

## Cutsheet Inkjet B3 + B2 印刷機 ニーズ調査 2023

### なぜ、B3 Inkjet 機 or B2 機なのか？ 保有 100 社へのニーズ調査 in US/WE

2023 夏秋に、111 社の印刷会社へのウェブ調査を実施しました：

主に、B3/B2 のデジタル印刷機を保有している企業への調査です。

- ・ 100 社 = 保有者(内訳は、右グラフ参照)
  - ・ 11 社 = 購入予定者
- (調査データの一部は、保有モデル別にもカット/分析できます)

#### 対象の印刷会社：

- ・ 出版系の印刷会社 (book / magazine)
- ・ 商業印刷
- ・ マーケティング・サービス・プロバイダー

#### 調査の骨子：(詳細は、p.2 の目次をご確認ください)

- ・ B3/B2 市場の将来は？ 印刷会社のニーズは？なぜ B3/B2 なのか？
- ・ 印刷ボリュームはどこからシフトしている？Offset から？
- ・ B3/B2 印刷機を購入した理由は？(水性 vs UV) (Inkjet vs EP)
- ・ 印刷品質への印刷会社の見解は？
- ・ サービス&サポートへの満足度/期待値は？
- ・ 用紙の利用状況は？
- ・ 購入価格は？
- ・ ランニングコストは？
- ・ サービス&メンテナンスコストは？
- ・ 主要アプリケーションは？
- ・ ジョブサイズは？ Offset or Digital の使い分けのポイントは？

#### 調査方法 (対象：印刷会社)

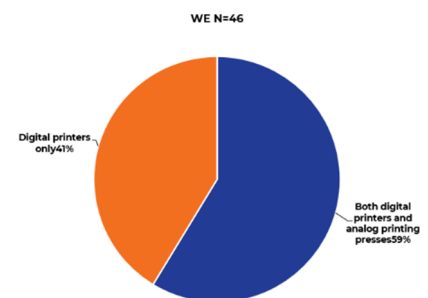
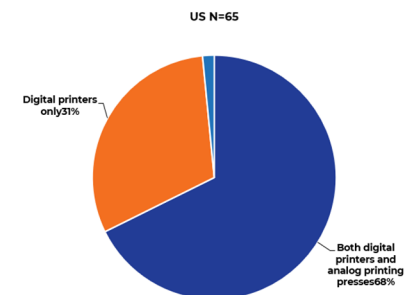
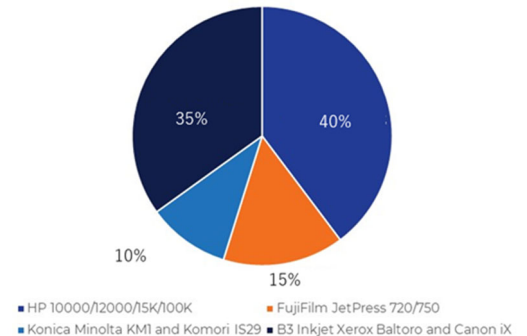
- ウェブ調査- 111 社
  - North America (US/Canada) N=65
  - WE (Germany, UK, France, Spain and Benelux) N=46
- インタビュー調査
  - US N=4
  - WE (UK and Spain) N=4

■調査の実施時期：2023 年 7-11 月 (2023 年 12 月発行)

■納品物：分析レポート PPT、集計調査データ、オンラインプレゼン (60min)

■価格：\$26,500 (税別)

お問合せ先： キーポイントインテリジェンス 清水/水村 [info@keypointintelligence.com](mailto:info@keypointintelligence.com) 080-4799-2960 (清水)



## Cutsheet Inkjet B3 + B2 印刷機 ニーズ調査 2023 目次 (主要項目&質問の抜粋)

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### ■Source and Reasons - to Invest in B2 and B3 Inkjet

#### ■Print Volumes Come from ????? and ?????

q67: You mentioned that a portion of your print volume is being shifted to B2 or B3 inkjet digital printing. How were these jobs printed prior to moving them to your digital printers?

#### ■US – ????? are Main Reasons for B2 Digital

q21: Which of the following fall within the top three reasons why you are interested in a B2-size printer versus a smaller-size printer?

#### ■WE – ????? are Main Reasons for B2 Digital

q21: Which of the following fall within the top three reasons why you are interested in a B2-size printer versus a smaller-size printer?

#### ■????? are Top Picks for Inkjet Aqueous

q23: Which of the following fall within the top three reasons why you chose a B2 Inkjet Aqueous digital printer?

#### ■????? Are Main Picks for UV

q25: Which of the following fall within the top three reasons why you chose a B2 printer that uses UV inks?

#### ■????? are Main Reason for B2 EP

q31: Which of the following fall within the top three reasons why you are interested in a B2-size Liquid Toner printer (i.e., HP Indigo)

#### ■????? Main Reasons for Inkjet vs EP

q28: What are the TOP THREE reasons why you did not, or would not, consider electrophotography (toner) or liquid toner (HP Indigo)?

#### ■Indigo ????? The Main Reason NOT To Choose Inkjet

q32: What are the TOP three reasons why you did not, or would not, consider an INKJET digital printer? If you do have or are considering purchasing an inkjet printer, then select "we are or would consider an inkjet digital printer"

#### ■????? and ????? are Main Reasons for B3 IJ

q38: Which of the following fall within the top three reasons why you purchased, or have an interest in purchasing, a B3-size INKJET printer?

