



**FUJIFILM**  
Value from Innovation

**TAKE YOUR BUSINESS TO NEW HEIGHTS WITH  
INFINITE COLOUR POSSIBILITIES**

Revoria Press™ PC1120



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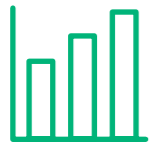
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# Introduction

In a world of ever-evolving consumer demands where change is the only constant, the digital print industry is set to show strong and resilient growth in the coming years.



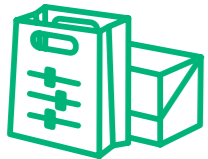
Global Digital Printing Market projected to reach **USD 35.71 billion by 2028<sup>1</sup>**



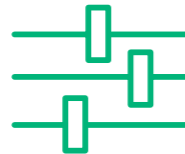
Expected CAGR of **3.7% from 2021 to 2028**, translating to growth of **USD 1.32 billion<sup>2</sup>**

## The Print Advantage

Leveraging the opportunity to capitalise on the massive market growth, print enables businesses – brand owners and commercial printers – to offer services and output that uniquely stands out.



Printing on different materials and colours



Cater to personalisation and versioning needs



Provide more colours and vivid designs



Leverage latest print features and innovations



Establish productive and efficient workflows

<sup>1,2</sup> Source: [Allied Market Research](#)

# Benefits of Adopting Print in a Digital World



## Trustworthy

Consumers see print as a trustworthy form of marketing. Print is associated with quality and authenticity.



## Targeted

Marketing collaterals can be effective in reaching targeted audiences against digital adblockers.



## Enduring

Print lasts longer with no on-going media budget required.



## Experiential

Print enables brand owners to deliver an enhanced unboxing experience using creative print applications like embellishments and tear-offs.



## Engaging

Reading physical mail is easier on the eyes than straining at screens.



## Higher ROI

Print has a higher ROI index than digital<sup>3</sup>. Point of purchase and point of sale materials can be a great way to motivate customer spending.

<sup>3</sup>Source – [Dornans](#)

# Key Market Trends and Opportunities (Part 1 of 3)

## Print Service Providers

### Creating Value Through Digital Print

#### Trends:

- Digital transformation has resulted in a rise in the amount of digital content.
- Due to the rise in digital content, print product life cycles have been shortened to retain customers' attention.
- This means service providers need to adapt and deliver on tighter turnarounds.

#### Opportunities:

- Complement traditional offset printing setups by adding value with digital:
  - Easier setup.
  - Faster turnaround.
  - Expanded applications.
  - Ability to offer Print-On-Demand hence lesser need for stock inventory.
- Personalisation, variable data, versioning.



### Creative Use of Speciality Colour and Media

#### Trends:

- Personalisation and versioning techniques are now regarded as the norm.
- Customers are willing to pay for premium print that goes beyond CMYK.
- Creative branding is now expressed on various coloured materials and applications.

#### Opportunities:

- Enhance CMYK capability with speciality colours – Gold, Silver, Clear, White and Pink.
- Overlay and underlay printing in a single pass
- Leverage underlay capability to print on a wide range of stock media (to create a variety of print effects).
- Long banner sheets (up to 1200mm) for posters, 3-up brochure, landscape book jackets or folders.



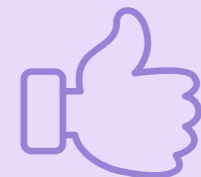
### Reliability and Productivity

#### Trends:

- Advancements in technology have enabled companies to be more resource efficient without sacrificing output quality.
- Customers expect faster turnaround times.

#### Opportunities:

- High-resolution printouts at best-in-class speeds lead to improvements in productivity, with 120ppm speed and support for 52-400gsm.
- Unrivalled aftersales support means more uptime for your business, letting you focus on what's important: running your business.



# Key Market Trends and Opportunities (Part 2 of 3)

## Print Service Providers

### Smarter and Easier

#### Trends:

- Brand owners and customers are looking to go beyond CMYK, which could mean more labour intensive services.
- Faster turn-around times, quicker responses.

#### Opportunities:

- Automated adjustment checks to reduce operational labour, increase uptime and ensure consistency in print quality.
  - Image-to-media alignment.
  - Density and halftone uniformity adjustment.
  - Colour calibration (single/multiple colours).
- AI-based photo quality optimisation.
- Enhance your images with Pink International Color Consortium (ICC) Profile for quick and easy touch up on skin tones, gradients and vibrant colours.



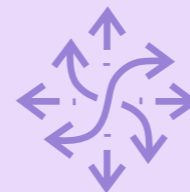
### Versatility

#### Trends:

- To stay relevant, print shop providers need to invest in technology. They need a solution which helps them grow their capabilities as the business scales.

#### Opportunities:

- Modular configuration and scalability to suit any business.
- Options to improve productivity.
  - Consistent and stable feeding unit.
  - Static Eliminator removes static electricity for easy post finishing.
  - Different online finishing options.



# Key Market Trends and Opportunities (Part 3 of 3)

## Advertising Agencies & Brand Owners

### Creativity with Limitless Possibilities

#### Trends:

- Brands are constantly looking for ways to push their creativity beyond existing CMYK and standard media.  
Reaching relevant audiences with rich, original and creative branding output.

#### Opportunities:

- Creativity not limited to CMYK and white paper.
- Create prints that are outstanding and attention-grabbing.
- Targeted marketing to ensure brands reach out to the relevant audiences.
- Enhanced print helps brands to stand out and capture audience attention.



