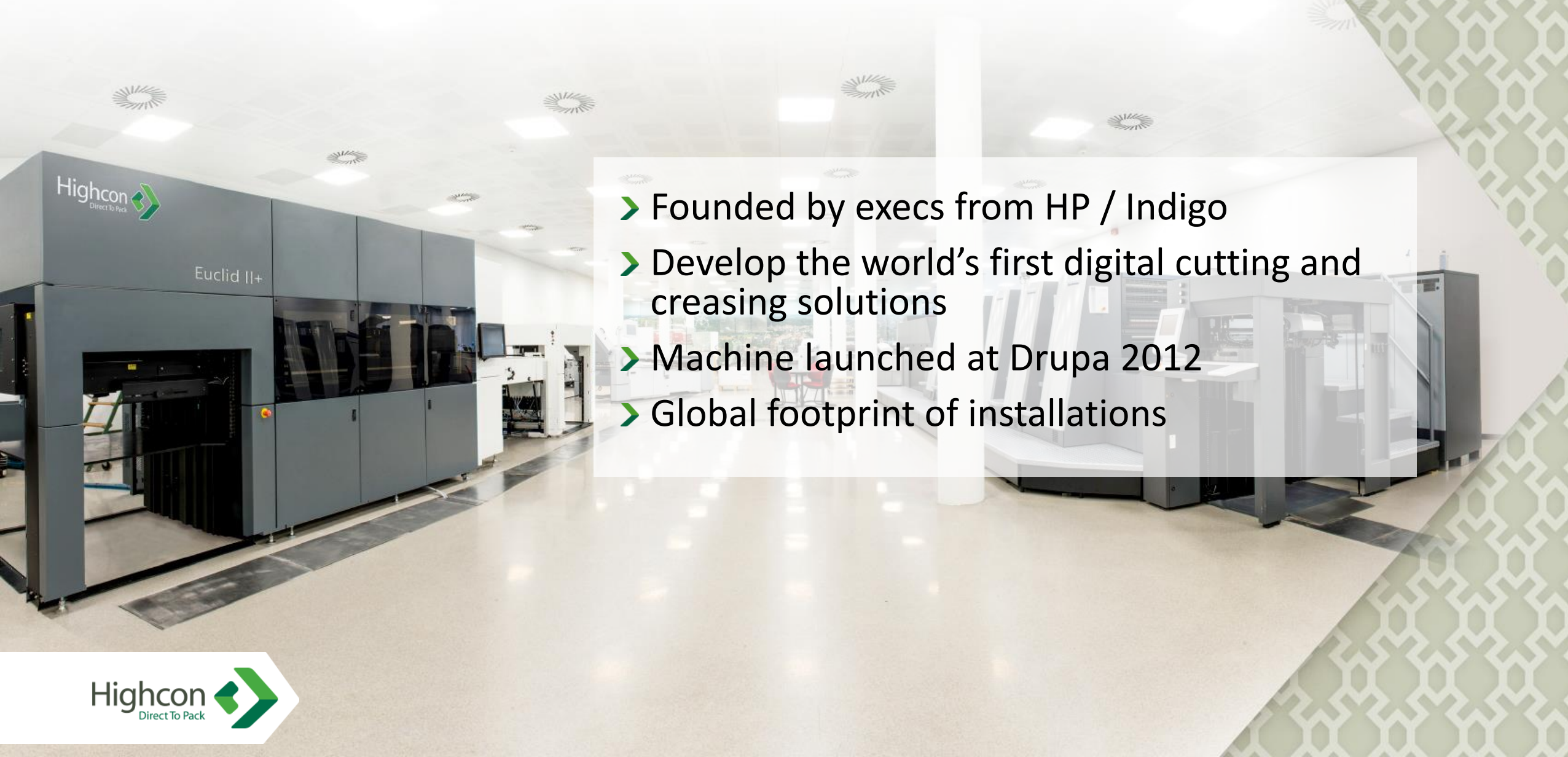


Faster to Shelf

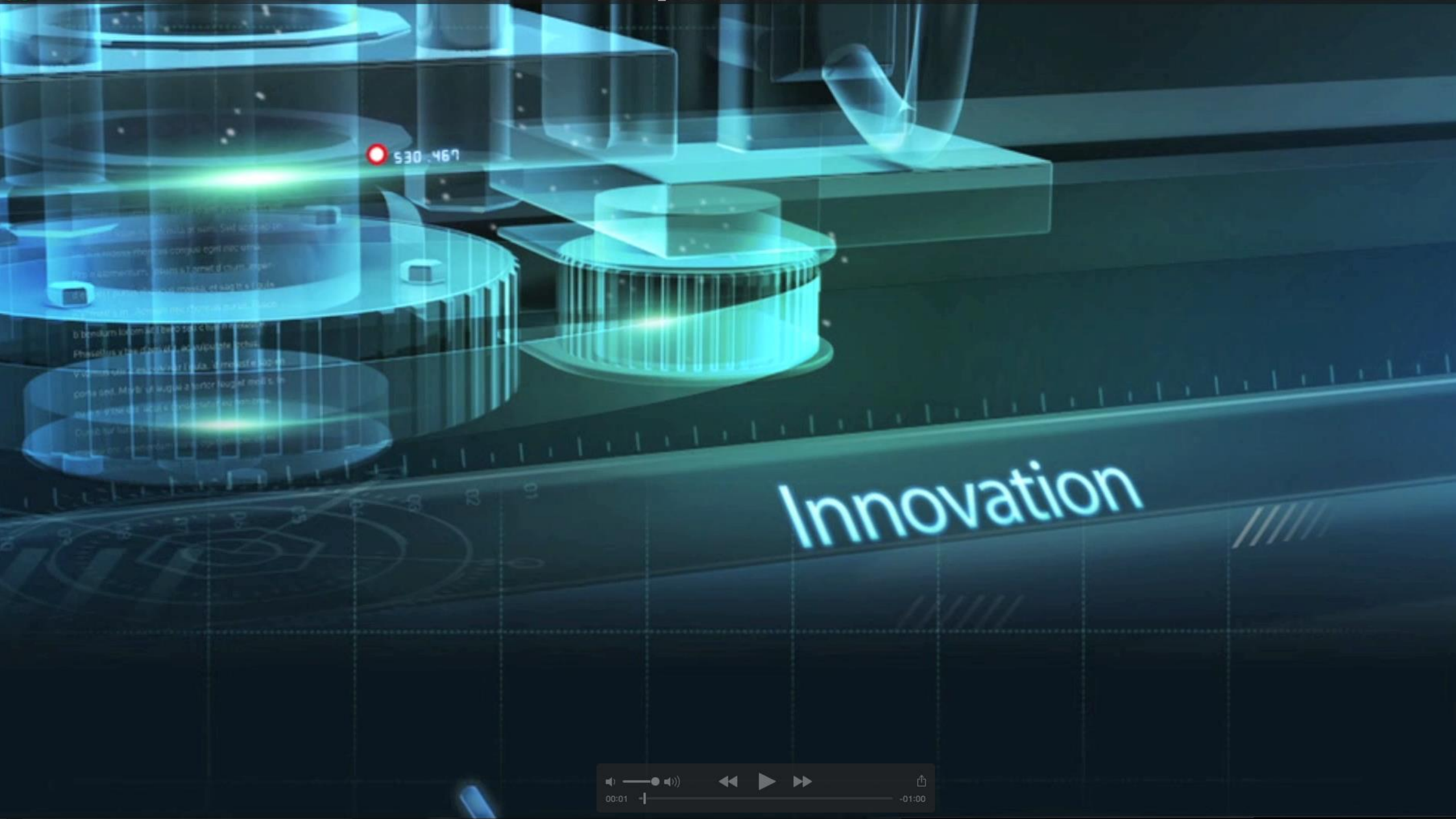


Visual Impact

About Highcon



- Founded by execs from HP / Indigo
- Develop the world's first digital cutting and creasing solutions
- Machine launched at Drupa 2012
- Global footprint of installations



Digitizing Cutting and Creasing. Can it be done?



Shorter Runs



Faster to Shelf



Visual Impact



Shorter Runs



Hyper-Customization



Retailer/Market Exclusives



Limited Editions

Q. Do you have a project that requires packaging customization?



Currently



Planned



No plans



Shorter Runs – The Benefits

Version Versatility

By using laser driven Variable Data Cutting, easily produce:

- › Multiple Package Versions
- › Products Tailored to Local Markets
- › Seasonal Launches
- › Event Marketing
- › And much more...



