



Consumers love craft brands and locally sourced foods. But how do small manufacturers deliver packaging sophistication at a competitive cost?

Memjet tells us how to take it in-house.

Big brands once had the edge on personalized packaging. Consumers have come to expect Halloween displays, superstar athletes on cereal packs, back-to-school promos. But Coke took it a step further when “Share a Coke” featured consumer names on the product itself. With the rise of online shopping, brands have been scrambling to come up with branded packaging that delivers a signature “unboxing” experience. How can a regional craft manufacturer compete? Companies like Memjet are leading the way with technology that powers single-pass, digital inkjet solutions. The result? A new era of in-house printing capabilities that allows small brands to print secondary packaging (labels and corrugated boxes) extremely fast, with unprecedented quality and versioning at a low cost.

It started with in-house labeling.

Says Tina Voss, Global Marketing Communications Manager at Memjet, “With the option to bring in white label stock and print on demand, a brand owner can react quickly to market trends. This may include regulatory demands, product extensions or skew changes. Memjet makes this possible—not just for labeling, but for corrugated packaging as well.” To compete for the online shopper, smaller brands are moving to inkjet-powered printers that make label and packaging production part of their operations. Adds Voss, “This offers flexibility and cost savings while speeding time-to-market. And the technology allows for so-



phisticated versioning. It’s leveling the playing field.”

The numbers say it all.

A study from InfoTrends shows that the demand for personalized printing products in the U.S. has grown rapidly, from around 113 million units in 2012 to a projected 158 million units by 2017. According to Kim Beswick, General Manager of Desktop and Minipress for Memjet, “One of our customers is a California-based food manufacturer named Glenoaks, who prints labels on demand. They produce a variety of beef jerky products marketed under different names and need labels for over 900 SKUs. For volume on demand, they purchased the Memjet-powered Colordyne 1600-C. Labels that once took six weeks now print in hours. Glenoaks can version on demand and avoid tossing away thousands of dollars in stock.” Once manufacturers got accustomed to printing their labels, the next natural step was corrugated.” In fact,” says Beswick, “research shows that in-house printing on corrugated packaging is growing by 350% year over year.

Printing on corrugated—a look at the “unboxing” experience.

A report by the Association for Packaging and Processing Technologies (PMMI) notes that consumers



no longer respond to a “one size fits all” message in the products they order online, and this includes the secondary packaging that arrives at the door. Today, nearly eighty percent of all retail shopping happens online. So, the unboxing experience needs to support the brand. Why is this important? Says Voss, “I recently ordered what looked like a cute pair of camo jeans from a top retailer. When the package arrived, the outer box was a plain corrugated box. Inside, the pants were folded (smashed flat is more like it) in a plastic bag with a receipt. The disappointment was immediate. ‘I paid \$90 for these?’ I thought. ‘What a rip.’” So how do brand owners up the wow factor without adding expense?

Manufacturers who seek these printing solutions can integrate them directly into

a production process. Full-color digital packaging printers are easy to set up and need only minimal space. The solutions are so intuitive there is no need for additional staff.

According to George Morretti, Managing Partner for Innovative

Integrated Solutions who purchased the Memjet-powered Excelagraphix 4800, “We have expanded our business to produce customized packaging for almost every client that we do fulfillment for. We’re putting out a superior package that better represents their product. The logo and images look fantastic. It’s a tremendous value add that we can offer at a minimal cost. I got quality, integration and speed and recouped my investment within six months.”

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