

5 reasons to expand into the FC market



Borders blur between printing segments

93%
of printers focus
on expanding to
new segments

Source: IT Strategy, January 2024 Research on Emerging Print Markets

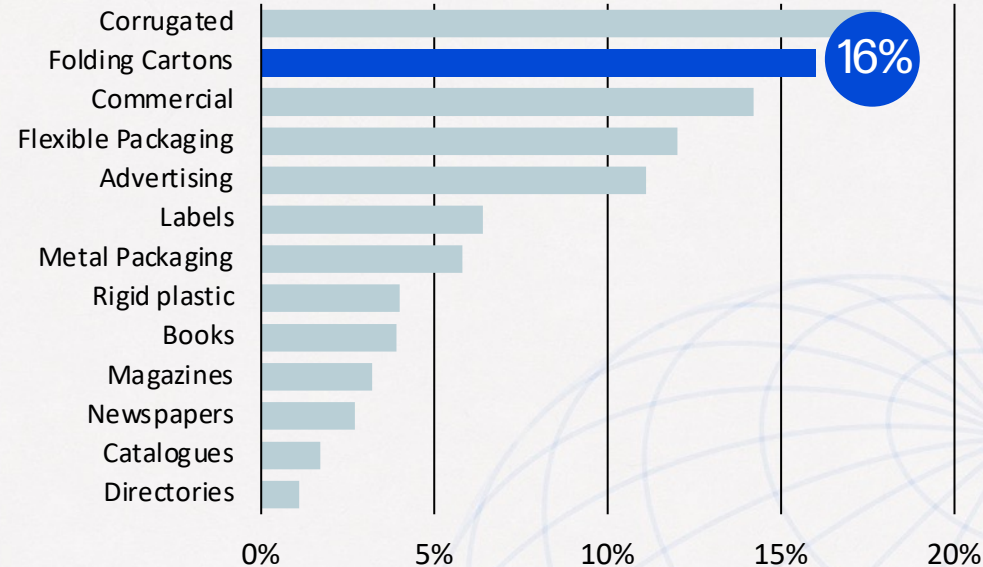


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Unlock a Growing Market

By 2030, Folding Carton
will be the 2nd biggest
application in the
print industry.



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Sustainability as a Selling Point

The digital technology that
enables printing on the largest
media gamut



From FSC-certified to recycled, recyclable,
renewable, biodegradable and compostable.

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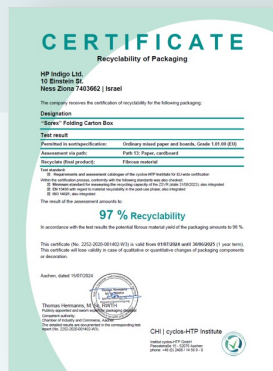
Sustainability as a Selling Point

Meet the Industry Standards



Full recyclability

HP Indigo digitally printed FC box was certified by Institute cyclos-HTP with a **recyclability rate of 97%**, according to EU-wide certification. standards.



Compostability

Certified for Home and Industrial compostable packaging by TUV Austria.



PTS-approved recyclability

WB and UV OPV coated FC approved according to Capi Recyclability Laboratory Test Method, Version 2



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Higher Margins

Tap into high-value printing for
cosmetics, healthcare, and
confectionery industries.



35%

Average profit
margin in **FC**

3.2%

Average profit
margin in **Labels**

5%

Average profit
margin in **Commercial**

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Higher Margins

Bravo Brewery launched a limited-edition beer featuring unique packaging.



TikTok, Kwai, WeChat, micro-blog, and many others in social media talked about this special beer gift box.



The price was almost **double** the regular cost, and all 3,000 units produced were sold in no time at all.

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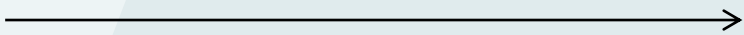
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Meet Consumer Demand for an Exciting Experience



The Unboxing Phenomenon

Need



Brands are investing much more in the box design and are looking for versatility and high quality to attract customer attention.

Opportunity

- New marketing budget allocated by the brands
- The price of the box is less sensitive

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Meet Consumer Demand for an Exciting Experience



The Unboxing Phenomenon

1 in 5

consumers

has watched an
unboxing video



62%

of these people do so as part of
their decision-making process
before buying a product



90,000

monthly searches

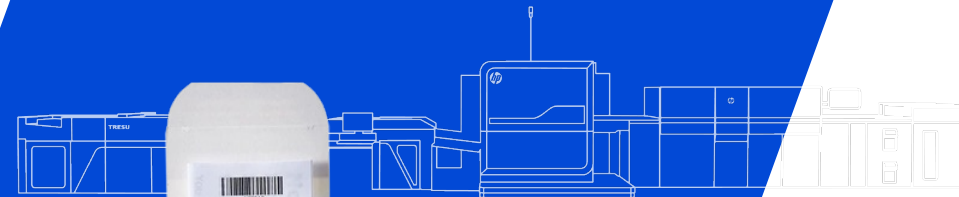
for unboxing on YouTube,
millions of views, and thousands
of videos uploaded yearly.

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Maximize Cross-Selling Opportunities

Nosco's smart move into digitally printed folding cartons



Nosco is a full-service packaging solutions provider specializing in the pharmaceutical, natural health, and consumer products industries.

Building on their success in digital labels, **Nosco has expanded into folding carton** by investing in the HP Indigo 35K—enabling them to:



Enter
new
markets



Serve a
broader
customer
base



Offer
complementary
packaging
solutions

5 /5

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Maximize Cross-Selling Opportunities

Altro complements its existing offerings in labels and shrink sleeves with folding carton



Altro

Altro Industries faced challenges sourcing folding cartons from vendors in Eastern Canada and the US, leading to high freight costs and exchange rate fluctuations.

With the
HP Indigo 35K,
the company
can now



Produce
folding cartons
locally



Offer
competitive
pricing



Significantly
reduce delivery
lead times



Compete in the
folding carton
market with
high-quality



Offer unified
packaging products,
enhancing its
overall customer
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