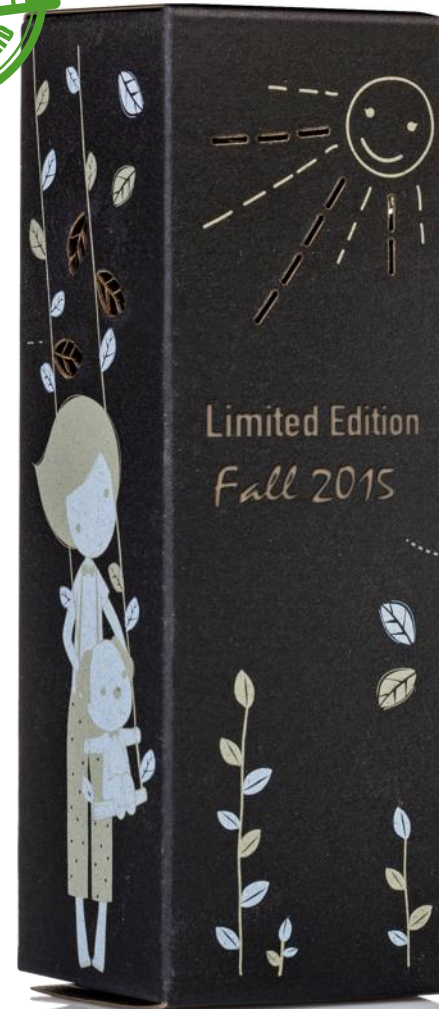


Shorter Runs – The Benefits

Enhancing Brand Value

Variable Data Etching via laser and/or custom embossing for:

- › **Limited Edition** Etching
- › Anti-Counterfeiting Etching
- › Date + Serial Number Coding
- › And much more....





