

# FACTS AND FIGURES

## ACCURIOLABEL 230



Giving Shape to Ideas



## **KEY TRENDS & MARKET DRIVERS:**

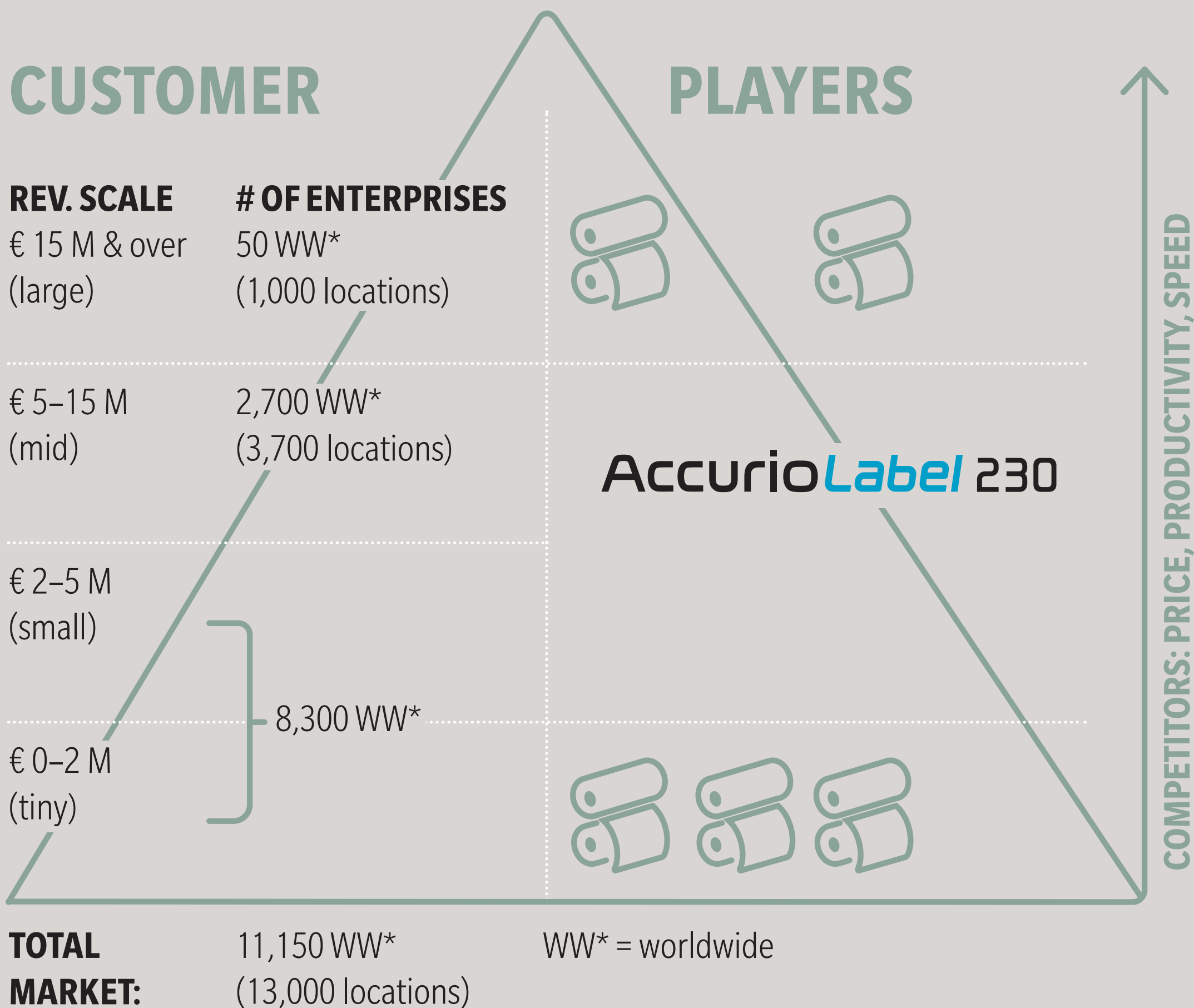
- Changing buyer needs
- Digital labels become a growing requirement amongst vendors
- Demand for more personalised offerings