### ■Buying Criteria – Resolution, Service and Media

#### ■Some B3 Printers Still Expected to Do ????? Work

q53: Which of the following would be your image quality expectation for a B3-size digital printer, given your customer requirements?

#### ■????? Most Common Pre-Maintenance Expectations

q55: Regarding a B3-size or B2-size digital printer, which of the following is an acceptable amount of PRE-MAINTANCE requirements, assuming you are running 2 million A4-size impressions a month. Pre-Maintenance refers to steps taken by press operators to do self-maintenance such as cleaning, etc...Once every ..."

#### ■Europeans Having Less Expectations for Number of ?????

q56: What would be an expected, or reasonable, number of service calls for break fix services on a B2- or B3 size digital printer? A service call every ...

#### ■Most Customers ????? The Number of Service Calls That They are Having

q58: You mentioned that you currently have a B2- or B3-size press. Do the level of service calls you are experiencing meet, don't meet or exceed your expectations in terms of the number of service calls you have to place for break/fix services?

#### ■????? Is The Most Preferred Service Plan

q57: Which of the following is your preferred service plan type?

#### ■Coated Less than ????? gsm Most Popular in EU While ????? gsm in the US

q59: Which of the following media or paper types do you use on your B2-size or B3-size printer(s), or which paper types would you expect to be able to use on a B2-size or B3-size digital printer that you plan to purchase in the future?

## ■Pricing Models

#### ■Mean Equipment Pricing for B2 ????? – Pricing Is Expected to Have Come Down Now

q44: You mentioned that you own a B2-size digital printer, or that you are likely to purchase one of these types of printers within the next two years. What did you pay, or what would you expect to pay for a B2-size printer?

#### Most Common Running Cost in the US per B2 Sheet is ????? and ?????

q45: What is the cost per impression that you pay on your B2-size printer? Or if you are considering purchasing a B2-size printer in the next two years, what would be your expectation to pay in terms of cost per B2 impression for a commercial print ink coverage application such as catalogs, brochures, etc..?

#### Most Common Running Cost Per B2 Sheet in Europe is ????? to ?????

q45: What is the cost per impression that you pay on your B2-size printer? Or if you are considering purchasing a B2-size printer in the next two years, what would be your expectation to pay in terms of cost per B2 impression for a commercial print ink coverage application such as catalogs, brochures, etc..?

#### US B2 Monthly Service Plans From ????? to ?????

q46: Regarding the B2-size press that you either own or are considering purchasing, what is the monthly service fee you are paying or would expect to pay? Assume this fee includes parts, labor and print heads.

#### WE B2 Monthly Service Plans From ????? to ?????

q46: Regarding the B2-size press that you either own or are considering purchasing, what is the monthly service fee you are paying or would expect to pay? Assume this fee includes parts, labor and print heads.

#### B3 Inkjet Equipment Pricing Between \$????? and \$?????

q50: You mentioned that you own a B3-size digital printer, or that you are likely to purchase one of these types of printers within the next two years. What did you pay, or what would you expect to pay for a B3-size printer?

#### B3 Inkjet Equipment Pricing Between €????? and €?????

q50: You mentioned that you own a B3-size digital printer, or that you are likely to purchase one of these types of printers within the next two years. What did you pay, or what would you expect to pay for a B3-size printer?

### **Most Common Running Costs Around ????? Per A4 –**

#### **Running Cost Varies by Ink Area Coverage – Monthly Service Between ????? - ?????**

q51: What is the cost per B3 impression on a commercial print area coverage application such as a catalog, brochure etc... that you pay on your B3-size printer? Or if you are considering purchasing a B3-size printer in the next two years, what would be your expectation to pay in terms of cost per B3 impression?

## **■ Main Applications**

### **■ 10 Top Applications – ?????, ?????, and ?????**

Q73, 74, 75: The following is a list of printed products. Please indicate which ones you produce in your print operation?

## **■ Offset vs Digital**

### **■ ????? and ????? are Main Reasons to Shift to Digital**

q69: You mentioned that a portion of your offset print volume is being shifted to your B2-size or B3-size digital printer. What is the criteria or requirements to shift a job from offset to digital?

### **■ Offset Run Lengths Still Decreasing**

q89: Which of the following statements best describes how the overall average run length per analog print job have changed? We are looking for the trend line over time to see if run lengths per offset print job have gotten shorter, stayed about the same, or if they have increased.

### **■ ????? Has the Largest Shares**

q65: Which of the following comes closest to describing the ratio of total digital print volume to total offset volume?

### **■ The Shift from Offset to ????? Production Digital Still Happening**

q68: You mentioned that you currently have a B2-size or B3-size digital press.

Does having this press(es) in your print operation result in you moving print volume from offset presses to digital printing?

### **■ ????? Cross Over Points in Favor of Digital**

q81: When printing on offset presses for single or double-sized products (NOT multi-page products like books or catalogs), what is the minimum run length required to print a job with offset printing equipment?

Please provide your answer in A3-equivalent sheets.

### **■ Larger More Common Number of Pages in Europe (?????) Than the US (?????) For Publishing Applications**

q82: When printing on offset presses, for multi-page applications (products) such as catalogs or books, what is the most common number of pages within each individual unit in the print run?

### **■ Cost Cross Over Point “?????” Up to ????? pieces in US and ????? in WE For Publishing Applications**

q84: Thinking of the most common page length when printing multi-page applications (e.g., books or catalogs) on an offset press, what is the minimum run length (i.e., units printed) required to print a job with offset printing equipment?