Industrial Inkjet 2.0: Is it Crossing the Chasm or it Stuck in a Ravine?

Marcus Timson. Co-Founder, InPrint Show

Paradise Island...
Bloody Island

Wall of fear

“Fear killed more dreams than failure ever will”

Outline

• Innovation
• InPrint Survey 2018
• The Tipping Point
• Storytelling
Industrial Inkjet?

Direct to shape product or packaging, Decorative Laminates, Flexible Packaging

Technology Adoption Life Cycle

What are Early Adopters like?

- Change Agent
- Dynamic – want to get a ‘jump’ on competition
- Expect radical discontinuity
- Tolerant of imperfection
What about Early Majority? ‘Pragmatists’

- They want ‘Evolution’ not ‘Revolution’
- Minimise discontinuity with old ways
- Intolerant of imperfection
- Need evidence from wider market it works
6th INTERNATIONAL PRINTING TECHNOLOGIES SYMPOSIUM
ISTANBUL UNIVERSITY - CERRAHPAŞA / 01-03 KASIM / NOVEMBER 2018

Inprint Milan

Tesla
Roadster

This quickest car in the world with record-setting acceleration, range and performance.

1.9s
0-60 mph

+250 mph
Top Speed

620 ml
Range

RESERVE NOW
Martin Cooper

Steve Sasson
Industrial Inkjet Hype Cycle

Source: Gartner Hype Cycle

Industrial Inkjet Advantages

- Flexibility for production
- Speed of response to demand
- No stock inventory
- Freedom of design
- Digital for Industry 4.0 (IOT)
- Enables customisation/personalisation
Growing pains...

- Cultural Barriers to change = analogue
- Digital replacement & Customers think it easy
- Lack of true investment from some of the big names...
- Challenge for ink producers to meet demand & develop
- Need for more collaboration amongst community
- More entrepreneurs and integrators needed!
- Too many NDA’s!
- Economic argument unclear?

M&A

- EFI Acquires Cretaprint, Reggiani
- Dover Group Acquires J-Teck, Kiian Digital, Caldera, MS
- Lubrizol (Berkshire Hathaway) Acquires Diamond Dispersions
- Global Graphics Acquires TTP Meteor
- Sensient Acquires Xennia
- Xaar Acquires Engineered Printing Solutions
- Siegwerk invest in Agfa’s UV Curable Packaging Inks
Industrial Inkjet Advances

- Advances is head technology 1200 dpi
- Development of Single Pass – Speed
- Working with analogue not against/instead
- More Standardised Systems (80%) – link to (crossing chasm)
- Software Development and Data Path helping
- Available inks – finish and durability
Which one of the following words would you choose to best describe where industrial inkjet is on the growth curve?

Which one of the following would you consider the single most important component when developing industrial inkjet?

Would you agree with the following statement: "The challenge ahead for industrial inkjet for manufacturing is not only a technical one, but a commercial one"?
How to create a tipping point?

"the moment of critical mass, the threshold, the boiling point"

Gladwell – The Law of the Few

Paul Revere, Midnight Ride. April 18, 1775

• Connectors
• Mavens
• Sales People
Innovators Journey

Transition Curve

Source: Tim Ferriss

Which industrial print sector is your business most active in?

Which sector is your priority for the next two years?
What sector do you think offers the best immediate opportunity for industrial inkjet technology?

![Graph showing responses to the question about the best immediate opportunity for industrial inkjet technology.]

Which sector of industrial inkjet do you consider the most technically challenging?

![Graph showing responses to the question about the most technically challenging sector of industrial inkjet technology.]

Storytelling…..

Once Upon a Time….
Ask ourselves why?

- “People don’t buy what you do; they buy why you do it”

- Do you know ‘Why’ you do what you do and do your people buy into this?

**Sinek’s Golden Circle**

**Humans hard-wired for stories..**

- Paying attention – Cortisol

- Feeling empathy - Oxytocin
Storytellers with a cause...

Gallo in ‘The Storyteller’s Secret’ p66*

65% to Pathos (triggering emotion through narrative)

25% is given to logos (facts, figures and statistics)

10% is given to ethos  (credibility and track record)

*Taken from Bryan Stevenson’s TED Talk

Industrial Inkjet: What’s the story?

Print that is part of manufacturing: Functional, Decorative and Packaging
94% Sold for InPrint 2018

InPrint Future in Europe

- InPrint 2018 20-22 November 2018, Milan
- InPrint CCE Inkjet Forum 12-13 March 2019, Munich
- InPrint 2019 12-14 November 2019, Munich
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• It is crossing, but some companies are getting impatient

• Secrecy prevents pragmatists (Early majority) adopting in greater numbers

• The social epidemic has not occurred partly as the economic argument may not compelling enough, yet.

• Storytelling must improve in order to inspire confidence.