

# Tomorrows Trends Today.

The advance of digital production.

Asian Print Industry Conference 2024, Jakarta, Indonesia

Graphic Communications Business Division

Asian Print Industry Conference 2024 | Jakarta, Indonesia | 13 November 2024

**FUJIFILM**  
Value from Innovation

# Meet the Speaker:

## SCOTT MACKIE

General Manager, Graphic Communications Business  
FUJIFILM Business Innovation Asia Pacific and  
Senior Group Manager International Sales and Marketing

In a 30-year career spanning Europe the Middle East and Asia Pacific, Scott's career has focused on driving transformation in the printing industry for the last 19 years, enabling businesses to create hybrid or completely digital production.

Starting out in Commercial Print and Packaging, joining the digital revolution in 2005 he is now Graphic Communications General Manager in Asia Pacific, and a Senior leader of their international expansion team driving digital change globally.



# Fujifilm Graphic Communications Division

Asian Print Industry Conference 2024 | Jakarta, Indonesia | 13 November 2024

# A history of innovation





**Imaging**



**Data**



**Industrial**



**Healthcare**



# Digital Transformation



Commercial



Photographic

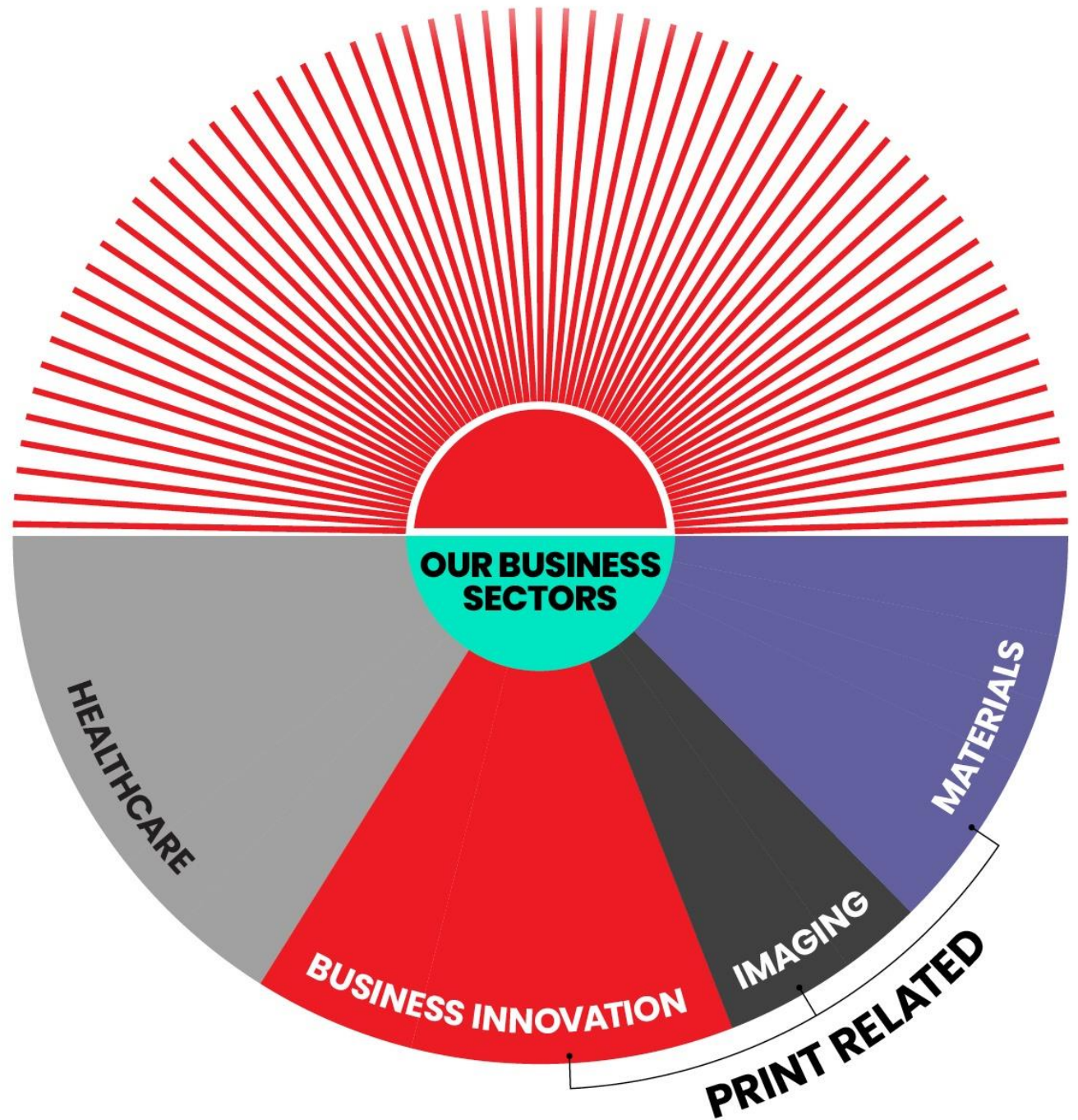


Label & Packaging



Wide Format

**40% of  
our global  
business  
relates to  
print**





**We value sustainability**



# Achieve net zero CO<sub>2</sub> emissions by 2040



The image features a central, glowing blue particle or energy burst against a dark, starry background. The burst is composed of numerous fine, radiating lines of light blue and white, creating a sense of dynamic movement and energy. The text "Realise your vision" is centered within the dark core of the burst, rendered in a clean, white, sans-serif font.

