

# Key production print trends for 2024

Expert insights on getting ahead in commercial and in-plant production printing ahead of drupa 2024.





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# 1. A new era of production print

Get up to speed with key industry trends before drupa 2024 kicks off.

The production print landscape is changing at a dramatic pace. Constant innovation is the new business as usual for those who aim to unlock new opportunities for growth.

With drupa 2024 fast approaching, here we will examine seven key trends that will determine business success in production printing for commercial printing and in-plant operations alike.



## Seven key trends



### The rise of water-based inkjet

The rapid advancement of water-based inkjet technology makes it one of the standout trends for 2024. With its cost-efficient and sustainable inks, Kyocera will be on hand at drupa 2024 to show the optimal productivity and quality of its inkjet portfolio.



### Added-value media versatility

Customer needs are changing, and production print operations need to be more versatile than ever. As Kyocera will show at drupa 2024, the ability to deliver on-demand, personalised printing across multiple media types on one platform is simply priceless.



### Sustainable operations

Robust devices that minimise energy consumption and waste will come to the fore in 2024. At drupa, Kyocera will demonstrate the value of energy-efficient technology, environmentally safe aqueous inks, and parts that require minimal maintenance.



### The rise of partnerships

2024 will reward businesses that work together with their technology providers. A partner who understands current challenges and new opportunities can provide the perfect technology to minimise the former and maximise the latter.



### Automation-driven productivity

The value of workflows that flow without fail 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 2024.



### 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 production printers.



### New technologies = new opportunities

Instead of fearing the unknown, we would encourage production printers to consider the growth that new systems could bring. Innovative technologies like inkjet are marking a new chapter for the industry. First-mover advantages await those who refuse to follow the status quo.

**Throughout the following pages and during an action-packed show in Düsseldorf, we will examine how your business can make the most of these seven industry trends for 2024.**





## 2. The rise of water-based inkjet

Inkjet technology is ready to mark a new chapter in production print.

Inkjet is, without doubt, one of the most disruptive technologies to enter the production print market in recent memory. Traditionally a toner dominated industry, inkjet has arrived to redefine the landscape of commercial printing and in-plant operations at a time when it was needed most.

With more customers looking for solutions that blend **productivity**, **cost efficiency**, and **sustainability**, Kyocera's entry into the market with the **TASKalfa Pro 15000c** couldn't have been timed better.

At **drupa 2024**, Kyocera will demonstrate its proud heritage in inkjet and its technologies that continue to meet the changing needs of customers.

Our team of experts will be on hand to show how the versatility of inkjet is helping businesses across multiple sectors unlock new business opportunities.

Kyocera's inkjet printing devices are designed for the use of water-based inks. When combined with our software, they can also jet multiple drop sizes within an image.

Visitors to **Kyocera's booth**, which is located at **Hall 8a/C20 at Messe Düsseldorf**, will have the chance to see first-hand why water-based inkjet will be one of the stand-out industry trends of 2024.

The properties of water-based inks are already delivering huge benefits for commercial and in-house printers alike, particularly in areas such as productivity, output quality, and finishing capabilities.

Such properties include:

- + The primary advantage of pigment-based inkjet inks is their **permanence**. Independent tests have estimated that, depending on the environmental conditions, prints made with pigment-based inks can keep their colour for decades!
- + 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.
- + Due to their water-based nature, these cost-efficient inks offer **sustainability without sacrificing quality or productivity**.
- + Inkjet is, compared to other printing technologies like offset or toner based, a **true non-contact printing technology**. This is favorable for handling media under difficult circumstances like pressure, friction and heat. Inkjet printing has therefore big advantages for handling different media types without complications.



Offset-coated paper, whether matte, silk/dull or gloss is used by many commercial printers for their publishing and graphical applications which means that the type of ink has to be right.

Tailored to the needs of this paper type, the brand-new TASKalfa Pro 55000c — Kyocera's second sheet-fed inkjet device — is the affordable solution for businesses to extend capabilities into the graphic arts market.

**"With more than 90% water, these cost-efficient inks are extremely sustainable."**



We are delighted to say that the TASKalfa Pro 55000c will also be at drupa 2024 — don't miss it!



### 3. Automation-driven productivity

With unrivalled reliability, inkjet is ready to elevate productivity.

As turnaround times continue to tighten, device uptime will be one of the major determinants of success in production print during 2024. At drupa 2024, Kyocera will showcase how both the TASKalfa Pro 15000c and TASKalfa Pro 55000c are the perfect solutions for businesses to get ahead of the trend and add a new dimension of reliability to their workflows.

We will provide live demonstrations to show how the TASKalfa Pro 15000c has helped businesses elevate productivity to new heights.

With one established mailing house, the machine's ability to print **150 A4 pages per minute** enabled the business to **increase its four-colour printing capacity by 67%**.

