



Ricoh Digital Packaging Services

Make the most of your print and finishing equipment.

The packaging opportunity.

It's one of the fastest-growing segments in print, with no slowdown in sight — digital packaging is expected to be valued at \$18 billion by 2023.¹ Thanks to recent advances in media handling and digital technology, digital sheet-fed printers are primed to capture a share of this lucrative market.

You already have the hardware — now maximize your investment.

Take your offerings to the next level with the production of small packages, labels, tags and more. Our hands-on training lets your staff get started right away. Ricoh developed the Digital Packaging Service — unique in the industry — to give our customers a streamlined path to new revenue streams and higher profits.

Take advantage of your personalization capabilities.

Consumers gravitate towards personal experiences. And brands have taken notice: limited-edition and single-serve offerings are on the rise. From store shelves to home delivery, marketers are creating unique SKUs and turning to packaging for differentiation. Whether you are a commercial printer looking to enter the packaging market or an in-plant working with your marketing, design or corporate events departments, we can help you create digital packaging for your customers.

Customized short runs are in demand.

Trends in consumer buying habits and retail distribution models are forcing companies to reevaluate traditional methods of production. To stay profitable and relevant, they need cost-effective alternatives to large runs. With no-minimums and quick turnaround times, digital printing is the solution. Seize the opportunity to start creating these in-demand products and expand your customer base with the help of the Ricoh Digital Packaging Service.

Discover how to customize products and reduce costs for short-run, small-format packaging.

The Ricoh Digital Packaging Services can help print providers in all segments of our industry produce a wide variety of applications.

- Business card holders
- Gift boxes
- Golf ball sleeves
- Labels/stickers
- POP displays
- Product tags
- Promotional boxes
- Short-run pocket folders
- Table-tents
- Wrist bands

21%

That's how much the market for digital print packaging is expected to expand in the next three years.

Source: Keypoint Intelligence – InfoTrends

¹Global retail value projected by Keypoint Intelligence – InfoTrends, “Expanding Your Product Footprint with Packaging”.

Start producing customized, short-run packaging.



Our hands-on training and templates give your staff what they need to start producing professional, high-quality and profitable packaging quickly.

Two options are available to meet your goals.

Option 1: Design for and print on pre-perforated media. Enter the packaging market with 10 packaging and marketing products.

Option 2: Using variable data, design and/or advanced packaging software, design your own packages to finish with a die or flatbed cutter. Produce an unlimited number of unique specialty packaging products that leave a lasting impression.

Are Ricoh Digital Packaging Services right for you? Take the questionnaire below.

- Are you looking to expand your services? Yes No
- Would you like to offer in-house packaging solutions? Yes No
- Are you currently outsourcing any packaging needs? Yes No
- Do you want to offer packaging with multiple substrates? Yes No
- Are branding and color consistency important to your clients? Yes No
- Would you like to quickly prototype your customer's creative vision with same day mock ups? Yes No

If you answered "yes" to any of these questions, **talk to your Ricoh representative.**

Need more ideas, or want more information about Ricoh Production Professional Services?
Use the "Contact Us" form to talk to a representative by visiting:

TakeaLookatRicoProduction.com