

# KODAK PROSPER Imprinting Systems and UTECO SAPPHIRE EVO Press

## WINNING SOLUTION: PERSONAL CARE

### Cost-effective customized solutions for a growing market

The market for personal care products is significant and growing. Today, it is a \$188B industry, expected to grow to over \$230B by 2022, a 7% CAGR according to Grand View Research (July 2018). 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 with existing equipment, or complete printing solutions with the UTECO SAPPHIRE EVO Press.

#### **KODAK PROSPER Inks and Fluids for personal care applications**

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

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*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

#### **Partner solutions**

Kodak partners with other manufacturers to expand cutting-edge inkjet solutions for the personal care market. Uteco manufactures presses for printing on "breathable" flexible films, which are used in diaper backing, diaper tabs and other personal care products. Other partners are developing solutions for non-woven substrates and other personal care products that offer in-line integration with existing production equipment.

#### **The freedom to create business growth**

When you partner with Kodak, your opportunities are endless. Whether you choose to add digital print capabilities to your existing equipment by integrating KODAK PROSPER Imprinting Systems or install a complete digital press solution, you can now successfully meet these new market demands, creating more opportunities for you to grow your business.

