

POD & CDLP China 2017

*Digital Production Printing, Print On Demand, and
Color Digital Label & Packaging Printing Market Opportunities in China*

Keypoint Intelligence

October, 2017



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Research Objectives

- ◆ To estimate and forecast the digital production printing as well as the color digital label and packaging markets in China for the years between 2016-2021
- ◆ To identify and explain market trends in China for production level digital technology for commercial printing—particularly for packaging and label converting
- ◆ To advise clients about key production digital printing markets in China and give insight to help clients compete effectively there

Research Methodology

◆ In-depth Interviews

– 55 Print Service Providers, Label and Packaging Converters

- 5 commercial printers, 5 book printers, 6 transactional printers
- 11 label converters, 11 folding carton converters, 11 flexible package converters, 6 corrugated board converters
- The purpose of this survey is to obtain insights about:
 - Experience with digital print so far, especially for packaging and label uses
 - Incidence of print jobs of various lengths for analog and digital presses
 - Satisfaction level, concerns about analog and digital presses as well as the desired improvements
 - Role of secondhand equipment in commercial printing and converting
 - PSP/Converters' experience with brands' preferences and buying habits
 - PSP/Converters' future investment will

Research Methodology (2)

◆ In-depth Interviews

– 16 Printer Vendors/Distributors

- Placement by segments, installed bases, and average hardware prices
- Average monthly print volumes (AMPV), Run length
- Applications and media by device type
- Secondhand devices
- Sales channel
- Industry trends

◆ Desk Research

- Relevant research reports and forecasts from InfoTrends
- Existing market information, including government and industry association data as well as published reports

Hardware Segments for CDLP forecast

Type	Technology	Definition	Model (Example)
Mid-range	EP and Inkjet	CMYK webs <700mm, some A3 sheet fed units	HP Indigo WS, Xeikon 3300, Epson SurePress, Founder EagleJet, Screen Truepress Jet L350UV, EFI Jetrion
High-end	EP and Inkjet	B2 sheet-fed presses or web based on B2 engine, >700mm	Indigo 20000/30000, Fujifilm Jet Press 720, Konica Minolta Accurio KM-1
Hybrid	Inkjet/flexo	Webs with inkjet and flexo on same transport	Colordyne 3600 series, Mark Andy Digital series
Miniature	Inkjet	New class, based on single Memjet head	Trojan Trojan2
B1	Inkjet	B1 sheet-fed presses for folding carton	Konica Minolta KM-C, Komori Impremia NS40