



Seize the Possibilities of Going Digital

In a new, digitized world, where new trends have emerged, use this time as an opportunity to stay competitive and reinvent your production. By starting now, you'll unlock new opportunities with rising markets and create lasting business models to set your business up for longtime success. See why digital is growing and how you can evolve to stay ahead.

DIGITIZE YOUR WORKFLOW

By 2025, 75% of the workforce will be made up of digital natives

This generational shift shows us how industries and consumers are behaving. Investing in new technologies is an opportunity to not only appeal to demand but to gear up for a digital future.



PERSONALIZED POSSIBILITIES

48% of consumers are willing to wait for a personalized product

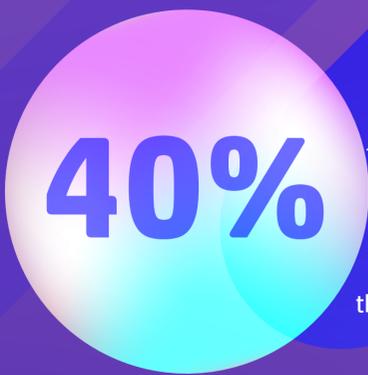
In a highly competitive market, brands are looking to stay relevant and differentiate themselves from others. With more personalization and customization capacity, like extended substrates and added specialty inks, you'll help meet that demand while maintaining budget and time constraints.



MORE JOBS AND SHORTER RUNS

40% of jobs require multiple versions

With more SKU jobs increasing, there is a growing demand for short run printing. Going digital allows for an optimal workflow without sacrificing product quality or operation time.



IMPROVE SUPPLY CHAIN VISIBILITY

Multi-part label tracking is expected to decline 12% by 2024

With a higher demand for more efficient supply chains, print smart labels to maintain track and trace visibility throughout your entire production process.

OUTPERFORM INCREASING DEMAND

Product lifecycles are 4x shorter

Run lengths are on the decline while demand is on the rise — keep up with high-powered technology that increases end results on shorter runs.



BOOST YOUR REVENUE POTENTIAL

Companies that are more than 25% digital experience an organic revenue growth of 25% or higher

Digitizing your workflow creates an opportunity for higher growth organic revenue compared to traditional presses. Incorporating digital into your fleet meets market demands like unique shelf appeal, brand protection and sustainability.



[Learn more](#)