

SGIA Market Research: Digital Printing Set to Grow in Packaging

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Fairfax, Virginia – The Specialty Graphic Imaging Association (SGIA) and market research firm Keypoint Intelligence recently surveyed 147 North American packaging converters to learn where the market is now in its adoption of digital print technology for packaging and to gain insight into its future.

The Digital Print for Packaging Study analyzes folding carton, flexible packaging and corrugated converters' printing habits and preferences, and the current role of production-level digital printing at these companies. The survey further studies the opinions, needs and plans of converters that will determine the future of digital print for packaging.

"Our study shows that digital printing is now growing as a complement to analog, because it allows converters to offer a greater range of services they could not offer otherwise," said Bob Leahey, Associate Director, Keypoint Intelligence.

Leahey added that another key factor in the adoption of digital print is the increase in short-run jobs. "More than half — 54% — of survey respondents say their short-run jobs are growing," he said. "Digital is often the best option for those jobs because its pre-press work is all electronic."

"We will use these findings to help SGIA members learn how they can take advantage of the opportunities that packaging presents through reports, articles, blog posts and presentations," said Olga Dorokhina, Research Coordinator, SGIA.

SGIA will host a series of upcoming webinars, one for each of the surveyed packaging segments: [Folding Carton \(April 17\)](#) [2], [Flexible Packaging \(April 24\)](#) [3] and [Corrugated Packaging \(May 1\)](#) [4] to present their findings. Registration and additional webinar information are available at [SGIA.org/events](https://www.sgia.org/events) [5].

SGIA — Supporting the Leaders of the Digital & Screen Printing Community

The Specialty Graphic Imaging Association [6] (SGIA) is the trade association of choice for professionals in the industrial, graphic, garment, textile, electronics, packaging and commercial printing communities looking to grow their business into new market segments through the incorporation of the latest printing technologies. SGIA membership comprises these diverse segments, all of which are moving rapidly towards digital adoption. As long-time champions of digital technologies and techniques, SGIA is the community of peers you are looking for to help navigate the challenges of this process. Additionally, the SGIA Expo is the largest trade show for print technology in North America. "Whatever the medium, whatever the message, print is indispensable. Join the community — SGIA."

Keypoint Intelligence/InfoTrends

Keypoint Intelligence is a major source of market research and consulting services to clients in the digital printing and imaging industries. Our 125 professionals around the world provide a range of services, from digital printer market analysis and forecasting to product testing, competitive intelligence, and sales training. Keypoint Intelligence has two divisions: Buyers Laboratory, Inc. (BLI), a provider of testing and engineering services, and InfoTrends, a provider of market research and consulting services.

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[2] <http://info.sgia.org/e1t/c/>"MVZCXwWstJjW1sHp4z8vG4vJ0"/W516CDb8822WTW9dnH57jXtP0/5/118dQhb0Sq5C8Y9Zf5W5g6Gmw1m4DtzW7sCxmw7x3BIW6Dk5VC1Qt2G2VLDpF18CSvhlW8BSp-m1qPxrjW63ndk06316k6W8BvHkv3kmN5SzW8w2Wg3PnNhsN8v2Sv4TxkHPW8tBsxJ8t2D_nN63n0ZpRz1TkW7d0lWX2InP2kW1nrCGB51LTg5N5DHJ22wy8tW7d0w0vzpyY_QW51S6nf3VpBHKW9dSIS635gCIW94-4T07sLptqW41T1cR3TwtqZn19BjML8JL6_VZ9m7D6XLNDLW7d09416G7Fb1W4DFIS36R86W6W6bzSNO4DcyBGW1nHFmc6mN8B3W363FXG5bGz9Zw9h7Qj6Nkm8PN2HB797QZwnNW25ctn1JN82PW7mDlkG1mv9DdW2V9CyV5XDTivW3ML0VG62zX32Xbspt52mm61SyQzW30Hpx612lctXVVdcP34BYT13W8ctSVD552W2mW9lVPXd7ddpsNW6gj8nC1WPqF4VpV_YV3-7rGh111

[3] <http://info.sgia.org/e1t/c/>"MVZCXwWstJjW1sHp4z8vG4vJ0"/W2McwMc4JHF13W40_L0V84QMR20/5/118dQhb0Sq5B8YzXzJW8cwDjh56nbl8W121-ks5wLSFgW64d9mC55rhxTW2K4R9r8ZkD0Bw7sr5G_1TP9hnW55VM9_7r9rtCN549C7vs1HrYw2QScn67KKF14W4cQ7FZ8SzXzvW8Xl4X549zv5N5nXWlXpSM2BL6hgG7JfGv3W7Lcm9W8Fdh1CN8k1dMQpSBF3W8WhKWP30TVrW58j6v4cx_xBW X223bkMZWR0x1433FK-yMqPxxDnjZC8W1GwwKgj1DHM4W5K6P-w6xd2M4W4dCJ4z3n551wW4CfP453pFz9_W6ys43k57QY5N57CWS4Hv0BFM54tQdrht3fW4z8wCX2L1dt4W9gWydX4JgJvVWW8WBFxw1TG0K7W2fLM1V9cyLpPW8W1_b_2p8_TTW766hPv45Ly2MvKwRLW8kF894W7nWt25mnVkvWV215-p1Jp47nW7gC27_6KhFpqW773BfV87GrgcW5yxTlt1dtTjmN8JxcPFmRw0WDdXyXbmR_zf2-Phbs03

