KEYPOINT INTELLIGENCE

State of the Industry Global Intelligence

Research based on real-world experiences, challenges, and successes.

Global Intelligence Reports

When it comes to investment, converters are a pragmatic audience requiring data relative to the value of the investment being considered. Keypoint Intelligence's State of the Industry reports will provide actionable data dispelling common myths regarding digital printing and addressing industry opportunities and challenges.

Digital print is still considered new in the packaging space and the needs of each user community are different. Our Global Intelligence State of the Industry reports are positioned to validate and promote the concept of digital printing in the following markets:

- **Narrow-web Labels**
- **Folding Carton**
- **Corrugated**
- **Flexible Packaging**
- **Brand Adoption**

These reports are being developed based on input from brands, converters, OEMs and the supplier community to align with their needs. They will cover advancements in technology at the OEM level, new chemistries on the market, software improvements, and converting options. Each report will involve qualitative and quantitative feedback from converters relating to digital use, investment opportunities and issues.

Our team of industry experts in the Labels & Packaging Advisory Service supports our customers through:

- Expanded expertise (combines Keypoint Intelligence and former Karstedt Partners)
- Greater perspective on digital printing and the packaging and labels ecosystem
- More touchpoints/connections/networks to leverage for trend analysis and forecasting
- Placements /forecasts, industry benchmarking and actionable primary research
- Strategic consulting capabilities to help with your initiatives

To learn more about the Labels & Packaging Advisory Service scan the QR code or click **here**.