Shorter Runs - Summary

Version Versatility

- Cutting
- Creasing
- Etching

MOQ's are history

- Prototyping
- Test Marketing
- Full Production





Faster to Shelf

Q. What is a typical lead time to order and receive die cutting tools?



12 hrs



1 day



2 days



5 days



>7 days





Faster to Shelf

Order

Produce

Deliver

X days

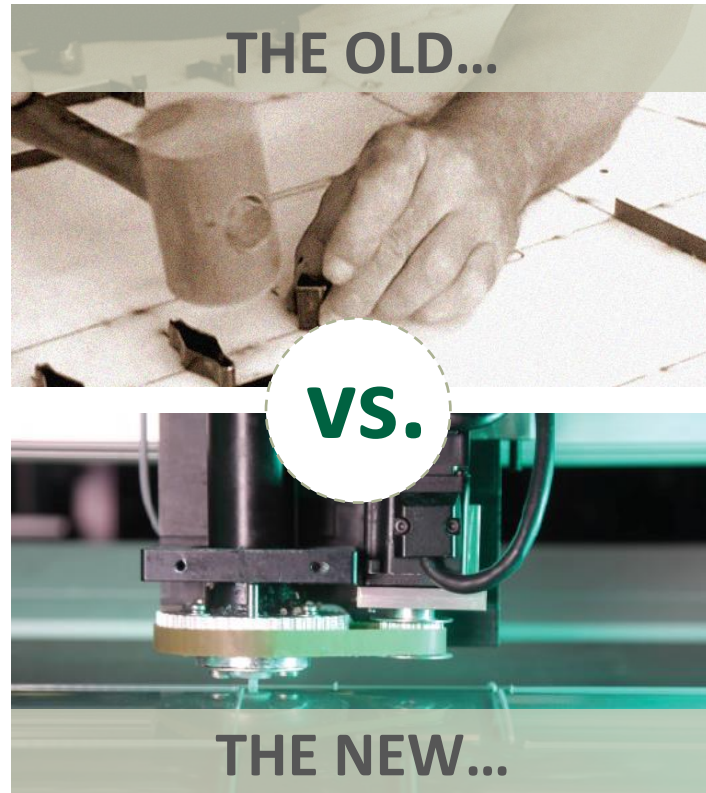




Faster to Shelf



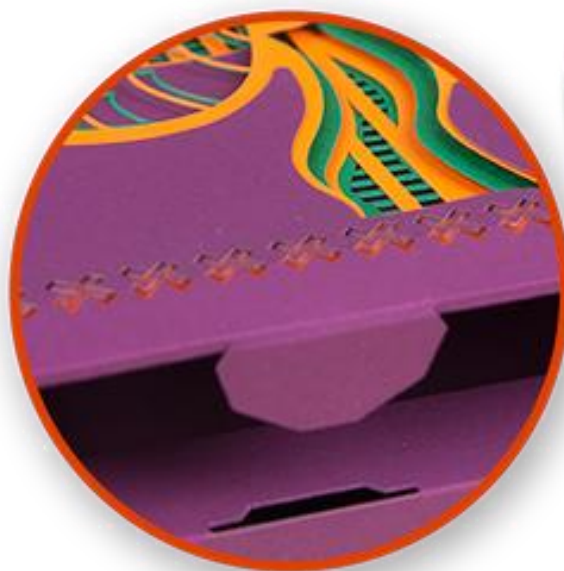
Faster to Shelf



- No waiting for dies to be made
- Low machine set up time
- No cost to produce or warehouse dies
- More environmentally friendly
- Easy to create multiple versions
- Ability to make last minute changes



Faster to Shelf



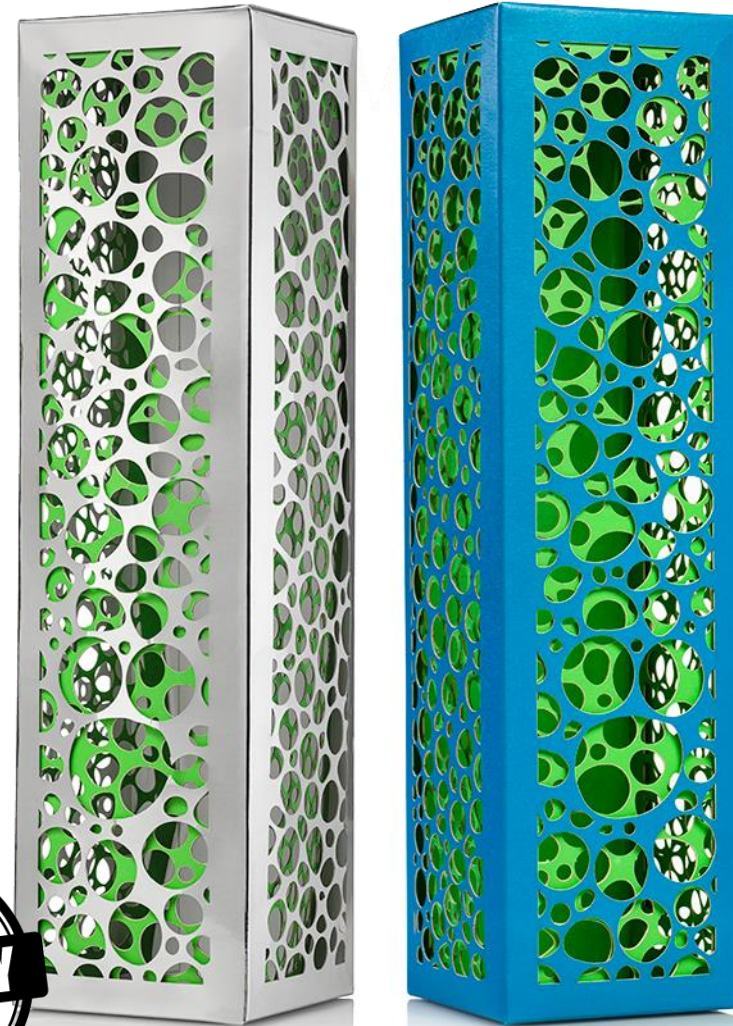


Structural designers have been told for so many years that you can't do certain things.... today the handcuffs are off. We are no longer restricted by tooling and cost. Designers can do things they never before imagined!



Visual Impact

Innovating via **Packaging STRUCTURE**
opens additional options to create
powerful visual impact on shelf.





Visual Impact

Just how creative can
your designers get?





Visual Impact

Just how creative can
your designers get?





Visual Impact

Just how creative can
your designers get?





Visual Impact

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Visual Impact

Just how creative can
your designers get?





Visual Impact

“I love the process of unpacking something. You design a ritual of unpacking to make the product feel special. Packaging can be theatre, it can create a story.”

Jonathan Ive, Apple's Chief Design Officer



What else is possible....

The sky's the limit... our technology is perfectly suited to produce **brehtaking** material for:

- Point of Purchase
- Window Displays
- Promotional Giveaways
- Fashion Show Backdrops
- Greeting Cards / Invitations



Even Personalized Packaging...



