



## The Art of the Possible

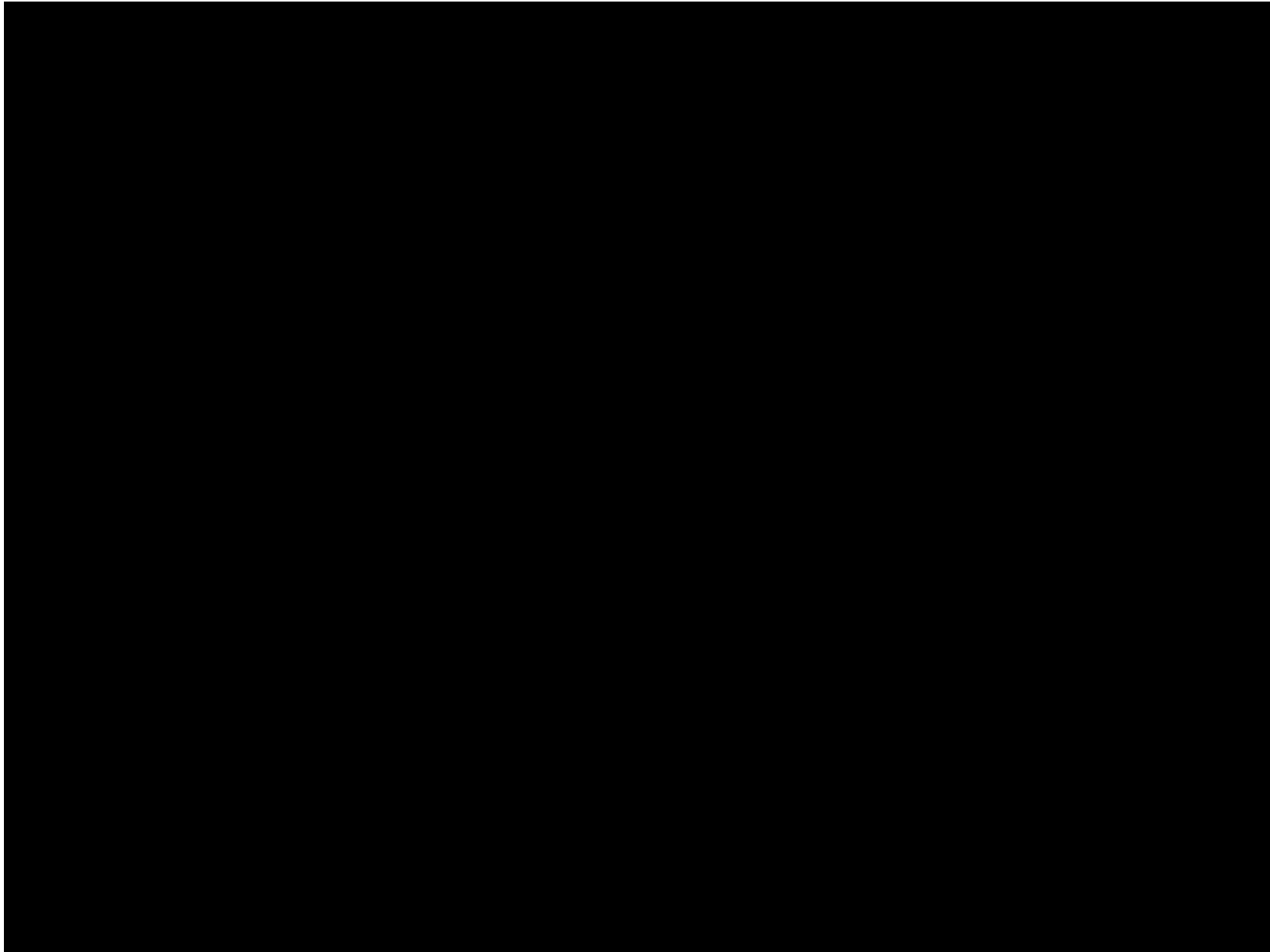
Riccardo Passerini  
Sales Director  
Mediterranean & Balkans Regions  
EISD Kodak

# Example from Youtube 2011

Case Anúncio Make B. Mineral com interação pelo iPhone

O Boticário AlmapBBDO

Kodak



# Hybrid Imprinting

## Applications and Customer Successes

Kodak

**Printing is not a commodity anymore...  
But a value!!!!**

First of all what is Hybrid Printing ?