**Labels play an important part in the marketing of a product, product identification, brand promotion and logistics, thereby representing the key element of the packaging in all industries. The design of the labels on a package reflects a brand's message and its identity.**

# LABEL PRINTING MARKET

## CUSTOMERS & PLAYERS



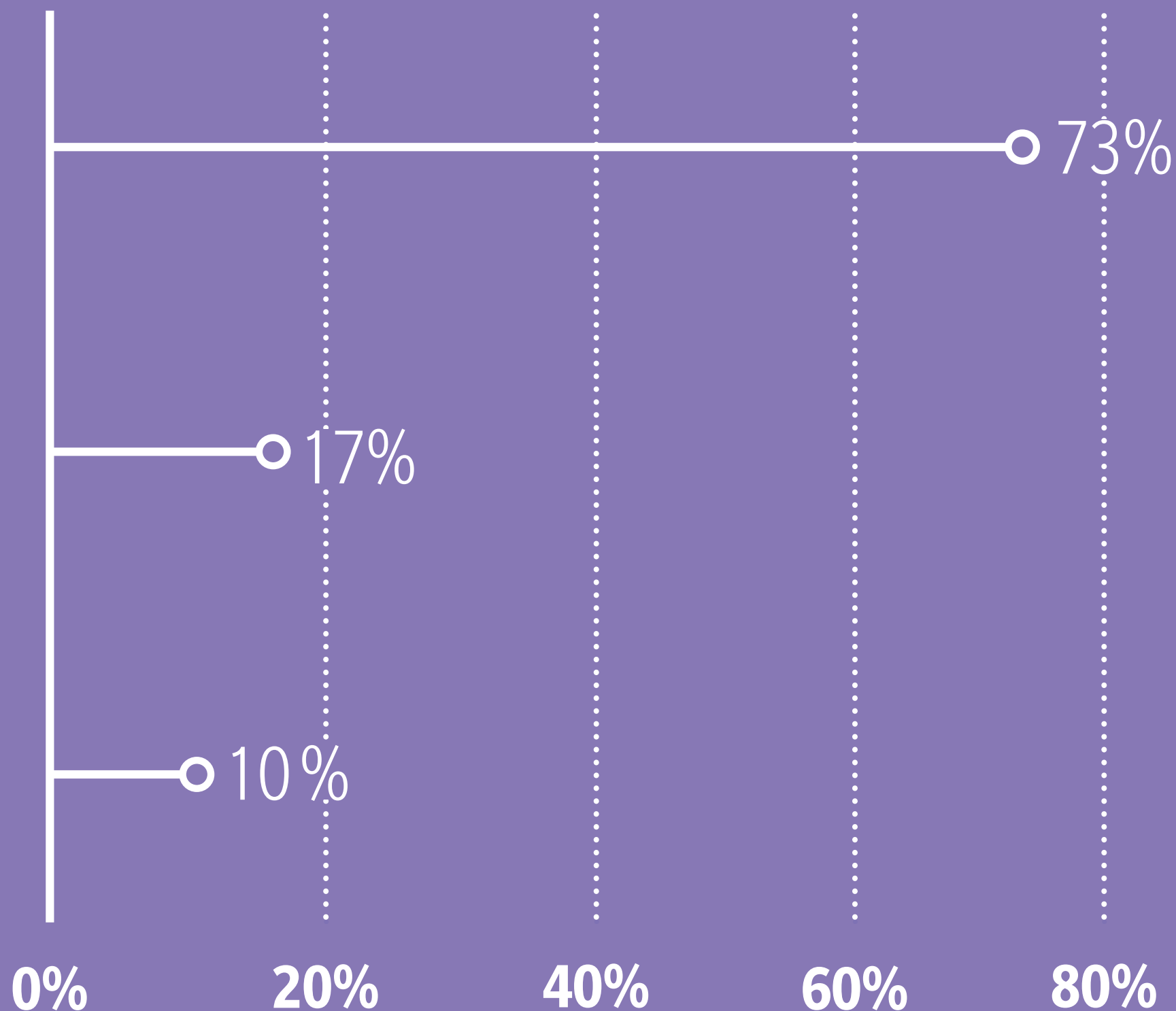
# ARE BRAND OWNERS MAKING THE ABILITY TO PRINT DIGITAL LABELS A VENDOR REQUIREMENT?