**Realise your vision**

# Digital rising.

Printing is growing, technologies are adapting

Transformation is not the end of the old,  
but the beginning of the new.

(2012)

\$642B Growing to \$969B

Est.  
2032

2.3% CAGR

-0.9% CAGR

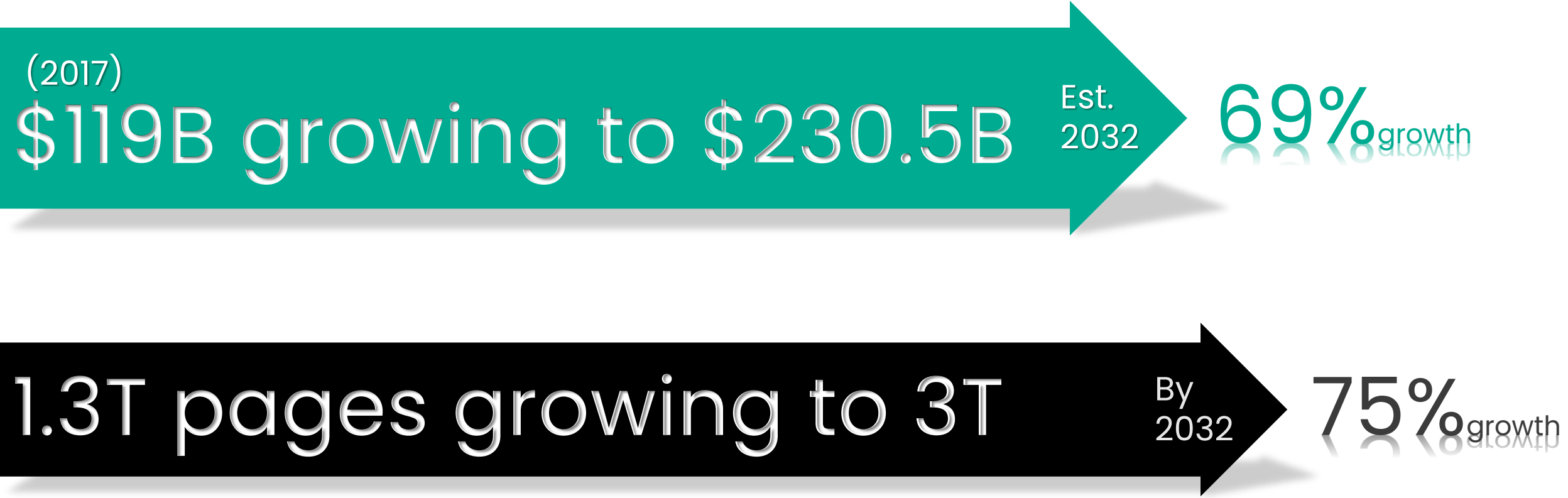
49 Trillion Pages 2017

43 Trillion

Est.  
2032

(\$ million, constant 2024 prices & exchange rates) Countries include: China, South Korea, Other Asian, Australasia.  
Source : Smithers, The Future of Digital Print 2032

# The digital train has left the station.



(\$ million, constant 2023 prices & exchange rates) Countries include: China, South Korea, Other Asian, Australasia  
Source : Smithers, The Future of Digital Print 2032

# The digital consumer

What in the world is happening?

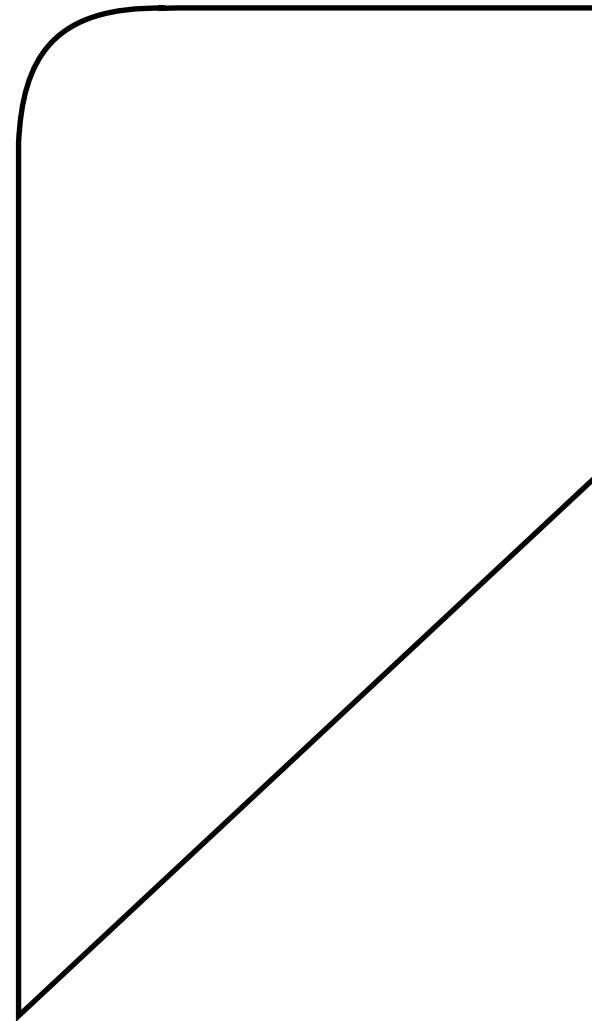
# A tipping point.