Too many opportunity / Market ?

One Technologies ?

Too many substrate ?

How I can Transform my business with Hybrid Printing .....

**.... Lets think what we can do!**



# Example

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## Prosper S10 Imprinting System with CMYK solution for direct mail

- Second largest direct mail printer in EAMER **TLG is one of the leading print marketing and mailing solution providers in Europe, constantly pushing the boundaries of data and production technology.**
- TLG produce highly personalized communications and complex off-line finishes in almost any format under one roof at our purpose-built 140,000 square ft production facility.
  - Customer differentiates with finishing / imprinting
  - 2 up duplex color capability on inline finishing equipment
- Process color imprinting can create higher-value end product and greater annuities revenue / profit

The  
Lettershop  
Group

### Putting ideas into action

Whatever your challenge, whatever your business sector, The Lettershop Group are specialists in transforming great ideas into effective print solutions.

*Let's do  
something  
special.*

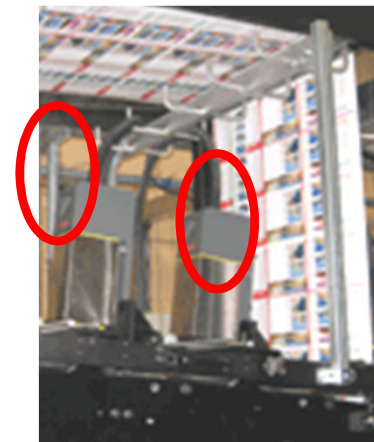
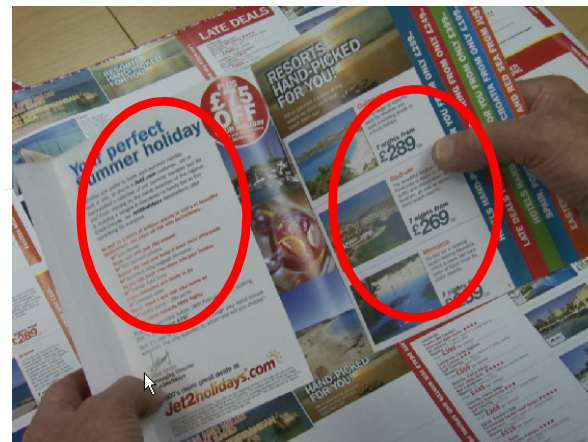




# Travel/loyalty statement-letter

Kodak

- Inkjet addressing on external face
- Inkjet personalization (travel history, points, offers) on inside



- **Prosper S10** Imprinting System cut sheet solution delivers personalized print at litho quality and speeds
- Commercial printer with focus on direct marketing
  - Higher quality and faster production is achieved using up to 8 **Kodak Prosper S-10** printheads on 3 Heidelberg Cutstar and Speedmaster lines for mailings and variable data imprinting
  - Use 9 **Kodak NexPress** presses for full color direct mail campaigns
- Key Benefits and Impacts of Prosper S10
  - More productive, less waste, more cost effective, higher quality
  - 26 Million Promotional Voucher Booklets
  - 70 Million Ballot Papers
  - 4.5 Million Print & Direct Mail Campaign





# Sample application: Personalized direct mail

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- Data personalization
- Text versioning
- Coupons, maps
- Envelopes
- Customized covers





# Inserts & Flyers Advertisements

Kodak

## No need to stop press to change plates for different versions

- Ideal for segmenting long runs into smaller, more targeted print runs
  - Store name & address / Maps
  - Coupons / Special offers

Compete with direct mail

**FEATURES**

**BRUSH-OFF**

**PICTURE EXCLUSIVE**

**OUTPOKEN** **Marc Baker**

**Hear More for a Lot Less!**

**WOW!**

**HEARING AIDS STARTING AT \$900**

Get the latest technology for less! We offer a range of hearing aid brands and models to suit any lifestyle or budget. Effective AND affordable. Convenient no-interest financing is available.