Currently buy digital labels because we know that for some of our applications, it's the best match

Do not currently purchase digitally printed labels however it is a requirement our label vendors have digital printing capabilities

Not currently purchasing digital labels, not a requirement our label vendors have a digital press

% Brand Owners /  
Packaging Buyers



Source: Finat Radar 10 – 2018





# **ADVANTAGES OF AccurioLabel 230**

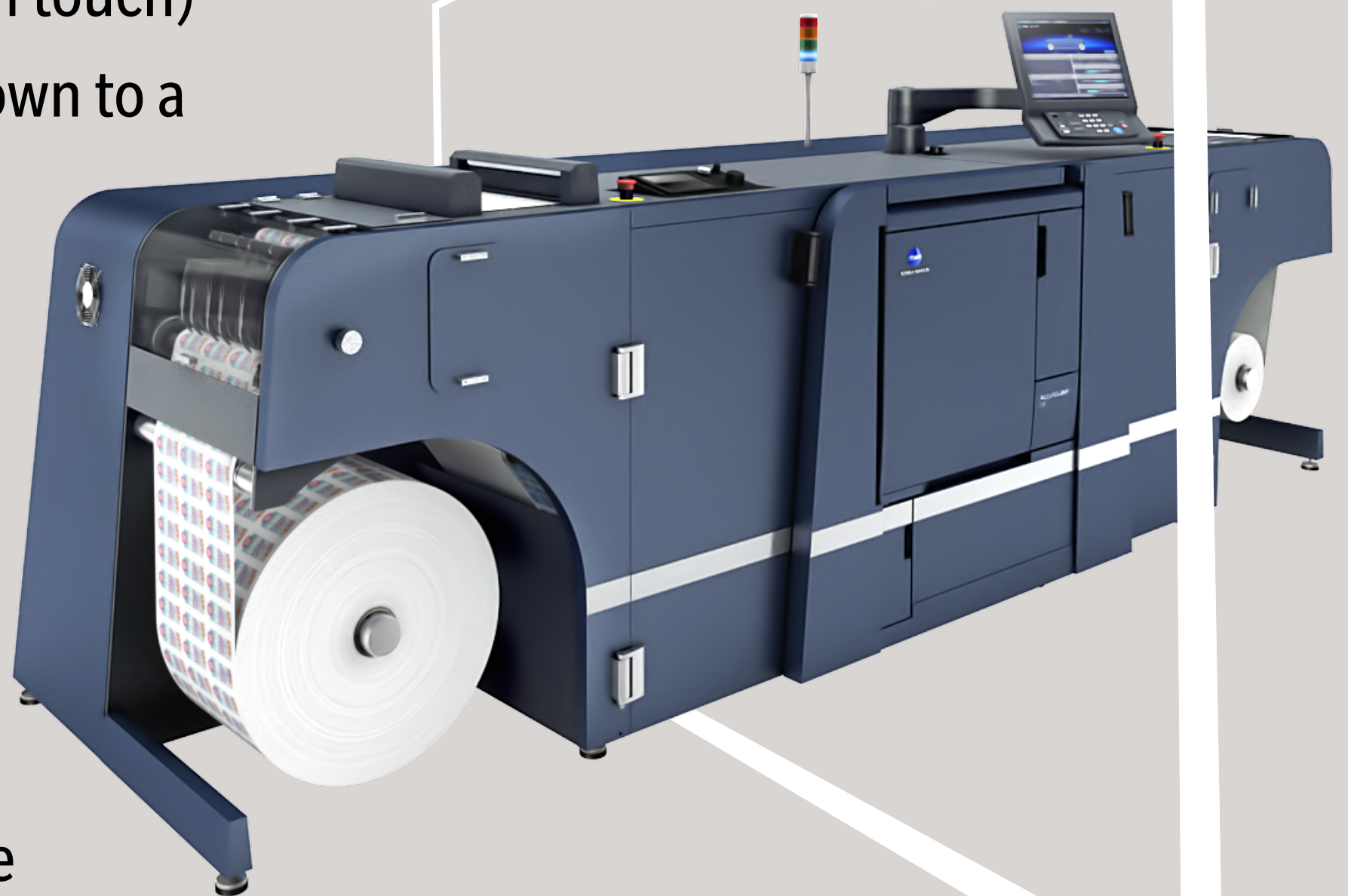


- **high quality**
- **shorter lead times**
- **ease of use  
(less human touch)**
- **shorter run lengths, down  
to a one-sample basis**
- **no set-up costs**
- **more flexibility**
- **reducing physical &  
chemical waste**
- **high productivity**
- **overprinting**
- **no warm-up/less waste**
- **compliant with BS 5609  
(marine immersion  
certification)**
- **food-safe toner**