From which we seldom return.

*Def.*

*(philosophy)*

a threshold, critical mass, boiling point moment that leads to sudden, dramatic, radical change





# 8 drivers of digitization

Digitized methods of production transcend all applications. As brands drive demand, they are looking for innovations that drive connection to their audience.

**1 Lifecycles** have reduced significantly. >2 years in 1980, 6 months today. A 75% reduction.

**2 Gen Z** consumers. Trends undergo rapid change, shorter run SKU's growing no of jobs 47%

**3 Anti-counterfeit.** Trying to prevent \$12B in clothes, \$49B in Food and \$169B of Electronics fake goods

**4 Connectivity.** digital enables a personalised experience, online or offline

**5 E-Commerce** is around 20% of global retail sales, worth >\$5.2 Trillion Dollars, driving \$63.2 Billion in Digital Packaging

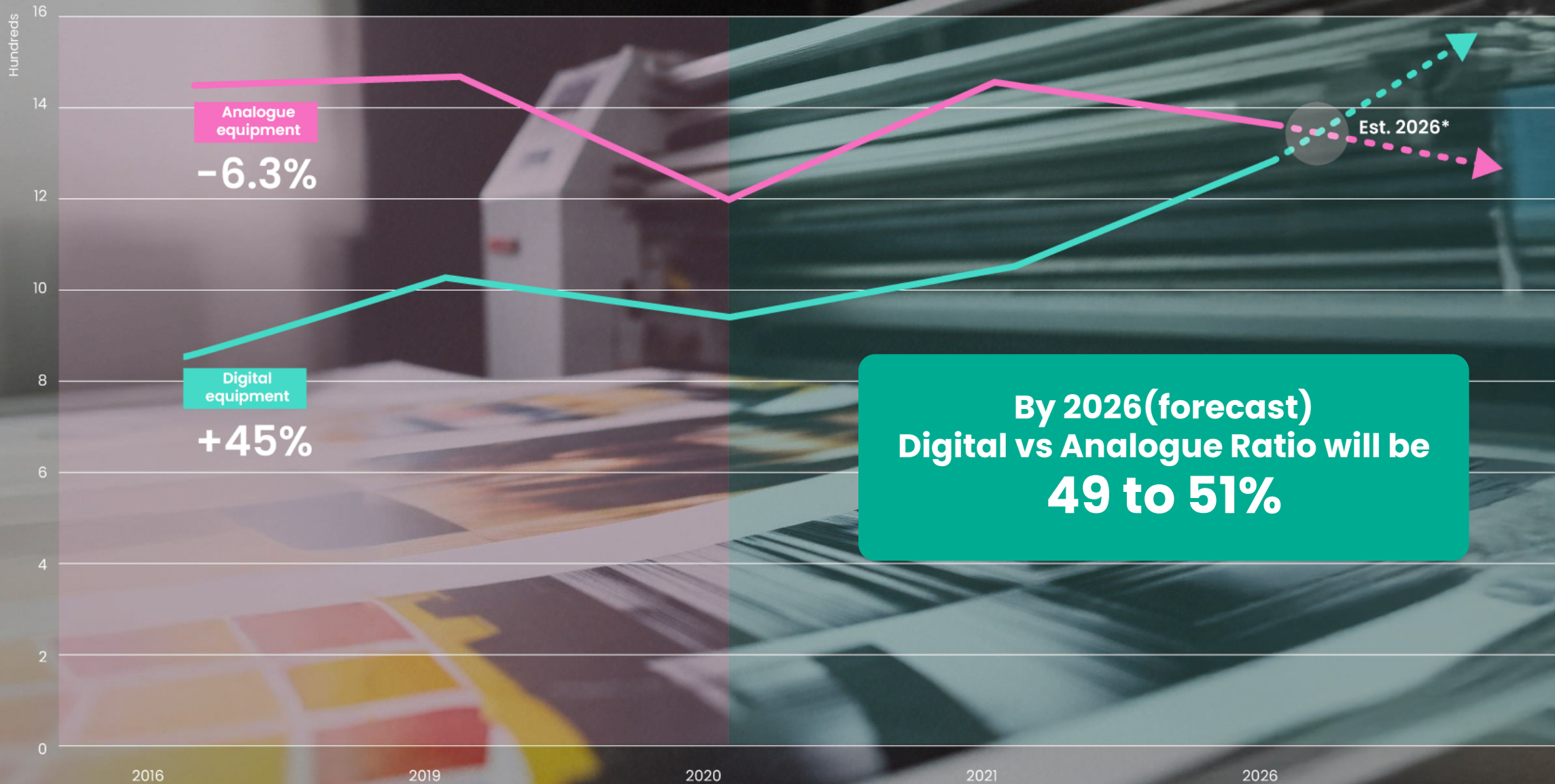
**6 Smart & intelligent** enabled by digital technology drives greater product integrity, lower TTM, higher Roi

**7 Sustainability.** Flexible Packaging packs 50% of food products in Europe but is only 6% of all consumer packaging materials.