**CALL 271-0680 TODAY** to request our **FREE** Hearing Aid Buyers Guide.

**ROCHESTER Hearing & Speech Center**

**www.rhsc.org**

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**585.271.0680**

**Kara: I'm not**

by Marc Baker

about their grueling practice regime. And when Kara said she might date Anton after the season, the thinking became: "It's time to write this down."

Kara, who will finish her final season next year, is 26. She's a professional. "Anton and I are both single and we are living off of it."

"We have known each other for six weeks and I can't explain how intense the dancing is. There is no time to see my friends and family."

Kara revealed she was getting down to about 20, which was quite a bit for her. People

20,000 copies neighborhood 3

Voor de beste DEALS, ga je naar Discus

<p><b>DISCUS PENSSTAAPJES</b> 1 kg</p> <p><b>9<sup>99</sup></b></p>	<p><b>DISCUS KOEKJES</b> 2 kg eemmer, smulmix, khatjes mix, lam, rijst koekjes en klets konijn mix.</p> <p>EEN EMMER VOL!</p> <p><b>6<sup>99</sup></b></p>	<p><b>DISCUS KIPFILETS</b> 250 gr</p> <p><b>VAN 6<sup>99</sup> VOOR 4<sup>99</sup></b></p>
<p><b>DISCUS AMERIKAANSE KATTENBAKVULLING</b> 15 liter, stuivrij</p> <p><b>2+1 KADO!</b></p> <p>PER STUK <b>6<sup>99</sup></b></p>	<p><b>DE JUISTE KEUZE!</b></p> <p><b>Discus dat MERKJE</b></p>	<p><b>DISCUS KLOMPFORMEND KATTENBAKVULLING</b> 10 liter, klotjevormend!</p> <p><b>2+1 KADO!</b></p> <p>PER STUK <b>6<sup>49</sup></b></p>
<p><b>DISCUS VOGELVOER</b> Voor agapomiden, grasparietelen, grote pakielen, tropische vogels, volereaad en zangtanarien. 2,5 kg</p> <p><b>3<sup>99</sup></b></p>	<p><b>DISCUS STRO OF HOOI</b> 2,5 kg</p> <p><b>NU EXTRA VOORDEEL!</b></p> <p><b>2<sup>99</sup></b></p>	<p><b>DISCUS KONIJNENVOER</b> 5 kg korrels of 4 kg gemengd konijnvoer.</p> <p><b>NU EXTRA VOORDEEL!</b></p> <p><b>4<sup>99</sup></b></p>

**DIERENSPECIAALZAAK**

**v.d. WEERD b.v.**

Hoofdstraat 106 - Telefoon 0318-512965 - VEENENDAAL

Discus bij Boerse Gezocht, vanaf 24 maart op SBS 6!

# Example - Contests and Games



- Retail store drives traffic by offering chance to win prizes
- Interesting die cut self-mailers to reveal prize
- Variable printed images and bar code for secure validation and tracking





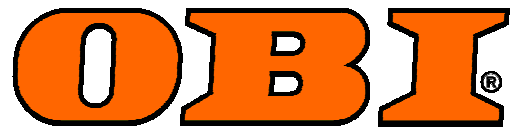
- **Prosper S30** solution for variable newspaper applications
- Owns the Bild Zeitung, one of Germany's largest newspapers
- Prosper S30 mounted on Manroland Colorman Web Offset press
  - Productivity without compromise
  - Printing at 900 mpm
  - Reliability in newspaper press room
- Monochrome **imprinting localized content**
  - Gaming/contest opportunities to increase newsstand sales
  - Variable QR codes
  - New advertizing opportunities with variable promotion by location



# Axel Springer

2013

- BILD to work with retail stores



- (OBI) to realize winning games
- BILD to launch new wining games concepts (X-Mas calendar)





