

**drupa 2024**  
**158 days on**  
**Reflections &**  
**Impressions**



**Quentin Sandery**  
Director, Regional Industrial Print  
Canon Singapore Pte Ltd



Years  
between  
drupa's

2016

2019

2020

2024

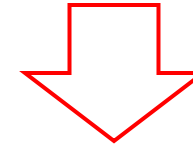
Global conditions with  
countless impacts.

# VUCA

Volatility  
Uncertainty  
Complexity  
Ambiguity



## During Covid-19



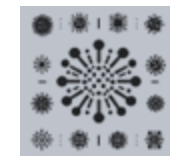
## “Post” Pandemic



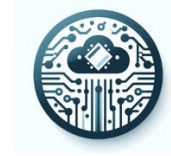
Economic



Societal



New variants



Digital  
Transformation



Consumer  
Behavior



Change

# Printing & Packaging Industry

Commercial Label Packaging Signage & Display

Adapted ✓  
Improvised ✓  
Innovated ✓

- Changing Market Demands
- Supply Chain Challenges
- People



# 2024

We could gather again!



Information and research can be done on the internet.

And yet thousands of people travelled and gathered, taking experiences, stories, samples.. back to thousands of more people...their colleagues, friends and customers.



1614 Exhibitors from  
49 Nations

Attendees came from  
173 Countries

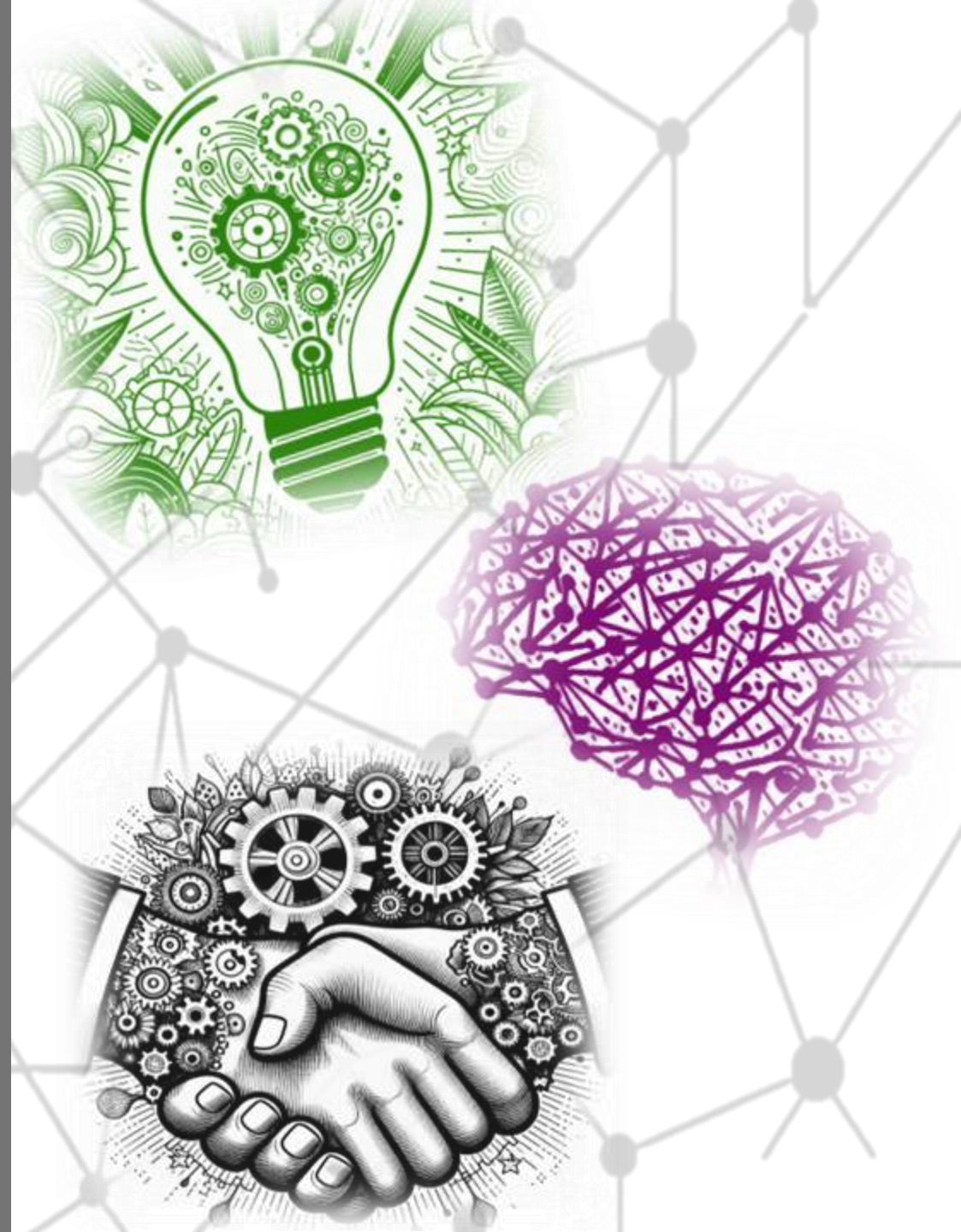
165,551 Visitors

22% Asia



# So much to see and experience

- Visions for the future
- Immersive experiences
- Digitalisation
- An array of technology
- Materials and stocks
- Alliances and partnerships were announced, deals done, people met.....





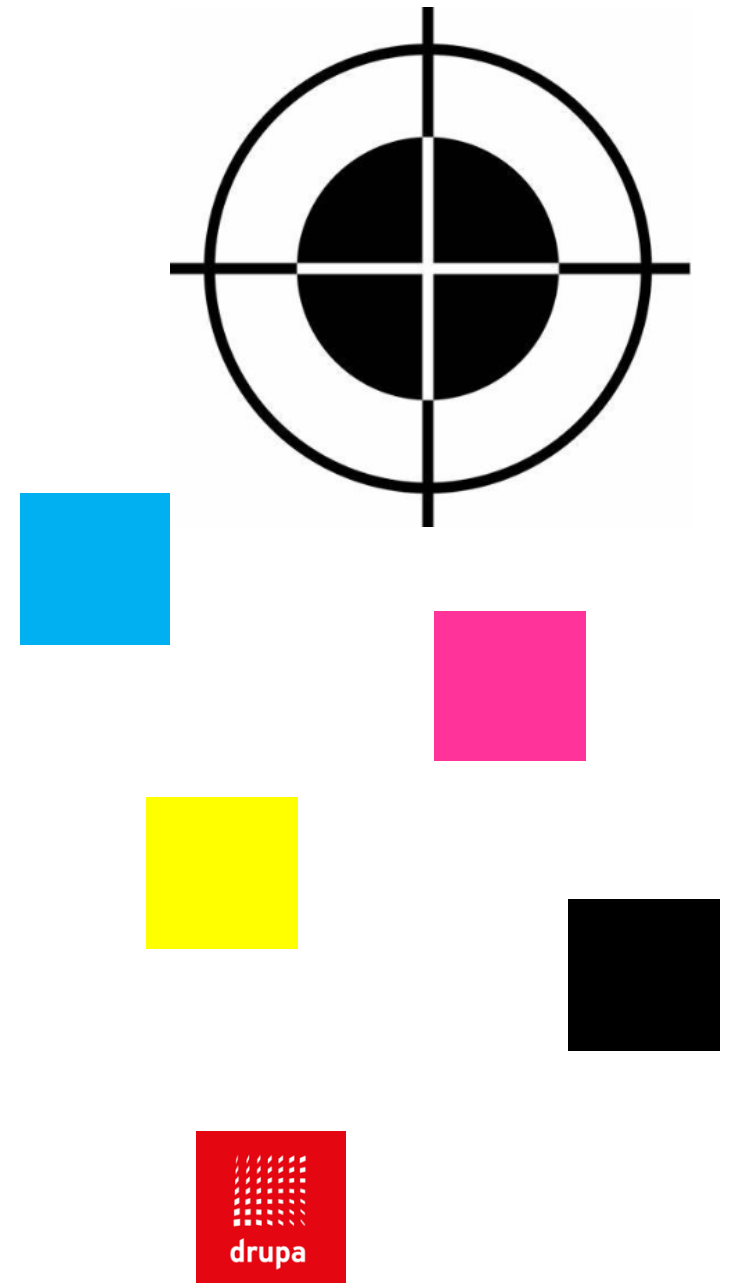
If we had not had a  
pandemic would drupa 2024  
have been the same

