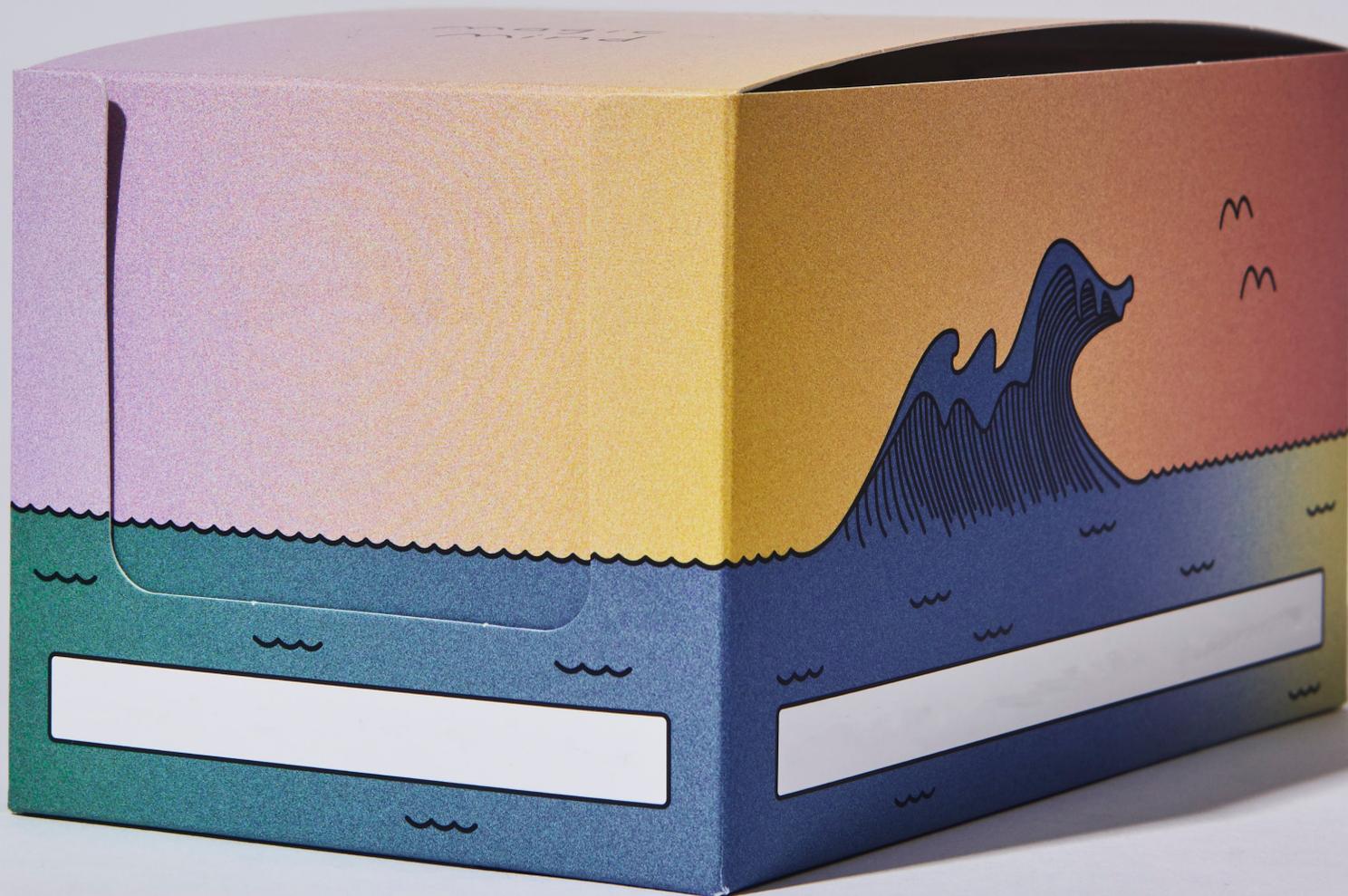


HP LATEX TECHNOLOGY

Packaging



Expand into value-added applications



Say YES to high-value packaging



HP Latex technology brings new opportunities

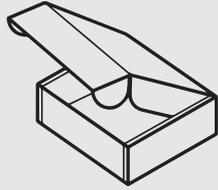
The global packaging market is set to expand by almost 3% per annum, reaching over \$1.2 trillion by 2028.¹

Beginning with the signage and display graphics segment, the rise of digital technology has provided the opportunity for short-run, full color work onto a wide array of substrates; for the industrial segment, it has changed the models under which certain products are made; for the commercial printing segment, digital has delivered higher customization, shorter print runs, and tighter messaging.

Driving much of this change is inkjet technology. Starting more than two decades ago as an option for low-durability, short-lived signage solutions, inkjet has, through ongoing developments in technology and ink formulations, blossomed into a technology that can serve numerous markets for numerous purposes, all the while providing opportunity among new and existing print applications.

