



drupa

no. 1 for printing
technologies



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Duesseldorf

www.drupa.com



Messe
Düsseldorf

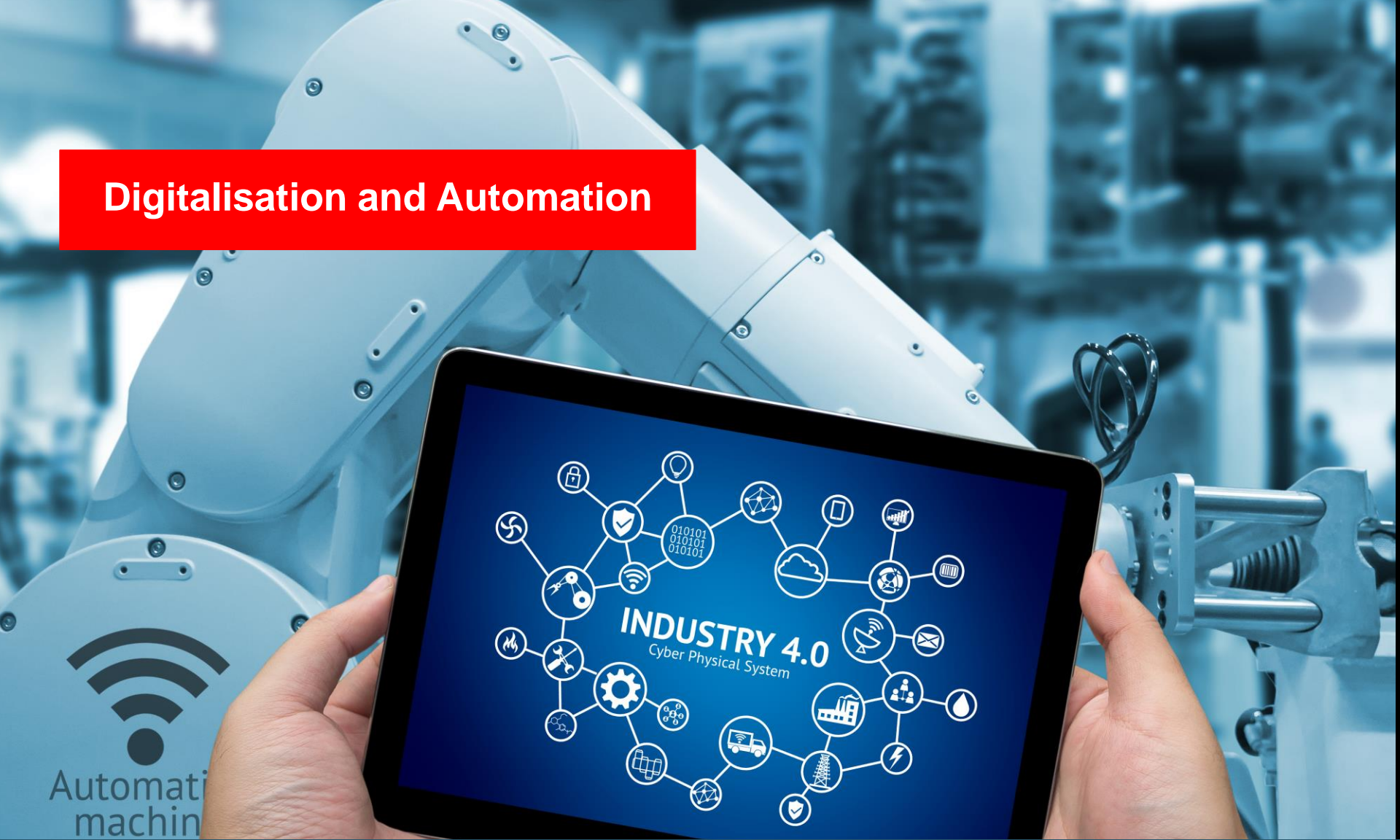
- 1. Current market trends**
- 2. Continuous Innovation – Yesterday's vision, today's reality**
Digitisation/automation
- 3. What's next...? Four megatrends for drupa 2020**
 - 1. Artificial intelligence**
 - 2. Connected customers**
 - 3. Platform economy**
 - 4. Circular economy**
- 4. Conclusion**

Current Markets



- Quality
- Time
- Costs

Digitalisation and Automation



Ongoing Innovation



Digitalisation and Automation

- Digitalisation
- Industry 4.0 = Internet of Things
- Print 4.0
- OPC UA

Digitalisation and Automation



- Transparency for decisions
- Optimisation of logistics
- Benchmarks available

What's next...?



Four Megatrends for the Printing industry

- Artificial Intelligence
- Connected Customer
- Platform Economy
- Circular Economy

Artificial Intelligence



Artificial Intelligence

- Big Data
- Digital Twin
- Virtual Service



A hand holding a smartphone is the central focus, with a glowing orange light emanating from the screen. Surrounding the phone is a complex network of white lines connecting various digital icons. These icons include a location pin, a globe, a laptop, a document, a smartphone, a cloud with an upload arrow, a lightbulb, a shopping cart, a person silhouette, a magnifying glass, a padlock, an envelope, and a megaphone. The background is a dark blue gradient with horizontal orange light streaks.

Connected Customer

- Internet of Things (IoT)
- Web to Print

Platform Economy



- Industrial Internet of Things (IIoT)
- Digital Business Mode

Circular Economy



- 50% Recycling of Plastics until 2030
- 60 % Recycling of Aluminium Packaging today in Europe
- 72 % Recycling of Paper Worldwide

Circular Economy



- Common Responsibility for the Environment
- Sustainable Solutions

Thank you for listening!