?



The fundamentals, the foundations of print were, of course, being demonstrated....

- Registration
- Colour Accuracy
- Consistency
- Quality



158 days on from drupa

**8** impressions



impression #1

impression #1

The relationship between  
analog and digital print  
continues to evolve.

Complementing each other  
to deliver the needs of  
customers

## impression #2

Digitalisation has been embraced and is transforming the industry and the impacts are being seen everywhere.

automation

Workflow

Cloud

ai

IOT

Smart Packaging

Colour Management

Blockchain

data

Robotics

POD

SMART factories

VDP

SUSTAINABILITY

## impression #3

impression #3

The industry commitment to sustainability was omnipresent.

Clear response to the market needs, the demands from consumers and brands was clearly evident.

What is required to leverage and realise the measurable outcomes of the industry commitment?

sustainability

impression #4

TTTTT.GRRTOIT #4

Labour  
challenges in the  
market are being  
identified and  
steps taken to  
address.

Automation

Ease of operation

Digitalisation

impression #5

impression #5

Print is reaffirming  
its importance and  
relevance in  
Brand's  
Marketing Mix.

**Cutting**

Through the digital clutter

**Building**

Consumer Trust and Engagement

**Driving**

Brand Integrity & Safety

**Creating**

Emotional Connection

**Delivering**

ROI



impression #6

TTTTT.GRRTOIT #0

Label and  
Packaging is  
increasingly  
dynamic.

**Growing and evolving**

**Increasingly:**

- Integrated
- Smart
- Agile

**Providing new ways for Brands  
to connect with Customers**

impression #7

TTTTTGGRTOTT #1

Inkjet is maturing  
and the  
technology is  
being widely  
applied.

Being seen across all areas of  
printing, whether it's  
transactional, publishing,  
commercial print, labels or  
packaging....

impression #8

TTTTT.GRRTOIT #0

## Innovation

*Innovation is the systematic practice of developing and marketing breakthrough products and services for adoption by customers.\**

Innovating in a mature market to increase value and drive growth



*....drive positive change  
through whole industry  
ecosystems,  
challenging established  
ways of working, and  
innovating in ways that  
go far beyond print  
production....*

Labels and Packaging

Commercial Print

Publishing

Interior Design & Display

Promotional Communications

**Canon**

Delighting You Always

# Aqueous Inkjet



ColorStream 8000

**ROLL FED**



ProStream 3000



varioPRINT iX3200

**B3 SHEET FED**

**Canon**

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# Aqueous Inkjet Milestones



varioPRINT iX3200

## B3 SHEET FED

## EXPERIENCE

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# Aqueous Inkjet Innovation



B3 SHEET FED

varioPRINT iX1700

**Canon**

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# Aqueous Inkjet Innovation



# LABEL

LabelStream LS2000

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# Aqueous Inkjet Concepts



**B2**

iV7



**CORRUGATED**

INNOVATION

**Canon**

Delighting You Always

# Reflection

REFLECTION

Ultimately, the true value of drupa is in taking the solutions that are relevant and that align with your business objectives and applying them in the real World.

**Canon**

Delighting You Always

Thank you

**Canon**

Delighting You Always