# News UK

The current publisher of *The Times*, *The Sunday Times*, and *The Sun* has mounted the high-speed digital printing heads inline on its offset presses to transform its printed newspaper business

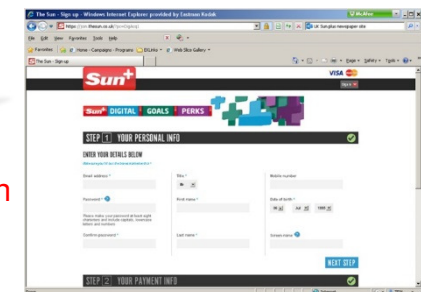


**Locations** 5 sites across UK

**Equipment** 22x Kodak Prosper S-Series

**Application** Newspaper

**Website** <http://www.news.co.uk/>



- Driving web traffic with
- unique access codes

# Packaging

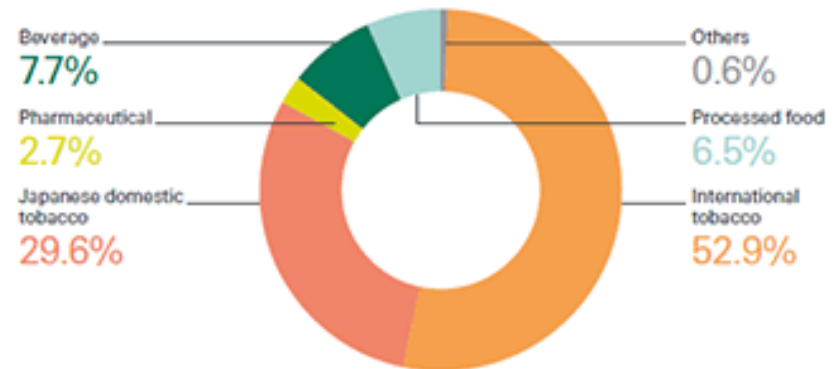
Kodak



- Tobacco, pharmaceutical, beverage and processed food sectors. Our business is global, extending to Europe, CIS countries, Africa, the Middle East, Asia and Americas
- World's third largest global tobacco manufacturer by market share
- Grown its tobacco business globally - operates in more than 70 countries
- Focus on enhancing brand value and developing new products.



Revenue breakdown by business segment





- Books and Magazines
  - Magazines, books, dictionaries, electronic publishing business, free newspapers and magazines, PR magazines, textbooks, DVDs, and other electronic publications, planning and production of multimedia software, book sales, etc.
- Commercial Printing
  - Catalogs, calendars, point-of-purchase materials, flyers, pamphlets, posters, event planning and execution, store design, customer service center operation, various types of planning and development, online businesses, etc.
- IPS / Business Forms
  - Personalized direct mail, smart cards, SIM cards, digital pens, holograms, merchandise vouchers, bank books, business forms, magnetic cards, etc.
- Packaging
  - Packaging products and eco-friendly containers, processed foods, toiletries and pharmaceuticals, universal design products, PET bottles and preform, aseptic filling systems, packaging for Japanese-style space food , etc.



# Application – Cigarette Packaging

Kodak

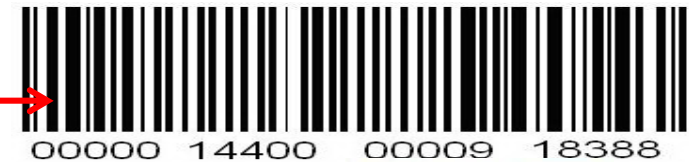
- Hybrid printing creates “interaction package”
- Each cigarette box is assigned a unique number and QR barcode and thus becomes an "Interaction package"
- Enables a variety of creative campaigns
  - In-store promotions
  - Lucky draw
  - Web site visits = the initial contents JT is considering
    - Registration
    - Joining campaign
    - Rich content
- Creates excitement and encourages purchases



# PHARMACEUTICAL PACKAGING SECURITY

Kodak

- Use case
  - High-quality standard 1D or 2D or QR barcode on packaging boxes
  - Links to national databases
- Benefits
  - Prevents counterfeiting
  - Tracing & Tracking purpose
  - Complies with national legislation in China



