

Inkjet, shaping a new future for production printers

Where once, inkjet printers were relegated to household use for low-volume projects and quick, convenient applications, while offset printers ruled the print services and inhouse production sector, where they set the benchmark for high-quality, high-volume printing; the future of print is changing.

Production printers, based on cut sheet inkjet technology, have advanced so significantly that they can offer many of the benefits of their high-cost, high-end industrial counterparts. This is not only beneficial for consumers who have come to expect quality, flexibility, and personalisation from their printers, but inkjet production printers are now available at a lower investment, opening the market to smaller businesses which can rely on easier to access inkjet technology to achieve truly amazing results.

Companies like Kyocera are leading the charge for the creative application of production-level inkjet printing systems. While their involvement in the inkjet printing industry has long been respected, their latest printing innovations embrace the practicality, flexibility, and efficiency of inkjet.

"Inkjet technology is rapidly advancing, and the impact is being felt across the industry. We believe that the production print sector will increasingly rely upon inkjet technology as the benefits become even clearer and companies' demand for such products grows," says Heidie-Mari Middel, Production Specialist at Kyocera Document Solutions South Africa.

One of the greatest features that digital production printing and the software that comes with it offers, is the ability to customise or personalise content quickly and easily. Sometimes even on the go, depending on the solution. These elements of inkjet technology create a win-win for print companies and their clients alike. For service providers, this means they can offer a wider variety of services to their clients, never missing out on opportunities that fall outside their scope.

Businesses can finally harness the power of colour to redesign their output to better capture their customers' interest, boost impact, and increase responses. Since graphs, charts, and scales are easier to understand in colour, inkjet can add clarity to utility bills and financial statements. Typical transactional applications will shift to trans promo. This ultimately helps companies to enhance communications and strengthen relationships with customers, boosting engagement and maximising returns on marketing investment.

A changing market

According to Smithers Pira, a leader in research and reports for the packaging industry, analogue technology controlled the majority of the global print market in 2017, accounting for 83.8% of the market value and 97.1% of the volume. However, by 2022, analogue will make up 70% of the total volume and will be mainly limited to relatively low-value publication printing, such as newspapers, magazines, and high-volume packaging solutions.

Another trend is the rise of fully digital colour applications. This segment will see a Compound Annual Growth Rate of 20%. Inkjet technology pushes the values of digital

print to an entirely new level, delivering customised content on every sheet.

The cut sheet inkjet market, as well as the technology to support it, is developing at a rapid pace. While there may be a steep learning curve, newer solutions will create a future portfolio of products that will handle the changing demands of customers.

Whilst Kyocera uses its longstanding technological heritage and knowledge to change the future of print, the company is expanding into new domains of commercial and industrial printing. "We are pushing the limits of what is possible in the printing industry. With our years of experience, we've only just begun to unlock the potential of inkjet technology, creating a brighter tomorrow by innovating today," says Middel.

In short, Kyocera is introducing exciting new elements into the industry as it continues to innovate on what modern customers need today: speed, accessibility, convenience and flexibility. The new generation of inkjet devices offer a way to successfully compete with offset for high volume runs, while simultaneously perfecting short runs, giving companies the agility to realise emerging opportunities and potential.

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About Kyocera Document Solutions South Africa

Kyocera Document Solutions South Africa is a group company of Kyocera Document Solutions Inc. , a global leading provider of total document solutions based in Osaka, Japan. The company's portfolio includes reliable and eco-friendly MFPs and printers, as well as business applications and consultative services which enable customers to optimise and manage their document workflow, reaching new heights of efficiency. With professional expertise and a culture of empathetic partnership, the objective of the company is to help organisations put knowledge to work to drive change.

For further information visit www.kyoceradocumentsolutions.co.za

About KYOCERA Document Solutions Inc

Kyocera Document Solutions Inc. is a group company of Kyocera Corporation (Kyocera), a leading supplier of semiconductor packages, industrial and automotive components, semiconductor packages, electronic devices, smart energy systems, printers, copiers, and mobile phones. During the year ended March 31, 2022, the Kyocera Group's consolidated sales revenue totalled 1.8 trillion yen (approx. US\$15.1 billion). Kyocera is ranked #603 on Forbes magazine's 2021 "Global 2000" list of the world's largest publicly traded companies, and has been named by The Wall Street Journal among "The World's 100 Most Sustainably Managed Companies."

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