Throughout drupa, the Kyocera team will demonstrate the key characteristics of this pair of inkjet devices that contribute to **maximising productivity** for both commercial printers and in-plant operations:

- + Robust devices with 95%+ uptime ensure that workflows keep flowing.

- + 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.
- + Remote servicing means troubleshooting can be carried out remotely in real-time. This often eliminates the need for a technician to visit the site.
- + Kyocera's production print portfolio can be connected to a variety of in-line finishing partner solutions that facilitate end-to-end automation and production flow efficiency.
- + Few moving parts and less wear because of the lack of friction minimise the risk of production interruptions, thus optimising uptime.
- + The options to add feeding and stacking units to a device 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.

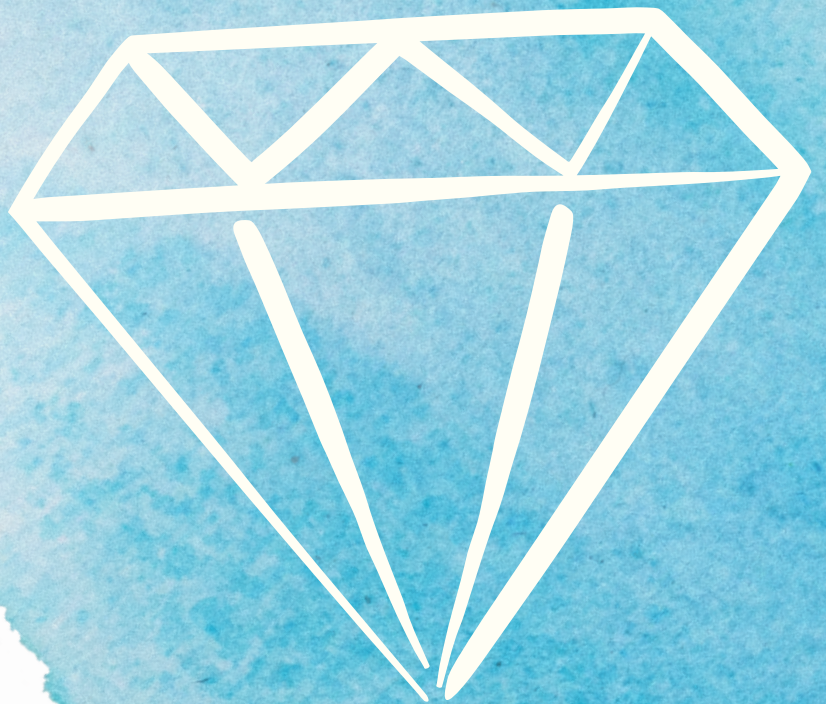


Key to automation is reliable technology that works when you need it most.

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.

It is precisely this reliability that enables workflow automation across media types, facilitating priceless versatility when it comes to meeting the changing needs of customers.

**One mailing house  
increased its four-colour  
printing capacity  
by 67%.**



# 4. Added-value media versatility

2024 will reward those who stand out in terms of workflow flexibility.

For commercial printers, customer needs are changing. The workflows of in-plant operations, too, continue to be conditioned by **increased digitalisation**.

These trends will be accelerated further during the year ahead, and the only way to combat the uncertainty associated with such change is to become **more flexible and adaptable than ever**.

This is where inkjet technology will come into its own, particularly in the 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**.

But what is it about inkjet technology that makes it conducive to driving productivity during times of uncertainty? We're glad you asked!

At drupa, you will have the perfect opportunity to see first-hand why the TASKalfa Pro 15000c and TASKalfa Pro 55000c epitomise the versatility that the production print market demands in 2024.

Here are just some of the key reasons why:



Inkjet's flexibility gives options to print on a wide variety of media. With the introduction of the TASKalfa Pro 55000c, printing on gloss coated stocks is now a reality.



Kyocera's inkjet technology accelerates the black and white to colour and offset to digital printing transitions.



Having one device to handle PDF printing and/or IPDS printing can add a new dimension of value to workflows.



Streamlined variable printing enables on-demand personalised printing.



End-to-end applications allow print professionals to consolidate existing cut sheet black and white, highlight colour, and full-colour workflows onto one platform.

Along with the attractiveness of an affordable price point, Kyocera's inkjet portfolio represents an easy entry point into the inkjet market.

With options to combine Kyocera or a third-party, pre-press software solutions and post-press finishing solutions, customers get the versatility to set up their workflows in the most productive, efficient, and cost-effective way.

Furthermore, the flexibility of inkjet allows Kyocera customers to grow print volumes and scale up their business.

## Voice of the customer



**"We have opted for Kyocera's cut sheet inkjet technology to meet the evolving needs of our customers, who increasingly prioritise immediate personalisation and quality."**

**Ángel Luis Guerra, CEO of Coyve**





## 5. TCO/ROI-focused decisions

Inkjet technology proves that it's possible to do more with less.

