



PRINT POWERS INNOVATION

Society is changing at lightning speed, and it may seem like print products are being left in the dark. That is most certainly not the case! Even though new technology is coming, print is a key ingredient for our future. There are so many ways print powers innovation in America.

- New and amazing use of custom home décor, including wallpaper, tiles, and flooring.
- Fashion-forward printing techniques for digitally-printed apparel.
- Semi-conductors and batteries printed with leading technologies.
- Brands now have the chance to personalize packaging, thanks to print innovation.
- Customized NFC (near field communication) enabled printed products allow for stronger network and team branding.
- Printed products can benefit from embedded AR (augmented reality), a cutting-edge feature in demand for many services and brands.
- Print is more beautiful than ever thanks to digital embellishment printing technologies like 3D texture and metallic and embossed effects.
- Developments in high-speed inkjet and software have led to new levels of personalized and irresistible direct mail.
- Expanded gamut technology brings fresh, fun brilliantly colored labels and packages.
- Printed food packaging is greater catering to the needs of consumers. Single-serve, multi-serve, and multi-pack packages respond to changing needs in food packaging services.



www.printpowersamerica.com