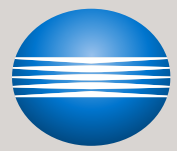
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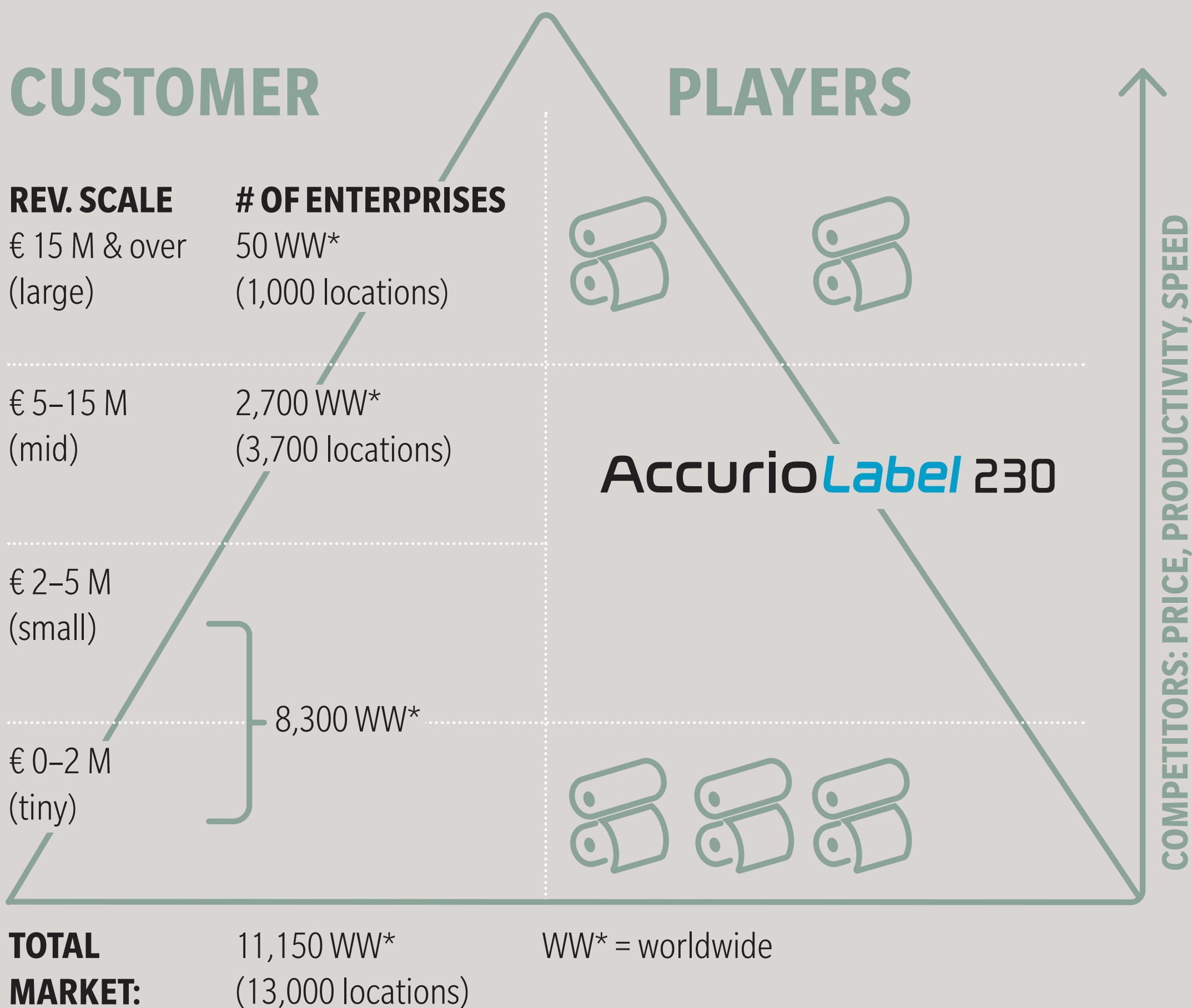
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