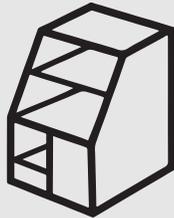
Recent developments in water-based HP Latex Inks, coupled with the unique capabilities of HP R-series Printers, have opened new opportunities in short-run packaging. It gives graphics producers and industrial printers the opportunity to pivot toward new areas of interest, and to access specialized revenue streams. According to research by Smithers, between 2018 and 2028 the global packaging market is set to expand by almost 3% per annum, reaching over \$1.2 trillion by 2028.¹

Key applications



Specialty boxes

Specialty boxes can be both folding carton and corrugated that are customized and widely used in the short-run packaging world, and you can see them every day in the retail aisle. This segment includes gift boxes, welcome packs and ready-retail packaging. With today's digital print capabilities, specialty boxes can truly stand up to the competition in the retail aisle and capture some huge speed-to-market benefits. HP offers the possibility to create short runs, high-impact customized packaging. Flexible HP Latex Inks enable better folding and bending without cracking compared to UV ink-based technologies.



Displays

This segment includes innovative point-of-purchase displays that contain a product with marketing material and are strategically located throughout a retail store to grab attention. They can be customized and allow your branding to be extended from the product, while increasing interest and visibility for the product highlighted. These displays are effective because they help your product stand out from the competition. HP enables high-quality corrugated displays with vibrant colors that are capable of grabbing customers' attention.



Key trends

Retail changes drive supply chain



- Unboxing videos, which are customer reviews in a visual format, are becoming increasingly popular leading to more sales for brands. The trend has now transitioned into everyday life, and the packaging experience is now a “must-have” rather than something that brands use to differentiate themselves.²
- E-commerce is projected to grow to \$7.4 trillion by 2025.³ With its rise, there are more branded and tailor-made products fighting for customers’ attention.
- Brands know that personal messaging and high-quality packaging help boosting engagement.⁴

Growth of small online retailers means a need for high-quality short runs



- Today, also smaller companies need to look and feel world class, leading to an increasing need for high-quality short runs. Segments that will need to stay competitive include e-commerce companies, crafting businesses and bespoke brands.⁵

Brand fragmentation and customer engagement: brands want more versions



- Consumers want to be unique by choosing small, craft players in the market.⁵
- Brands are offering more products and variations in their portfolio to capture new segments of the market. For example, in Japan there are over 200 versions of KitKat. As versions increase, packaging needs more variation.⁵
- Life cycles get shorter as customers demand more choice.⁵

The drive toward sustainable packaging



- Since 2017 there has been a revived interest in sustainability focused specifically on packaging. This is reflected in central government and municipal regulations, consumer attitudes and brand owner values communicated via packaging. As sustainability has become a key motivator for consumers, brands are increasingly keen for packaging materials and designs that demonstrably show their commitment to the environment.⁶



