



# A case for switching to **inkjet production print**

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As we have seen in the past two years, the future can be unpredictable and unsure. This is particularly true for businesses needing to change strategies suddenly. This was detrimental to many businesses, especially because their entire business was built around how the world worked before Covid-19. The question is, how do you safeguard your business for future unpredictable occurrences?

## **Future-proofing your business**

The businesses which survived the pandemic were able to innovate and adapt quickly. The companies who were more efficient, productive, and served their customers better were the ones who made it through stronger than before. In short, innovative businesses are resilient, show tenacity in the face of adversity, think out of the box, and embrace new opportunities to better address the ongoing needs of their clients.

This is the winning recipe for print service providers (PSPs).

## **How to guarantee resilience as a Print Service Provider**

Print margins and volumes are under pressure, which has put PSPs in a precarious position. Any misstep could cause a company to lag and quickly become irrelevant. The focus on delivering upon basic business needs and how to compete in an extraordinary niche, albeit competitive landscape, is key to survival.

One of the solutions that is often overlooked are the use of inkjet printers. With rapidly shifting market conditions, they are in an excellent position to be the secret weapon in staying competitive.

Looking at key challenges for PSPs, here's how switching to inkjet can help with not only innovating but, surviving, and thriving:

### **Optimising efficiency**

Any time a PSP's printers aren't printing is revenue lost. The equipment chosen will directly have an impact on both the investment and output potential of the company. Start-up routines, maintenance, training, and more, must all be considered for their effect on efficiency and overall productivity.

### **How inkjet helps**

Inkjet helps build a business on high availability for customers, guaranteeing that deadlines can be met reliably. The high return on productivity is because, unlike toner-based systems, inkjet printers don't need repetitive color calibration to keep colour consistent or get rid of banding, start-up routines, prolonged maintenance, or special environmental conditions to work in, making them the streamlined printing option.

### **Higher demand for faster turnaround times**

Over the years, the number of printing jobs has increased, while at the same time, the average run length of a job is rapidly decreasing. Despite this, printer and maintenance costs have remained stable, or even increased, paper prices have been increased several times leading to slimmer profit margins for PSPs.

### **How inkjet helps**

While many companies are trying to make the high-volume printing of the past work, they're losing out on lucrative, low-volume work. The key to taking advantage of this fact is to invest less in systems and focus on higher stability. Inkjet plays a key role in delivering quality, low volume printing that is reliable and adaptable. Through the ability to print high or low volumes of content, both static and variable, inkjet can turn around work faster than ever without the need for hybrid solutions or templates.

## **Growing customer expectations**

Low customer satisfaction will inevitably hurt a business. Unfortunately, this is more difficult in a post-Covid-19 climate. Today, customers want something easy to use, fast and economical. On top of this, they still want quality without raising concerns on sustainability.

## **How inkjet helps**

Inkjet creates the space for easier personalisation. Personalised printing is quick and efficient, creating an attractive technology for attractive communications and customer needs. Cut sheet inkjet systems are simple, drastically reducing replaceable parts with no need for toner, drums, belts or fusers, and have extremely low energy consumption. In addition, with Kyocera's sheet-fed inkjet technology, new applications can be offered to customers that are difficult or impossible with toner-based products or offset presses at a much lower price.

## **Stand out for the future**

Inkjet is set to revolutionise the production print industry and is the best way to future proof the business. With it, PSP's can produce applications that competitors can't, which results in the ability to offer the right product mix, at the right time, with superior quality and at a cost that serves both the customer and the business.