

Unbiased global packaging intelligence and analysis

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EXECUTIVE SUMMARY

1. Tell us a little about Velox and your role there.

Velox is the developer of a disruptive direct-to-shape inkjet technology that is the first to offer a replacement for conventional decoration technologies. We offer the only mass production digital decorator for the packaging industry, which means digital printing that is not only for short runs or special runs, but digital printing that is applicable for any length run. Our team has exceptional digital printing expertise that runs both deep and broad. We've successfully developed what none of the others have been able to—an industrial-grade digital solution for printing direct-to-shape. Velox is located in Israel—the Silicon Valley of Digital Printing—and I lead the company's marketing and business development.

2. What does the term “direct-to-shape” mean? How is this accomplished?

“Direct-to-shape” means that the Velox IDS 250 prints the desired decoration directly on cylindrical containers, such as plastic and aluminum tubes, aerosol cans and the like, as opposed to printing on a flat substrate (paper or cardboard), like most of the digital printing solutions existing today. One of the main benefits this provides is high-quality decoration where the full container and cap can be printed and used for branding opportunities. This can be accomplished thanks to Velox's dedicated direct-to-shape inks and deposition architecture.

3. What are some of the benefits of using this technology for industrial printing of cylinders?

There are several key benefits:

- Going digital at full production speed increases the capacity and efficiency of the production lines. The converters can produce more with their existing capacity.
- The number of SKUs and the sizes of the batches are suddenly not an issue anymore. Converters can produce any run length with the sample affordability of today's large batch production.
- Decoration quality is much superior to what they can achieve today. Color gamut, photorealistic images, embellishments, and more. All this with complete repeatability that is not dependent on a specific operator skill or specific system setting.
- Supply on demand and fast time to market. Once a Velox system is deployed in the production line, the entire ecosystem—brand owners and producers—can now react quickly and much more easily to unplanned needs.

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Ofer Nir leads Velox's sales and marketing activities, ensuring a successful match between Velox solutions and customers' needs. Nir has over 20 years of experience in transforming innovative technologies into high-impact market solutions, from global multi-disciplinary companies such as Stratasy and Nokia-Siemens Networks.

Ofer Nir

VP Marketing & Business Development, Velox Ltd.

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This new technology outstrips the benefits of analog printing solutions because it's more efficient—with limited printing downtime— and a flexible production process with a low total cost of ownership (TCO).

4. What types of embellishments are possible with this type of printer?

The decoration possibilities are limitless and beautiful. The Velox IDS 250 can digitally print photorealistic images (up to 1200 dpi) and offers an ultra-wide color gamut and accurate color matching. The solution can also print unique decoration enhancements, including 360° printing with no seam or overlap; on-cap and on-weld printing; selective tactile embossing; and digital gloss and digital matte.

5. How do production speeds compare to the quality of product?

The Velox IDS 250 prints in full production-line speed up to 250 containers per minute at the highest quality, including 15 simultaneous colors and embellishments. There is absolutely no loss of quality; in fact, it offers an even higher quality product than many analog decorators are capable of producing.

6. You mentioned the Velox IDS 250 is an unprecedented replacement technology. Would you explain what you mean by that?

Well, the majority of digital printing equipment today—not only direct-to-shape, but also printing flat labels and

cardboards—is used only for special, premium runs. Digital is used when it's either too expensive compared to analog decoration or the overall quality is not good enough. Today digital printing decoration systems are used “in addition” to the analog decoration system, not replacing them.

This is not the case for the Velox IDS 250. The overall value proposition of this technology: speed, TCO, quality, etc., make it ideal to be the principal decoration technology, thus replacing conventional analog decoration systems. This is a win-win for converters and brand owners.

7. Tell us more about the operational agility and full-production speed.

From day one at the company, we aimed for a digital printing system with a nominal speed that is at least the same as the best analog decoration system out there, hence the 250 containers per minute figure. What we didn't factor in enough is the impact of setup time of analog decoration on the overall throughput. With analog printing, there's set-up time for each print run. This complication is getting worse and worse: as brand owners demand shorter runs, this means more and more setup time between print runs. This diminishes the capacity of a converter in the end. If a converter sets up a digital decorator production line with the Velox IDS 250 at full speed, setup time required between runs is practically eliminated. All that's needed is to send the artwork file for print. This significantly increases production speed as the decorator is always printing with no idle time.

8. Velox has partnered with a customer now in production with the new equipment at Luxe Pack NY. What can you tell us about this partnership?

At Luxe Pack NY earlier this month, we announced that LAGEENTUBES, a leading supplier of plastic and aluminum tubes packaging to the worldwide cosmetics and pharmaceutical industries, is the first fully installed converter running the Velox IDS 250. The company is producing products for its customers that will soon be on store shelves. LAGEENTUBES reports overwhelmingly positive feedback from their customers, leading brand owners. Stay tuned for more news about this in the coming weeks. **PS**

