

KODAK PROSPER Imprinting Systems

WINNING SOLUTION: PERSONAL CARE

Cost-effective customized solutions for a growing market

The global market for beauty and personal care products is projected to reach a projected revenue of \$937.1M by 2030 according to Grand View Research. In order to satisfy increasing consumer demand for products personalized by age, weight and gender while maintaining consumer safety requirements, brands are launching new sub-brands with innovative, absorbent substrates. Growing demand is driving the need for creative freedom and manufacturing flexibility in design, production and speed-to-market.

Converters, often the same brand companies, want more reliable and productive digital print systems to capitalize on this opportunity. Historically, they have suffered poor start-up and uptime performance using traditional drop-on-demand inkjet systems, and providing cost-effective customized or short- and medium-run length printing for personal care products has been a challenge.

KODAK Stream Inkjet Technology meets this challenge, enabling high-quality, low-cost and sustainable alternatives to other inkjet and traditional printing processes. Brand managers and marketers now have the freedom to create versioned products and get to market quickly and cost effectively, with consistency and quality across substrates and designs.

Printers and converters can expand capabilities, improve efficiency, reduce environmental impact and thrive. In fact, Kodak's inkjet printing solutions offer the same advantages as flexographic printing in terms of speed, quality and cost with either digital hybrid printing, which integrates KODAK PROSPER Imprinting Systems, including the PROSPER Print Bar, with existing equipment.

KODAK EKTACOLOR Inks and OPTIMAX Primers for personal care applications

At the heart of these solutions are proprietary water-based EKTACOLOR Inks, which utilize nanoparticulate pigments to provide a color gamut that meets or exceeds traditional printing methods. Expanding the achievable gamut with OPTIMAX Primers enables better image quality, improved consistency and more success matching brand colors with four color process inks. More importantly, EKTACOLOR Inks and OPTIMAX Primers are eco-friendly and have been tested in the market for consumer safety.



Inkjet solutions from Kodak enable cost-effective, consistent production of personal care products on absorbent substrates.

Unmet market needs and growth opportunities:

- Profitable short- to medium-run printing
- Customization
- Faster to market
- Versioning
- Print-on-demand
- Prototypes
- Market testing
- Seasonal promotions

The freedom to create business growth

When you partner with Kodak, your opportunities are endless. Choose to add digital print capabilities to your existing equipment by integrating KODAK PROSPER Imprinting Systems to successfully meet these new market demands, creating more opportunities for you to grow your business.