**8 Blockchain.** allows packaging companies to capture the end-to-end process – without the need to login into individual systems

# 2016 – 2026 Overall Market Trend

CAGR for Total Equipment: 1.3%



# E-commerce print, packaging & labels

## 1st Impressions count, really.

Bespoke, personal, quality

In 7 seconds, we make up our mind on the brand, based on the packaging.

Intentional packaging can drive a 30% increase in customer engagement.



# Product Integrity and Anti-Fraud

## Stopping revenue loss

### *Serialized Product Protection*

The process of assigning unique serial numbers to every part that is sellable; primary, secondary, and tertiary.

From blisters to bottles, cartons, and pallets, they all carry a unique identifier.

This unique identifier.

#### USDSKA SERIALIZED CODE



GTIN	1234123456789321
SN	ABCDEFGHIJLMOPQR
EXP	JAN 2023
LOT	TEST

# QR Codes and the end of the menu (I like printed menus)

## *Connection, Versioning*

In tandem, and not restricted to limited editions the rise of QR Code use, enables maximum customer engagement.

Digitally printing is the way.



# Attention, we all want attention.

(How to stand out in the crowd)

What is the average  
attention span of a  
Human today?  
(It's 8 seconds... for a human.  
(It's 9 for a goldfish. 🐟))