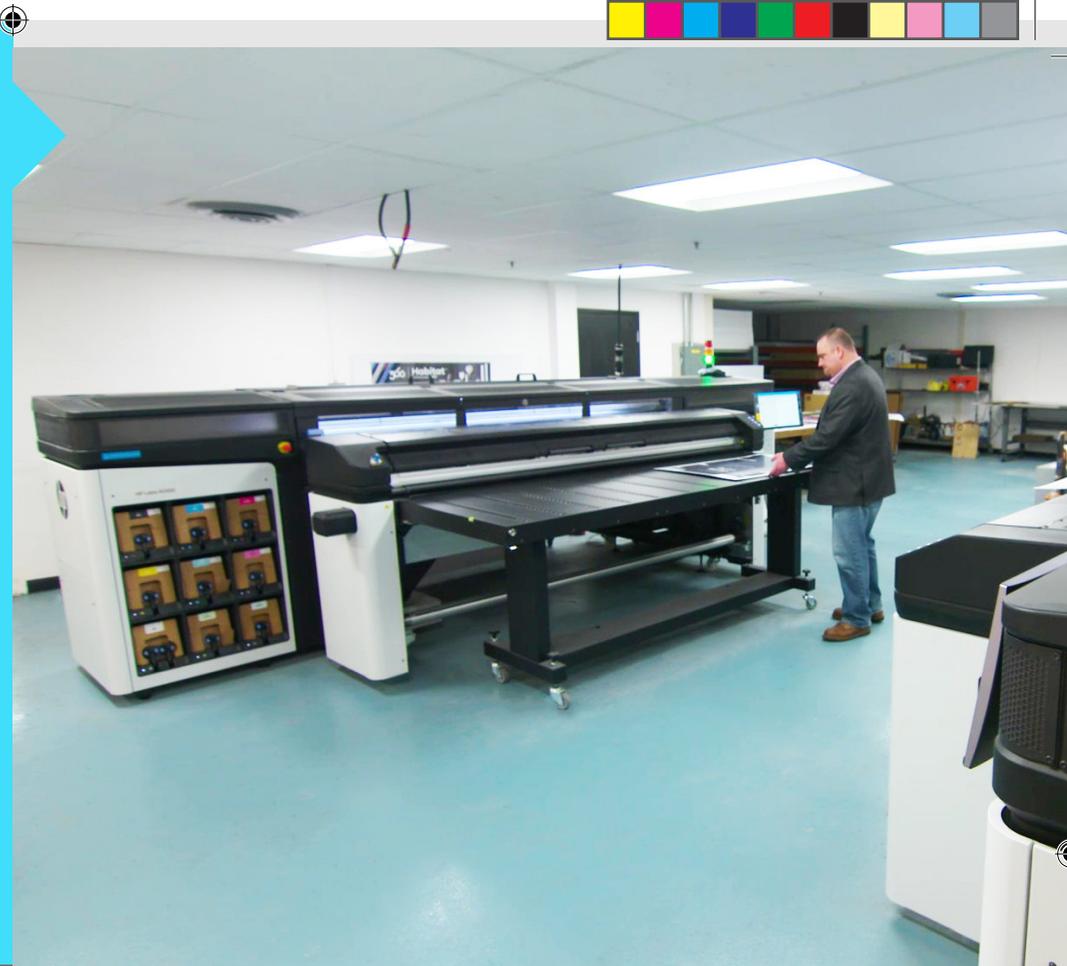
HP solutions for short-run packaging

HP offers three inkjet printers as a part of the HP Latex R-series Printers that are uniquely suited to the needs of short-run packaging. The HP Latex R1000 flatbed printer offers a print width of 64 inches. The HP Latex R1000 Plus Printer adds a roll-to-roll capability and an expanded warranty plan. The HP Latex R2000 Plus Printer takes all the benefits of the HP Latex R1000 Plus Printer and expands the print width to a full 98 inches. All HP Latex R Printer series come standard with white ink.

To learn more about the HP Latex R-series Printers and how they can help you grow your packaging business, visit hp.com/us-en/printers/large-format/latex-thermoforming.html.

Benefits of printing with HP Latex technology

- Achieve the glossiest white⁷ that resists yellowing over time and the most vibrant colors⁸ on high-value packaging.
- Answer all requests on time, printing everything on one machine – and on both rigid and flexible media.
- No more need for outsourcing – you can increase your margins taking on the jobs you want and widening your offer with high-value work.
- Flexible HP Latex Inks enable better folding and bending without cracking compared to UV ink-based technologies.
- Provide a green solution for your clients with our non-hazardous, odorless and recyclable water-based HP Latex Inks.⁹



The HP Latex R2000 has expanded our capability set and allowed customers to achieve the quality results that they really want.

Toby McManus, Director of Business Development, Superior Packaging and Finishing

Massachusetts based, Superior Packaging and Finishing, required a hybrid press that could combine quality, consistent color and speed at the right price. They ordered two of the R-series HP Latex R2000 Plus printers and the presses have enabled Superior Packaging to expand its reach and capabilities, allowing to offer customers faster turn times and quality results.

Learn more at: largeformat.hp.com/us/story/superior-packaging-and-finishing

¹ Smithers, 2021. The Future of Packaging: Long-Term Strategic Forecast to 2028.

² Singh, 2021. Deciphering The Product Unboxing Video Trend. Retrieved from: <https://www.linkedin.com/pulse/deciphering-product-unboxing-video-trend-somdutta-singh/>

³ Statista, 2022. Global retail e-commerce sales 2014-2025. Retrieved from: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales>

⁴ McLaren, 2021. Packaging perspectives: Using personalised packaging to boost brand equity. Retrieved from: <https://www.packaging-gateway.com/sponsored/personalised-packaging-brand-equity/>

⁵ Smithers, 2019. The Future of Digital Print for Packaging to 2024.

⁶ Smithers, 2020. Four key trends that will shape the future of packaging to 2028. Retrieved from: <https://www.smithers.com/resources/2019/feb/future-packaging-trends-2018-to-2028#:~:text=According%20to%20research%20by%20Smithers,6.8%25%20from%202013%20to%202018>

⁷ Glossiest white based on internal HP testing in January, 2018 compared to leading competitive printers with CMYK configuration under \$350,000 USD. Based on level of gloss at 60 degrees on a rigid material (acrylic). Tested using Glossmeter BYK micro-TRI-gloss (20°, 60°, 85°), compatible with ISO 2813 and ASTM D523 relative to glossiness measure.

⁸ Most vibrant colors based on internal HP testing, January 2018 compared to leading competitive printers with CMYK configuration under \$350,000 USD. Tested in High Quality print mode on rigid (white acrylic 12-pass, 6-color, 120%). Internal HP testing with HP GamutViewer, Alpha Shapes=50000.

⁹ UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see <http://www.ul.com/EL>). HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected. There is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print. The ink cartridge HP Eco-Carton outer carton is 100% recyclable through local cardboard/paper programs. The inner materials including the ink bag and printheads can be returned free of charge to the HP Planet Partners program for reprocessing of plastic parts. Zero landfill. For ink bag and printhead take back, visit [hp.com/recycle](http.com/recycle) to see how to participate and for HP Planet Partners program availability; program may not be available in your jurisdiction. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.

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