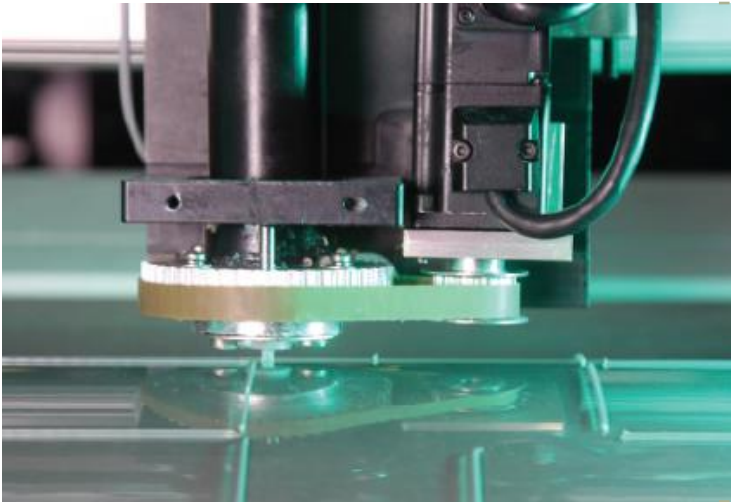
Variable Data Cutting enables customization without limits, including the ability to personalize packages!



About the technology

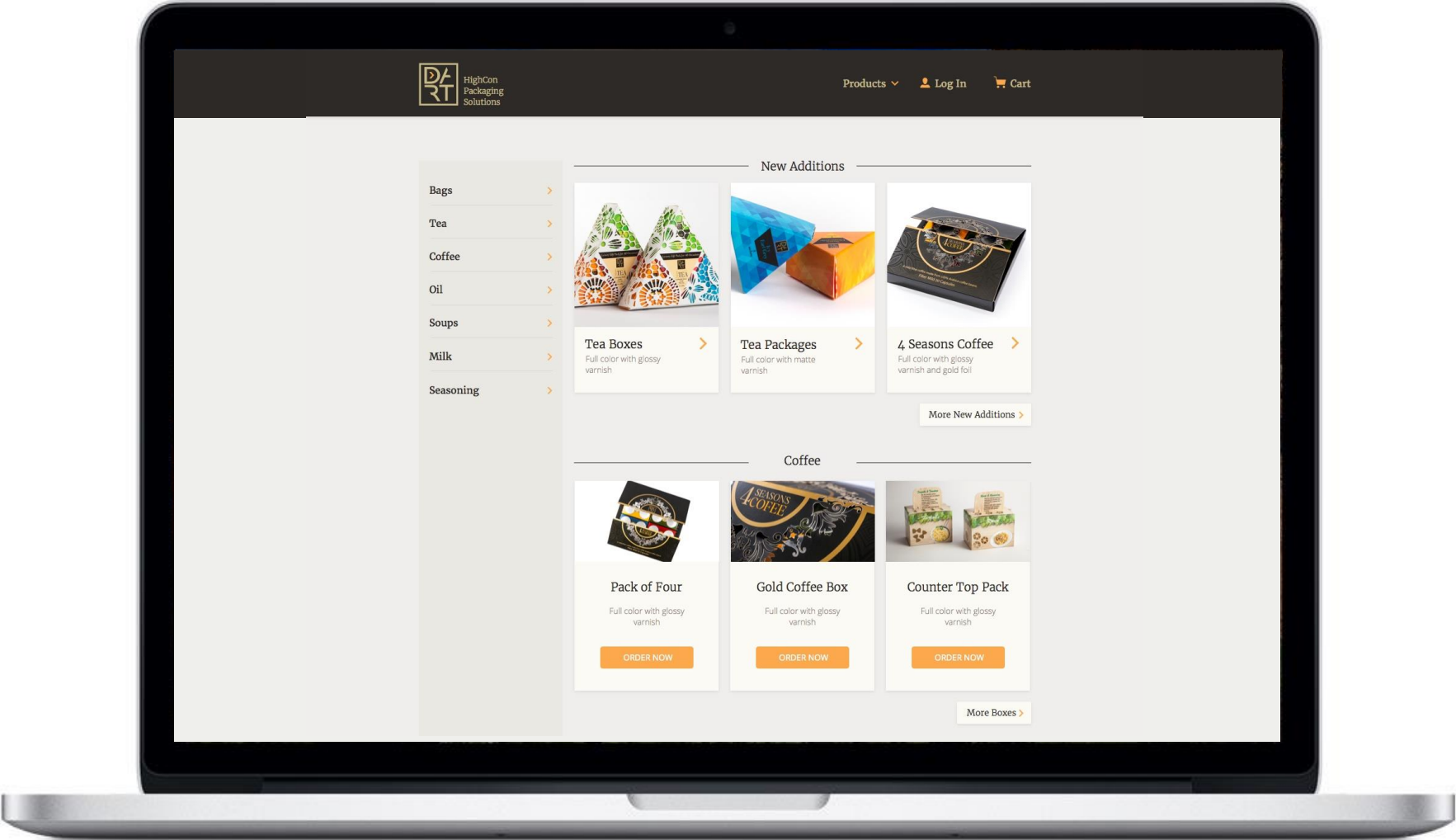
The Highcon Euclid is the first fully digital cutting and creasing machine for converting paper, labels, folding carton (200-600 microns) and microflute (up to 1200 microns).