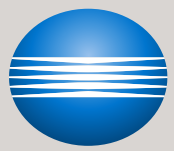
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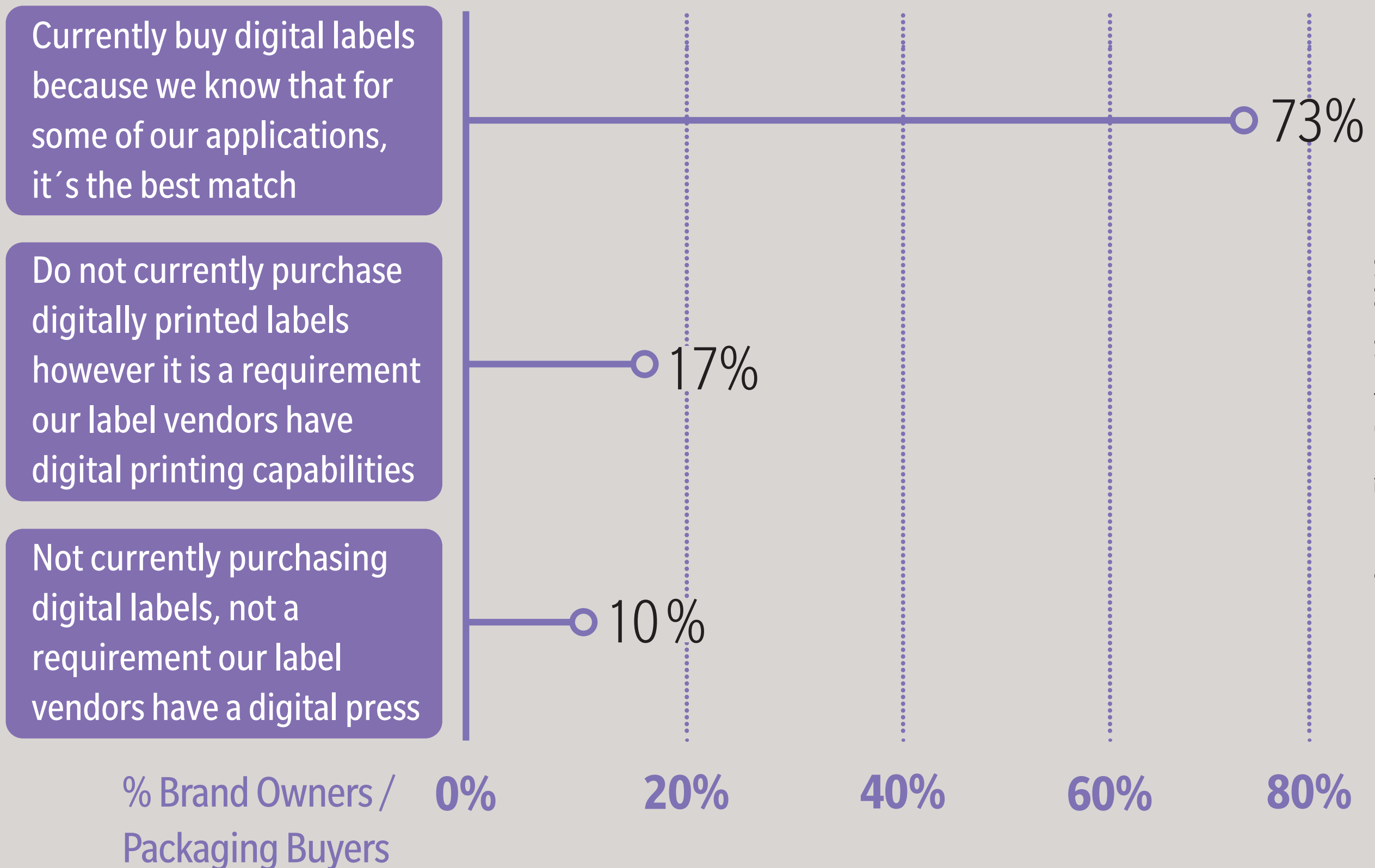






KONICA MINOLTA

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