With the cost of doing business rising, the pressure on companies to seek new ways of reducing expenses is following suit. In 2024, **inefficient technology** will be under the spotlight as business leaders look for new areas of achieving marginal gains. 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 the **TASKalfa Pro 15000c** have already seen the huge potential of the inkjet device, both in terms of driving productivity, but also to keep running costs under control. "The low cost made the device immediately accessible to us," said Leigh Foster, Managing Director of Document Despatch. "Although price was clearly important to us, the performance of the device was what made this printer such an excellent choice, especially when combined with its ultra-low energy consumption and water-based inkjet technology."

**Total cost of ownership (TCO) and return on investment (ROI)** are finely intertwined. "In terms of technology such as printing devices," says **Gartner**, "TCO includes hardware and software acquisition, management and support, communications, end-user expenses and the opportunity cost of downtime, training and other productivity losses." **A low cost does not guarantee a low total cost of ownership over the life cycle of a device, nor a strong return on investment.**

TCO provides an overview of the total expenses that a printer will accumulate throughout its lifecycle — this is the true figure that allows us to calculate the return on investment of a production printer. **When taken alone, a product's acquisition price only tells part of the story: the start.**

**The TASKalfa Pro 15000c has been proven to use 70% less energy than comparable laser printers.**

With its cutting-edge yet affordable technology, Kyocera's inkjet portfolio proves that it's possible to minimise running costs (for a low TCO) while expanding business capacities (for a high ROI).

Driven by long-lasting technology that enables businesses to do more with less, Kyocera is ready to work with even more businesses in 2024, to help them drive productivity and long-term cost-savings. A new chapter awaits at drupa 2024!





## 6. Sustainable operations

With Kyocera you don't have to choose between productivity and sustainability.

At Kyocera we believe that long-term success cannot be achieved without sustainability. Staying true to the philosophies of our founder **Dr. Kazuo Inamori**, we strive to do the right thing as a human being — that's why we place sustainability at the heart of our innovation. This enables us to continue meeting the changing needs of Kyocera customers while ensuring we **contribute to the world around us**.

Sustainability is taking on a greater importance among today's customers — many are now unwilling to do business with organisations who they perceive to be unsustainable.

Our rapidly growing portfolio of **environmentally responsible inkjet technology** 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 the sustainability** of the workflows of Kyocera customers.

These devices ensure that there is no running in at the start of production nor are test sheets or daily calibrations needed, and this is all underpinned by the **intelligent control** of the paper path.

At drupa 2024 you will have the opportunity to get an under-the-hood look at the devices, to see how their **few moving components contribute to a long-life cycle** and how the machine contains reusable parts and yields **minimal disposable waste** during operation.

The team will also detail how it's possible to achieve **high productivity levels with low energy consumption**.

Lastly, they will demonstrate the stunning output of the TASKalfa Pro 55000c, vibrant graphic arts materials that use water-based inks.

**Voice of the customer**



**"It's the most sustainable inkjet printer in the market now."**

**Gertjan Kleinbloesem, Verloop Drukkerij**



# 7. The rise of partnerships

Kyocera has the technology and expertise to help businesses of all sizes grow to the next level.

With its unique inkjet portfolio, Kyocera is ready to lead a new chapter in production print. While offset printers or toner users may experience a fear of the unknown when it comes to inkjet, the outstanding opportunities that this technology offers mean businesses should, in fact, have **FOMO: a fear of missing out!**

With its innovative inkjet technology, Kyocera has emerged as a new market player with new ideas, a manufacturer that's ready to usher in a new chapter for the industry. First-mover advantages await those who refuse to follow the status quo, and those who know and trust the Kyocera brand already know our potential to quickly expand our inkjet portfolio with quality products.

## The power of partnerships

2024 will reward businesses who work together with their technology providers. A partner who understands current pains and new opportunities can provide the perfect technology to minimise the former and maximise the latter. Teaming up with Kyocera gives partners access to our extensive knowledge and experience with inkjet technologies. Compared to other brands that have fallen into the status quo over the years, with inkjet we can create our own strategy that is tailored to the opportunities of today.

### Voice of the customer



**"This has all been underpinned by Kyocera's best-in-class support and service, which has been invaluable throughout the adoption and ongoing management of the printer."**

**Leigh Foster, Managing Director  
of Document Despatch**

Our partnership-focused approach is one thing that sets us apart. Guided by core philosophies such as transparency, Kyocera is determined to create close and enduring partnerships with dealers, partners and end customers.

Kyocera is determined to ramp up growth in the production print market, something which can only be achieved with a strong network of partners and customers. In 2024, you will see how Kyocera products are designed to grow alongside businesses, to help customers unlock their true potential.

2024 will confirm that inkjet is the major trend in production printing – we truly believe that it is the future of the industry. With unrivalled knowledge, experience and solutions, Kyocera is the perfect partner for businesses looking to drive new business growth in production print.

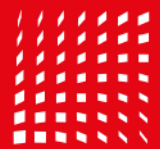
**At drupa 2024, we will show this to the world.**



# Soar to success

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**drupa**

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