- Proprietary polymer technologies replace the traditional die
- Precision laser optics enable variable data cutting and etching
- End-to-end digital workflow dramatically streamlines the finishing process



1. Machine setup time – 15 minutes
2. Machine speed is up to 1,500 sheets per hour
3. Max sheet size 760 x 1060mm

Web 2 Pack



Q. Which of the following benefits offered by digital finishing are most important or relevant to your company?



Shorter Runs



Faster to Shelf



Visual Impact



The future of packaging is digital



Market forces are driving a need for shorter packaging runs



Both retailers and brand owners need to decrease time to shelf



Structural design can create differentiation and powerful shelf impact

Digital finishing is perfectly positioned to address all three



Customers - North & South America



World's leading greeting cards company. Annual revenue of approximately \$2 billion. Reason: digital strategy for supply chain efficiency. **Bought 2nd machine**



Boutwell Owens – converters, end-to-end digital solution with HP 30000. Reason: design flexibility, differentiation, responsiveness and fast turnaround.



Anro, commercial printer, 1st step into folding carton. Reason: latest technology fits their MO.



CJ Graphics – leading Canadian Graphic Arts company. Reason: Takes 40" sheet, fast, cutouts.



Commercial printer, part of Interstate Group. Reason: rapid turnaround enables responsiveness



Graficas Corona, leader in Latin America market specializing in transactional & direct mail. Reason: customizability at finishing stage



Customers EMEA



1st Euclid customer (2013).
Folding carton converter.
Reason: profitable short runs,
demonstrate innovation



Commercial printer, 2nd
generation. Reason: to
implement digital
technology. **Bought 2nd
machine**



Folding carton converter.
Reason: cost saving on short
runs, wanted to develop new
& complex designs



Small trade finisher focused
on quality. Reason: design
capabilities and rapid
responsiveness



Skitza, Trade finisher.
Reason: focused on short
run, value-added products,
production flexibility



Innovative converter with
premium brands. Reason:
Design capabilities,
customization & efficiency



Customers - Asia



Golden Cup



1st sale in Asia. Digital service provider in Korea for Nike. Reason: digital technology, ability to supply brand requirements

Global Reference Sites

Country	Company	Contact name	Email
Boutwell Owens	USA	Bill Lorenz	billl@boutwellowens.com
Carolina Graphic Services (CGS)	USA	Ron Woodward	ronw@carolinagraphicservices.com
CJ Graphics	Canada	Jay Mandarino	Jay@cjgraphics.com
American Greetings	USA	Trung Nguyen	trung.nguyen@amgreetings.com
Gafs Kartong	Sweden	Lasse Svard	lasse.svard@gafs.se
Glossop Cartons	UK	Jacky Sidebottom	jacky@glossopcartons.com
Maison Lack by DLW	France	Maxime Dumesnil	maxime.d@dlw.fr
Pringraf	Italy	Giuseppe Prioriello	g.prioriello@pringraf.com
Skitza	Israel	Yaniv Ganon	skitza@barak.net.il
Hiswill	South Korea	Johannes Park	tinyman@naver.com
Golden Cup	China	Kazem Samandari	kazem.samandari@highcon.net
Man Sang	China	Kazem Samandari	kazem.samandari@highcon.net
EAL	Angola	Pedro Santos	edicoesdeangola@yahoo.com





Questions?

Nigel Tracey

Tel: +41 794100824

Email: nigel.tracey@highcon.net

