NPES PRINT BUSINESS OUTLOOK CONFERENCE 2017

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The Future of Print

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Close Your Eyes

Let your brain start working.

Now what do you imagine is the future of print?
Audi Conductive Ink Brochure

Audi used conductive ink to turn a conventional sales brochure into a smart surface, enabling haptic feedback. An embedded Bluetooth chip delivered a seamless experience between the page and the user’s phone, transforming every touch on the page into a rich product demonstration.

Video courtesy of Structural Graphics, Essex CT US
The Indian Print Industry

The current state of the print industry is best classified as transformative. While technologies like offset are sharply declining and digital is growing one must analyze the end product mix to best determine the future.
The New Print Concept
Michael Chase, CMO of St. Joseph Communications, Montreal, Canada came close when he observed, “Ink is no longer simple droplets on a page. It makes music, lights up the night and can even be a snack. Print in a digital world connects on an emotive level in ways that weren’t possible before.”
Per a 2014 report from SJ Insights, people are exposed to an average of 5,000 advertisements and brands per day. Of that number, only an average of 153 advertisements are noted, and we only engage with about 12 ads. The competition for attention is fierce and your ads need to stand out from the crowd to get noticed.
Millard Brown Case Study: Understanding Direct Mail with Neuroscience

• Physical materials (printed materials) produced more brain responses connected with internal feelings, suggesting greater “internalization” of the ads.
• This suggests that physical material is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks.
Creative Business Cards
The Google “Unboxing” Event

This “Google ‘Unboxing’ Box” launched The Google Store on Black Friday 2015. It was sent to 4 YouTube channel influencers with a combined subscriber base of 20 million.
8.7 million views and counting

THE ULTIMATE GOOGLE UNBOXING
CaptainSparklez
2 months ago • 3,460,175 views
Unboxing video brought to you by Google Store! Big box isn’t available for purchase via the the Google store, but all products are ...

MY FIRST UNBOXING VIDEO!!? - Google Store!
AndreasChoice
2 months ago • 1,379,720 views
Hope you liked this mystery unboxing! Thumbs up if you want more HAULS/UNBOXING videos! This vid was brought to you by ...

My First Unboxing: Tech Haul w/ Google Store
Shameless Maya
2 months ago • 969,208 views
My First Unboxing: Tech Haul w/ Google Store. @GoogleStore decided to send me a giant box of new tech products for my first ...

GOOGLE GADGET UNBOXING!
SHAYTARDS
2 months ago • 1,415,468 views
This vlog is brought to you by Google Store! Thanks @GoogleStore! You can’t get this big box, but all the individual products are ...
JetBlue Adds VR to Select Flights

Imagine this: a plane full of people staring into hot pink Google Cardboard sets
Five Rights Paradigm

- Right Reason
- Right Medium
- Right Time
- Right Person
- Right Message
Latcham Direct
Christmas Campaign

United Kingdom Company
Personalized direct mail greeting card
Personalized URL
Latcham Direct
Christmas Campaign

Purl Landing page
Personalized box of chocolates
Personalized calendar
Video in Print

Video courtesy of Structural Graphics, Essex CT USA
Pacific Life Web Key Mailer
Additional Thoughts

- 3D
- Magnetics
- Packaging
- Inflatables
Unique Substrates

• Aluminum
• Textiles
• Cloth Canvas
• Max Metal
Textiles

- Fashion
Textiles

• Interior Design
Textiles

• Industrial
Printed/Flexible Electronics

- OLED/LED
- Reflective Displays
- Wearables
- Flexible & Stretchable Electronics
- Logic & Memory Cards
- Batteries
- Touch Sensors
- Conductive Inks
- Photovoltaics
- RFID
3D

- Photopolymerisation
- Material extrusion
- Powder bed fusion
- Material jetting
- Binder jetting
- Sheet lamination
- Directed energy deposition
Thank you