

# Color Digital Label & Packaging Advisory Service



The global packaging industry is still in the early stages of adopting color digital printing as a key tool, one that is creating major opportunities for converters and print service providers. Two overarching factors are combining to pull color digital upwards in the packaging industry:

- The improving and expanding color digital print technologies that are available - Color electrophotographic and inkjet technologies that have established digital printing in label converting continue to advance there and are now also quickly growing in the direct printing of folding cartons, flexible packaging, and corrugated
- The ever increasing need of brand owners for timely, economic short run printing of packaging - Manufacturers of consumer goods are ordering label and packaging printing more often and in smaller amounts, in order to achieve better targeted marketing and greater operational efficiency



## INSIGHTS

Insights include a daily news feed, a bi-weekly news digest, event summaries, presentations, webcasts, and topical analyses. Insights are perfect for executives who want to keep their teams up-to-speed on the latest market trends, analyses, and news.



## PRIMARY RESEARCH

Focused on hot industry topics, these timely studies provide in-depth primary research on subjects that affect product development, product marketing, sales management and training, and overall strategic planning.



## FORECASTS

All forecasts are updated annually and focus on North America, with worldwide coverage where available. They include discussion and analysis of market conditions, technologies, competitive environments, and product and market segment lifecycles that will impact growth rates.



## ANALYST ACCESS

Benefit from ongoing and direct access to our staff of experts, who are able to answer inquires, engage in market discussions, and provide consultation on forecast data, industry developments and strategic planning. A comprehensive understanding of your industry enables our team to provide customized, actionable information and advice for your individual business needs.



## OUR TEAM



**RON GILBOA** | GROUP DIRECTOR

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Ron Gilboa is responsible for a team of seasoned professionals covering industry segments including print on demand, packaging, wide format printing, industrial printing as well as production workflow.



**ROBERT LEAHEY** | ASSOCIATE DIRECTOR

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Robert Leahey has been with InfoTrends since 1996. His main work has been to conduct custom research projects, most often on ink jet, thermal, and color laser technologies used for commercial and industrial applications. He is also the main analyst for InfoTrends' Color Digital Label and Packaging (CDLP) service.



**STEVE URMANO** | DIRECTOR

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Steve Urmano develops InfoTrends' annual global market forecasts for hardware and supplies used in the wide format printing markets. He is responsible for conducting multiple primary research studies annually in the wide format market both on a custom basis and as part of InfoTrends' syndicated research.



**INDIA TATRO** | RESEARCH ANALYST

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India Tatro is a Research Analyst for InfoTrends' Production Print & Media Group. She graduated from Cal Poly – San Luis Obispo with a Bachelor's Degree in Graphic Communication and a concentration in Graphics for Packaging.



## CONTACT US

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### ABOUT INFOTRENDS

InfoTrends is the leading worldwide market research and strategic consulting firm for the imaging, document solutions, production print, and digital media industries. We provide insights and advice to help clients understand market trends, identify opportunities, and grow their business.

### ABOUT KEYPOINT INTELLIGENCE

Keypoint Intelligence is a global data and market intelligence leader for the digital imaging industry. The company has over 125 professionals around the world who provide critical planning and go-to-market services, including in-depth market research, competitive intelligence, sales training, product testing, content creation, and customer engagement.