# FOOD PACKAGING

Kodak

- Use case
  - French baguette wrappers are imprinted with name of local bakeries and addresses
  - Hybrid inkjet approved for indirect food contact packaging
- Benefits to customer
  - Delivers customized promotional offers, driving traffic to retail locations
  - Hybrid imprinting is faster and cheaper than changing black plate



# LIQUOR TAX STAMPS

Kodak

- Use case
  - Unique numbering and 2D barcodes linked to point of purchase systems for
  - Benefits to customer
  - Durable pigment inks on special paper labels provide protection from counterfeiting

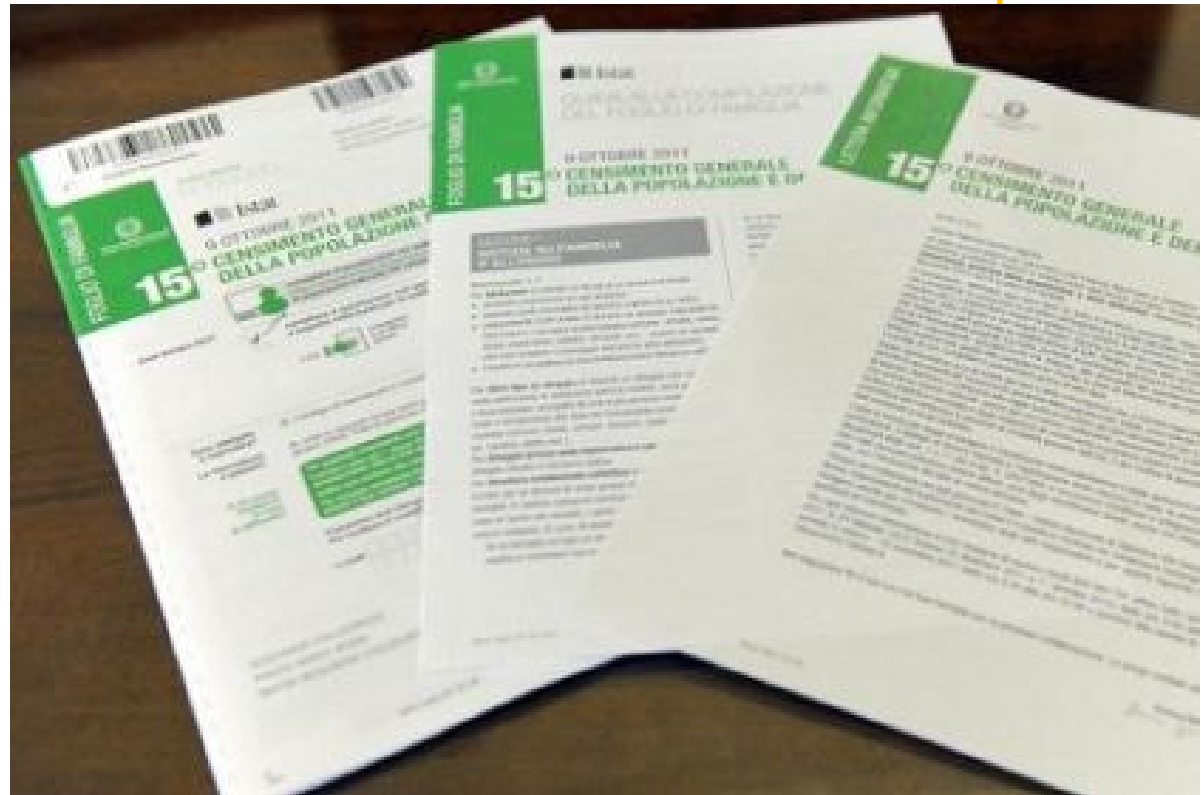




# BOOKS

Kodak





## Example

## Census

- Millions volumes
- Variable Barcode, Document Sequencing and Integrity
- Fraud prevention and packaging with a trusted print service provider

Thanks