# Time to be personal

## The brand connection point

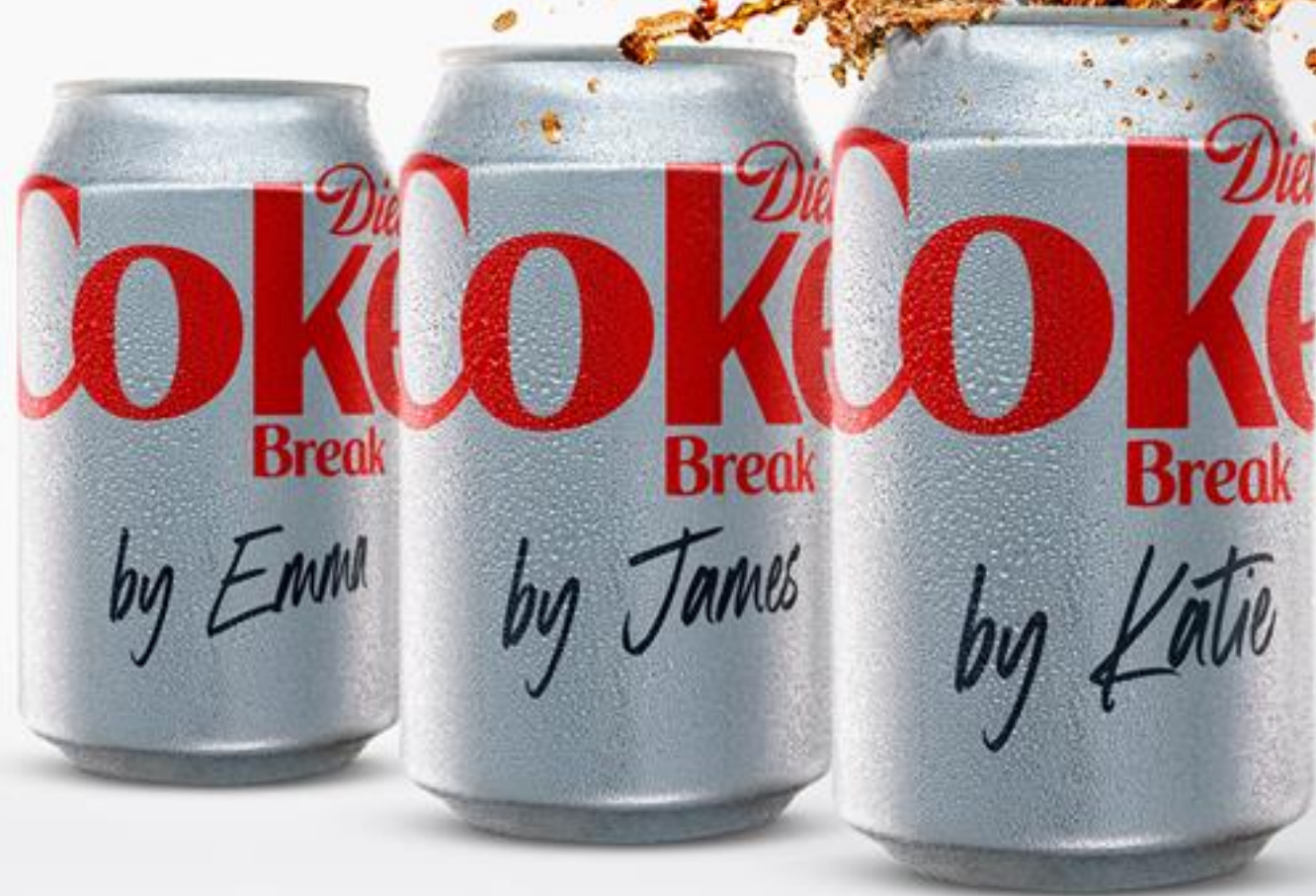


“Digital printing is a new technology, but for clients, designers and creators who can see its potential, the size of the prize is **unprecedented**”.

Katie Ewer, Strategy Director, JKR Global

# Give yourself a Diet Coke break.

Over 150 names to find  
at your nearest store.



love what you love®

GB, 18+, 15.7-9.9, Entry via Coke App, See [coke.co.uk/app/byyou](https://coke.co.uk/app/byyou) or App for T&Cs.  
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Get the App



# Time to engage

## Tapping into a brand strengths

If you're the owner of a big brand, you're obliged to make big bets with any packaging change.

Big bets, therefore, tend to be safe bets. Big bets make for risk-averse clients and boring, safe creative design and production.

Digital print is more cost effective for short runs, so it allows you to experiment, test, trial, adapt, test again and perfect a design idea.



Run for 5 years: "The initiative encourages consumers to purchase a personalised can of 'Get Well Soup' via the Heinz Soup Facebook page. For each purchase, Heinz donates £1 to support activities for hospitalised children later in the year."

Mario Marioni, Heinz

# Time to be pioneering

## The noise from within the crowd



WildlifeDirect partnered with Amarula to protect Africa's elephants. With less than 400,000 African elephants left, and one lost every 15 minutes of every day to ivory poaching, experts indicate that this majestic species will be extinct by 2030! To protect Africa's heritage and further entrench their commitment to conservation, Amarula has joined forces with Kenyan-based conservation organisation WildlifeDirect.

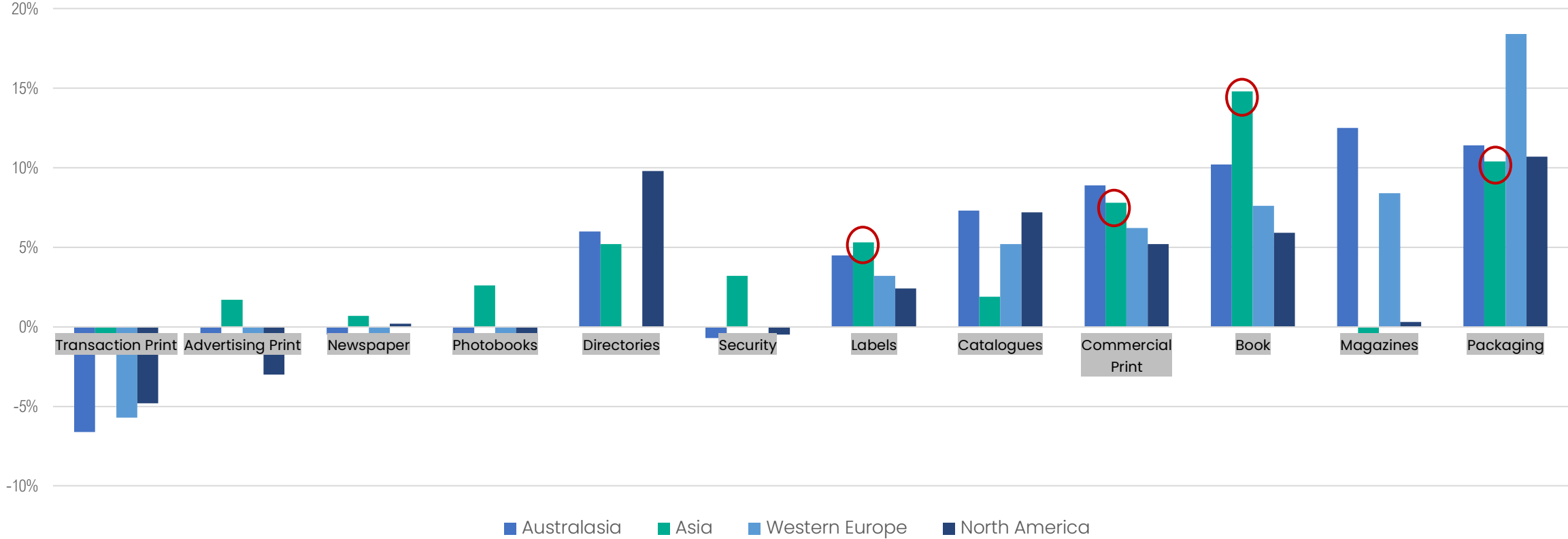
400,000 African elephants were given a name by Amarula customers. They created a uniquely designed 1 of 1 bottle, with the customer's design and the elephant's name. \$1 from each bottle going to support WildlifeDirect's efforts.