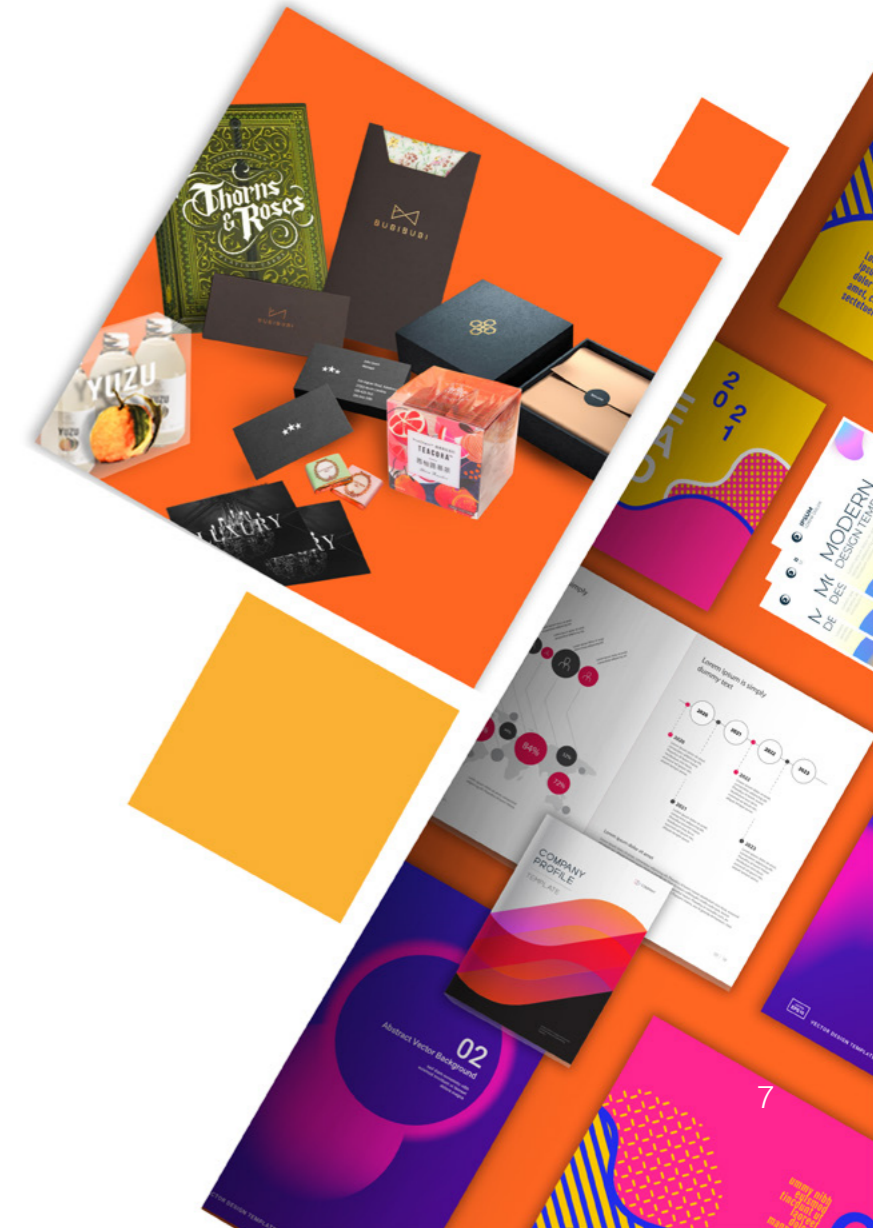
### Print as the Communication Starter

#### Trends:

- Channel fatigue due to difficulty associated with managing massive amounts of information from ever-growing pool of customers and business information.  
This can reduce the efficiency in reaching the targeted audience with the correct marketing message.

#### Opportunities:

- Print is a universal channel in the communication flow.
- Print as the communication flow starter complements online digital channels to engage audiences, for example:
  - Direct mailer featuring engaging localised content.
  - Trusted eCommerce physical mail.
  - Personalised packaging and collateral.



# Tap into Infinite Opportunities with the Revoria Press™ PC1120

Take your business to new heights with breakthrough digital printing features, delivering enhanced productivity and performance.

Amaze your customers with speciality colour printing and exceed their expectations with revolutionary CMYK quality and consistency.



**Infinite Colours for Impact Beyond the Ordinary**



**AI and Automated Workflow for Out-of-the-box Productivity**



**High Versatility and Expanded Capabilities for Limitless Possibilities**

## What you'll get



### Print Service Providers

- 1 Complement traditional offset printing setups with digital for easier setup, faster turnaround, and expanded applications.
- 2 Print-on-demand, personalisation, variable data, versioning.
- 3 Enhance CMYK capability with speciality colours – Gold, Silver, Clear, White and Pink.
- 4 Overlay and underlay printing in a single pass, to print on wider range of stock media and create various print effects.
- 5 Automated adjustment checks to reduce operational labour, increase uptime, and ensure consistency in print quality.
- 6 AI-based photo quality optimisation.
- 7 Modular configuration and scalability to suit any business.



### Advertising Agencies & Brand Owners

- 1 Push creativity beyond CMYK and traditional white paper to create stunning and long-lasting impressions.
- 2 Create prints that are outstanding and attention-grabbing.
- 3 Use print as the communication flow starter that complements online digital channels to engage audience.
- 4 Utilise digital printing capabilities to target and capture relevant audiences through personalisation and versioning.
- 5 Leverage print as a trusted form of marketing to enhance brand value.



# Be Part of the Next Revolution in Print

Creativity and innovation are at the core of how print service providers, brand owners and advertising agencies can scale their business and grow.

Leverage new technologies and techniques to remain relevant and stay ahead of your competition.



## Get a Consultation

Contact our sales team for a complimentary consultation to select the ideal Revoria Press™ PC1120 solutions and products for your printing needs.



✉ Let's Talk



🌐 Learn More

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