[4] <http://info.sgia.org/e1t/c/>"MVZCXwWstJjW1sHp4z8vG4vJ0"/W51gdwC8K_1gpW77xWwY5ZzBL10/5/118dQhb0Sq5y8Y9_miW5g6Gmw1m4DtzW7sCxmw7x3BIW6Dk5T61Nvw7TVLDpF18CSvhlW8BSp-m1qPxrjW63ndk06316k6W8BvHkv3kmN5SzW8z_wWf3PnNhsN8v2Sv4TxkHPN8tBfHxSyyHYW1s60hd8tX-qbW3Nxn-w8r4KL-W66PK7C6FCsqPW8mp2bw8p-Vr0N65kbg2MLFkkW6fChDF63l7FzVRJzk4JLjkJkWN233B53_10gLW32Gf2Q4dnWJcW69NG1w6PqSg9W8mQWw5TzMBvW6WMDKd6d227bN67h1zcOC5z2VPc2cV3k0_qxW2BgQ-256J2w3G3mJbk8rdqbkW6P8Lz98y0G0W6Sfpy3LJPF6Mkx9y8W7pBN1nYzHs8bq5gVTzVcd94ltKFW5s22yh88KH5fW95IH0m8q5hdPW3LhCSX4wt3HVVW9400k28sZ3mw4Pkg56C9XijMPs031gkKmyW5qcjqG2-BhsVW1NrhWN5v1mYKw7mt3V-1X1cX_W6WgCb861PMvJVBtBNH5QcbbHW3Xb9m107fpJW7RTPHC3pByY3wqsl46mKNcJ111

[5] <http://info.sgia.org/e1t/c/>"MVZCXwWstJjW1sHp4z8vG4vJ0"/N2QVQdC/TihvW8Ndvq47CN1hC0/5/118dQhb0Sjvg8XJ9qWn7Dg6sHyJqW3MhM988qC6PIN3hHbXl0jYVnQ9Qq8-HBkN8-tFnwLnM7D7KdSmp31H38W8-v1p1Txv79W4ZmK31Sj4SVW2MzntN5nbq6BVGXpY93Z6YFN55kYsSsHP-ZW2_YYxG55WFVW3-8Sdh55nSC9W1VJH714c2Rr9W7MtYb849z-4PN2MV0XLbxIN5W8W1NmV7_kf3-W6H4wmR55T8N8W7w3P51NC3kcW1F6Kt14LQdXwP1F7CqL6d_TiVxYBQV48z95jW1ws-z0ZjCNzrW2HYvZZ52Y8gW1SL2vn7nXf7jW8YlbnL2QT1rWN1X9JQGl8kYvVv_y4X4mbf1pVv-MYD2M57lVhSRSC7j-RhqW6g8qfs1KSh0WW7ZjRCN1BxwF7Wdr9qW72YqDyW3KQX7S5r0vPdW6jYN6d4J35S4W2N6Sn548XrmZW40m7LJ1MPBSTW92fDFH8pcNCVW2GpgVT6SvYq2M4ZDML2LMBKTC9Hh91VH9Y103

[6] <http://info.sgia.org/e1t/c/>"MVZCXwWstJjW1sHp4z8vG4vJ0"/W2_7GtL6SpZ82W3Zk5P77j8Mqt0/5/118dQhb0S5f8XJ8K-N7jDg6sHyJqW3MhM988qC6PIN3hHbZVMsQMvNnQ9Qq8-HBkN8-tFnwLnM7D7Kt4S52MTPSYKng6q1Wg4bV6_cIN54YjYJN47nVqKzmV5W7PNj96zRPSW6bT6L38RRjRDW55CkCbg1T4BRJW5D8zFF6bJ-pnW7mwG0k6bnMRgW3MhMH518dKPTW1VJryk5lX8tqW13b4d46dkDBW4yhYv1zR4sPW1VcmYz6d7mqHN6zvJWKGM5V4W1TcNqP5SMGYIKW2S3tV61frRFW7rGK693qc5Kmw4BN4g130ncRTVsW15k6fXjLW7v4-VN6f-DB-W2sBxqJ75XgS-W7r0Kht3nLBKGv67R188nDXSJW387J2922TnXnV9Mb6y48R429W3LJv56ZzWY-W19rc8k7q9Jv2W4H5HP7LvkC-VblTWMq6X-gKW7Zwsz38x17hW6ZBnF5ZpglVTW6vc-Z63B-_fNf1PjB7K04