Name Them, Save Them Campaign. Amarula

# New opportunities

Where is the added value in packaging production?

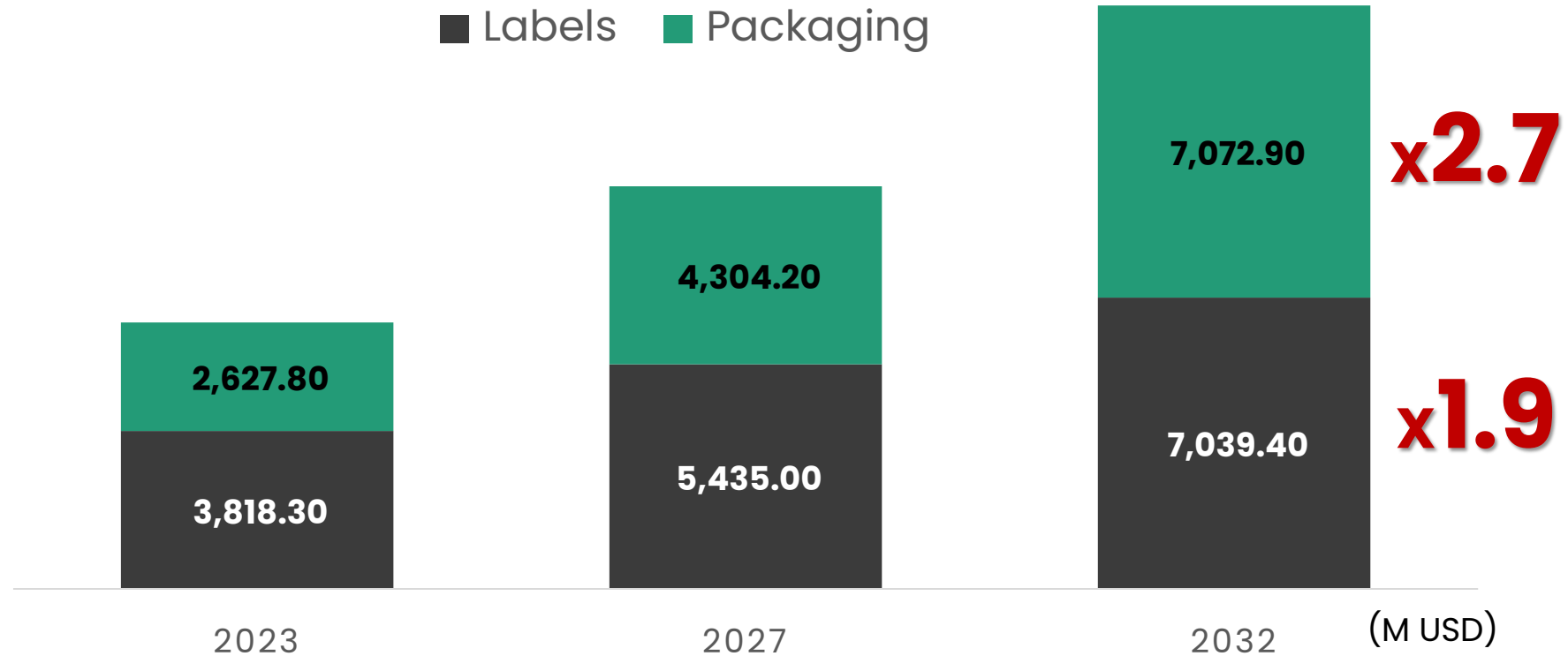
# GLOBAL Digital Printing Output CAGR from 2027 to 2032



Source : Smithers, The Future of Digital Printing to 2032

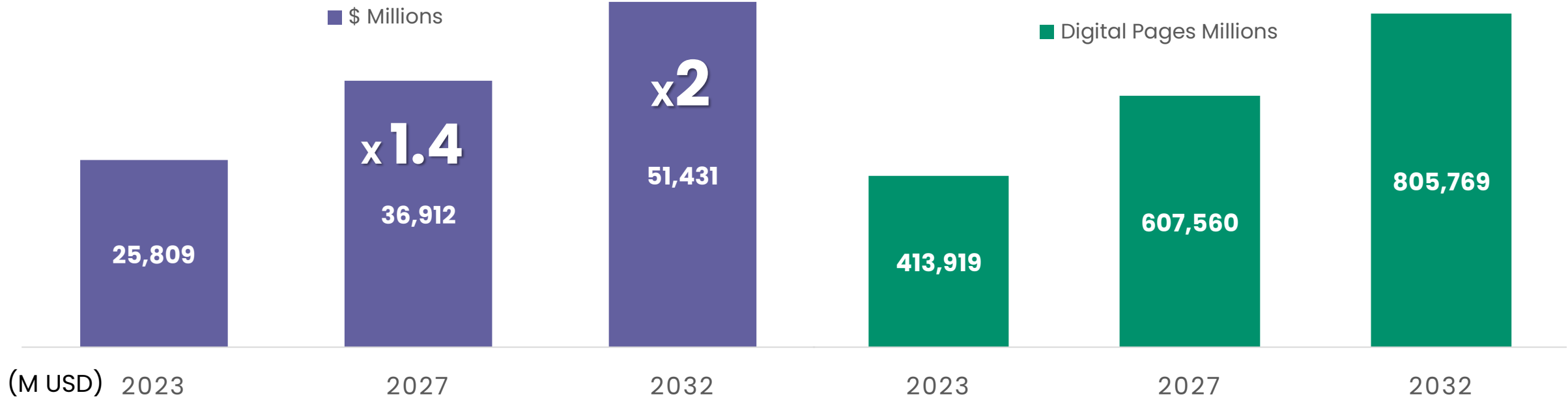
# Asia Labels & Packaging Digital Printing Output

