Value-Added Printing & Finishing for Improved Profitability (Executive Summary)

Description: This Executive Summary reports which value-added enhancements contributed to increased profitability, which are in demand, which are in decline, which enhancements can be implemented with no additional capital investment, selling techniques, brand owner attitudes, etc. Areas covered include: high-end color, new finishing products and techniques, special coatings, foiling, laminating, scented inks, raised inks, brand protection and security, metallic inks, metalized substrates, stitching and die-cutting.

The study also addresses cost constraints and return on investment and trends by application. It also evaluates how print with these high-end printing/finishing techniques present opportunities for firms in the print value chain and effectively compete against e-technologies.

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