**All commercial print trends point to inkjet**

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**Teaser text 2-3 sentences (max 300 characters):** With the growing demand for short runs across media types and greater personalization, inkjet technology is proving extremely attractive for businesses seeking to reduce their running costs, drive workflow efficiency, and increase overall competitiveness.

**Article:**

The commercial print landscape is changing at a dramatic pace and, with inkjet, Kyocera has a truly game-changing technology that is helping businesses save money on running costs, attract new customers, and become more sustainable across their entire workflow. Now, with drupa 2024 on our doorstep, there are a number of key production print trends business leaders must understand if they wish to be more successful.

**Added-value media versatility**

Customer needs are evolving, and production print operations need to be more

versatile than ever. 2024 and beyond will reward those who stand out in terms of workflow flexibility. Media types and volumes are changing, and I can only see these trends being accelerated during the year ahead. The best way to combat the uncertainty associated with such rapid and aggressive change is to become more flexible and adaptable than ever. Many businesses we have spoken to in recent times have mentioned their inability to jump quickly between media types for shorter runs with their existing technologies. With an increasing number of lost business opportunities, they are extremely frustrated – this is where Kyocera’s TASKalfa Pro 15000c and TASKalfa Pro 55000c can be the perfect fit, particularly in markets such as direct mail, transactional printing, and graphic arts; markets that will likely see the demand for short-run, personalised jobs increase throughout 2024 and into 2025.

The CEO and President of Kyocera Document Solutions Europe Management B.V., Takuya Marubayashi, has this to say about the exciting new opportunities Kyocera is creating in the commercial print sector: “We have listened to our customers’ needs and responded with the ideal inkjet solutions. The TASKalfa Pro 15000c offers the ability to set up the next print job while the current run is in motion, while the TASKalfa Pro 55000c is revolutionising graphic arts with its capacity to print on gloss and offset coated paper. We will continue to innovate versatile solutions to meet our customers’ diverse needs.”

**The rise of water-based inkjet**

Inkjet is, in my opinion, one of the most disruptive technologies to enter the production print market in the past decade. Traditionally a toner dominated industry, inkjet has arrived to redefine the landscape of commercial printing and in-plant operations. Businesses want media flexibility without having to sacrifice reliability – with good adhesion and drying properties, water-based inkjet is suitable for printing on many surfaces, thus increasing the range of media types that can be handled. Furthermore, due to their water-based nature, Kyocera’s cost-efficient inks offer sustainability while enhancing output quality and overall productivity. During the busiest days, downtime can be a major momentum killer and customers will take their business elsewhere in an instant. To this end, our inkjet is – compared to other printing technologies like offset or toner based – a true non-contact printing technology which means that the likelihood of downtime is minimal.

**Sustainable operations**

Sustainability is taking on greater importance among today’s customers – many are now unwilling to do business with organisations who they perceive to be unsustainable. But sustainability shouldn’t have to come at the expense of productivity or output quality, and this explains why so many businesses across different industries are turning to Kyocera’s inkjet technology. “We stand out in the commercial printing industry,” says Mr. Marubayashi, “because we place the utmost importance on the environment and our customers’ needs. Sustainability has always been a core pillar for Kyocera, as has our dedication to doing what is right as human beings; that is why we will continue to champion eco-friendly product design without compromising on quality.”

Our rapidly growing portfolio of environmentally responsible inkjet devices shows how serious we are about walking the walk. As we will demonstrate at drupa 2024, the TASKalfa Pro 15000c and TASKalfa Pro 55000c have been designed to minimise wastage and maximise sustainability for Kyocera customers’ workflows. What’s more, their few moving components contribute to a long lifecycle and these machines also contain reusable parts, while yielding minimal disposable waste during operation – robust devices that minimise energy consumption and waste will come to the fore in 2024.

**Automation-driven productivity**

As turnaround times continue to tighten, device uptime will be a major determinant of success in commercial print during 2024. The value of maintaining consistent workflows is becoming more important. Reliable technology, remote maintenance, and streamlined software solutions that facilitate end-to-end workflows will be just some of the productivity-related trending topics during the next 12 months.

The key to automation is reliable technology that works when you need it most. Organisations today want as little face time with service technicians as possible, and Kyocera’s remote servicing means troubleshooting can be carried out remotely in real time. What’s more, with 95%+ uptime, our TASKalfa Pro devices require minimal maintenance. “The TASKalfa Pros provide all the tools print companies need to grow their businesses: speed, quality, and reliability.” Mr. Marubayashi explains. “These core features of our devices are essential for optimising productivity in high-volume print.”

Efficient workflows are driven by automation, and with Kyocera’s inkjet technology, customers can elevate their automation to new heights. A variety of software solutions at the pre-press side, along with a choice between front-end systems, gives the customer a multitude of options to streamline the document workflow from end to end before printing. Kyocera’s TASKalfa Pro devices can be connected to a variety of in-line finishing partner solutions that facilitate end-to-end automation and production flow efficiency. The options to add feeding and stacking units to Kyocera devices, meanwhile, enhance the timeframe for unattended printing and offer flexibility in changing media types while producing. This enables the operator to prepare the engine for the next job, while the current job is still running.

Staying true to the mantra "prevention is the best form of cure," Kyocera's robust inkjet production printers have been built to thrive in the most demanding work environments where both quality and quantity are paramount.

**TCO/ROI-focused decisions**

With running costs rising, the margins are tightening across the board. The cost

of inefficient technologies will become increasingly evident during the year ahead – as will the huge benefits to be had with cost-effective inkjet commercial printers. Contrary to the long-held belief that reducing investments in new tools is the surest way of saving money, the reality of the past couple of years has told us a different story: sticking with unreliable or inefficient technology is by far the more expensive play in the long run. Users of Kyocera’s TASKalfa Pro 15000c, for example, have already seen the huge potential of inkjet, both in terms of driving productivity and keeping running costs under control.

Driven by long-lasting technology that enables businesses to do more with less, Kyocera is ready to work with even more businesses in 2024 and beyond, to help them optimise productivity and cost-savings.

“Our inkjet solutions have a small footprint and big potential,” Mr. Marubayashi says. “They help companies cut costs, reduce carbon emissions, and produce versatile print outputs all from one compact device.”