- Packaging CAGR from 2022 to 2027 at 13.6%  
2027 to 2032 at 10.4%.
- Labels CAGR from 2022 to 2027 at 9.1%  
2027 to 2032 at 5.3%.



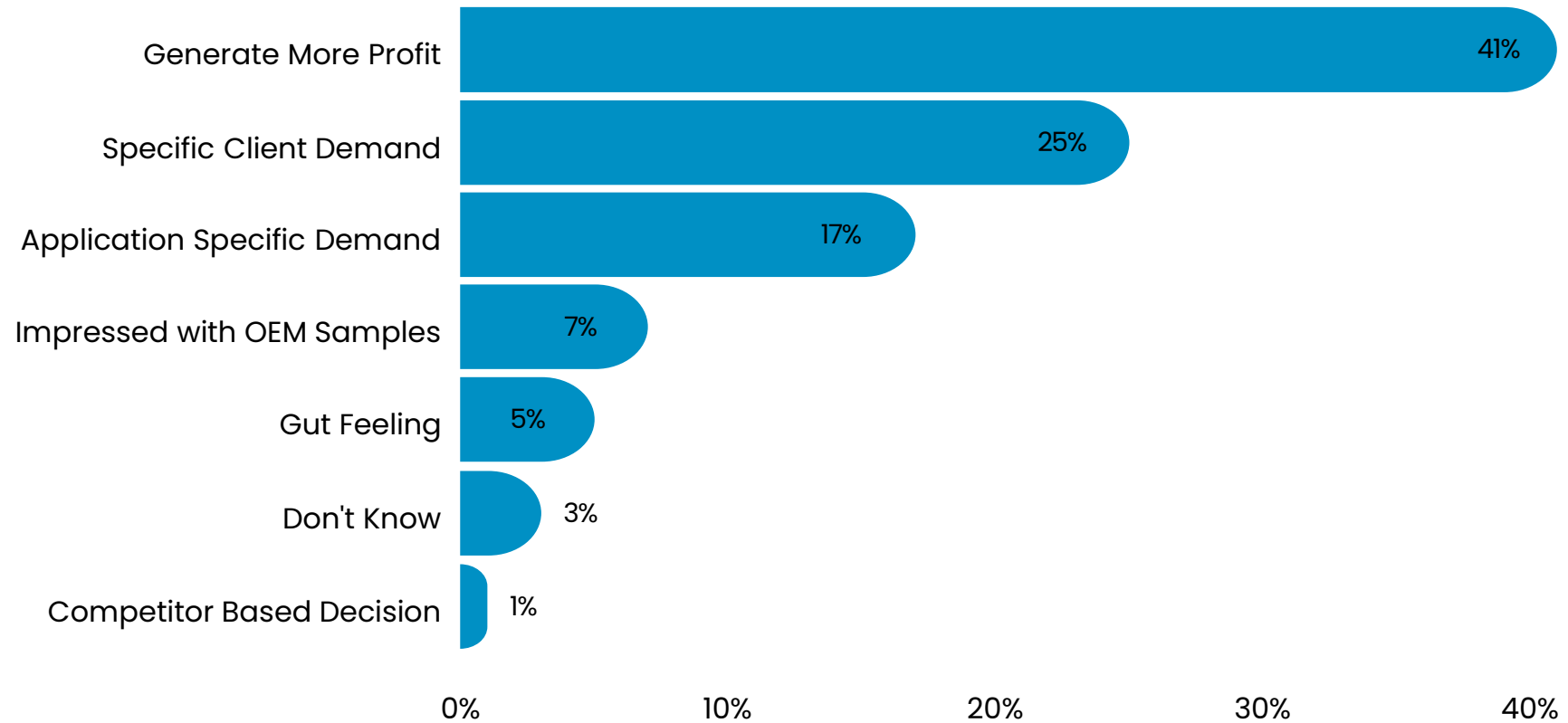
Source : Smithers, The Future of Digital Printing to 2032

# Global Commercial Digital Printing Output



Source : Smithers, The Future of Digital Printing to 2032

# Main Reason for **Investing** in Specialty Ink Capability



## Main Reason for **Investing** in Specialty Ink Capability

➤ **32%** increase.



# disruptive technologies



inkjet

toner

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**Gold / Silver / Clear**

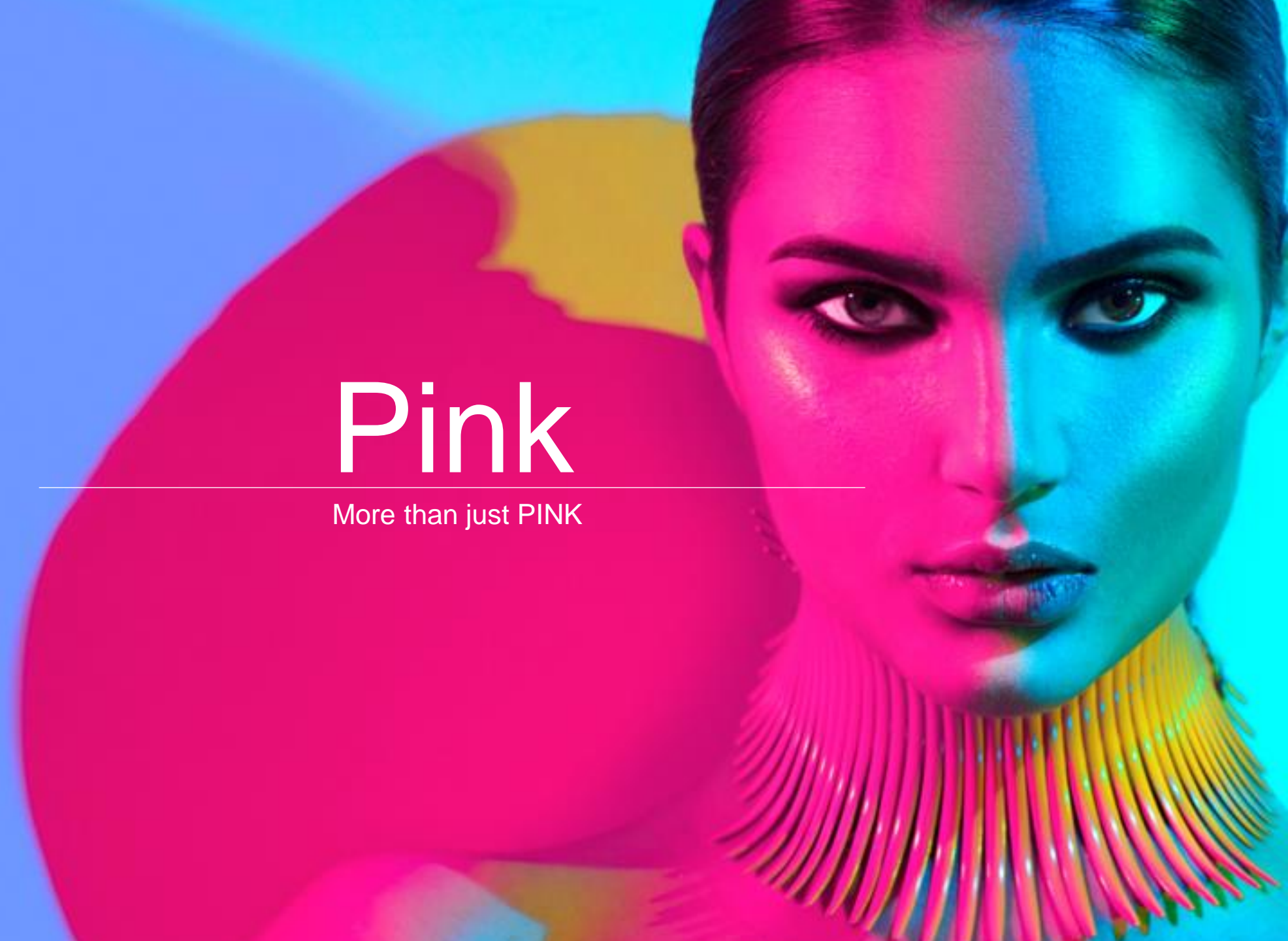
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Putting the sparkle in print

# Pink

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More than just PINK



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# White

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White paper is now optional

A man in a black shirt is standing in a dark industrial setting, interacting with a large, dark-colored Fujifilm Jet Press 750S inkjet printer. The printer is a large, complex machine with a control panel on the right side featuring a monitor and a red emergency stop button. The man is pointing at the monitor, which displays a graphical user interface. The background shows various industrial components, including pipes and machinery, under bright overhead lights. The overall atmosphere is professional and technical.

# Jet Press 750S

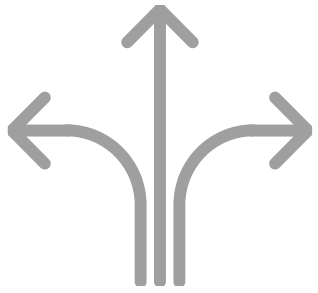
Inkjet cartons & print



# Jet Press FP790

Inkjet flexible packaging

# One Solution Provider. Innovation in Print.



**Flexible**



**Intelligent**



**Efficient**



**Reliable**

**FUJIFILM**  
Value from Innovation



# IMPACT of technology on Print Demand

