

Print Your Dream !

Future of Digital Labeling

July 7th 2017
Japan Label Forum



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- **CHANGE? CHANGE!**
- **CHANGE, FROM WHERE & WHAT?**
- **DIGITALIZATION IN LABEL PRINTING**
- **CONCLUSION**

Intro

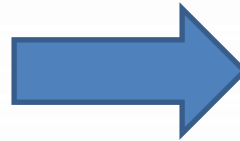
Print your Dream!



SELF INTRODUCTION



- **Mechanical Engineering (Bachelor)**
- **Business Administration Management (Master)**
- **Samsung SDI / Samsung SMD**
: **Component Engineer in Purchasing Team**
- **Dilli : Overseas Sales Division**





COMPANY PROFILE

Corporate Name	DILLI
Established	Feb.1996
Chief Executive Officer	Keun-Soo, Choi (Ph.D - Electric)
Management ideology	Humanism
Turn Over	USD 42Million
Distributor network	Worldwide over 50 countries
Number of employees	108
Expertise Portfolio	Industrial Digital UV Inkjet Printing Machine
Additional Portfolio	Digital Signage
Certificates	CE, FCC, RoHS, ISO9001, ISO14001, TVOC (Free)
Stock Exchange Market	KOSDAQ listed
Website	www.dilli.co.kr



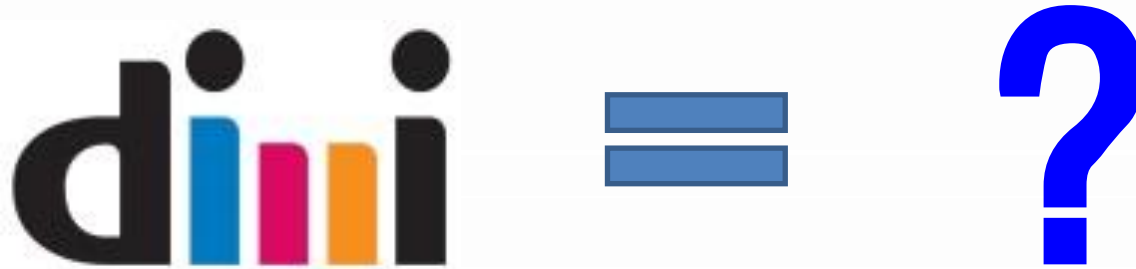
Headquarters & Factory

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- #30, 702 Beongil, Gangbyeonro, Dongducheon-si, Gyeonggi-do, Korea. P.O.Box : 483-080
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- Tel : +82-2-3431-8160 • Fax : +82-2-3431-8159
- #463, Songpa-daero, Songpa-gu, P.O.Box : 138-844
- E-mail : dilli@dilli.co.kr



Inkjet Technology



HOW TO JOIN DILLI

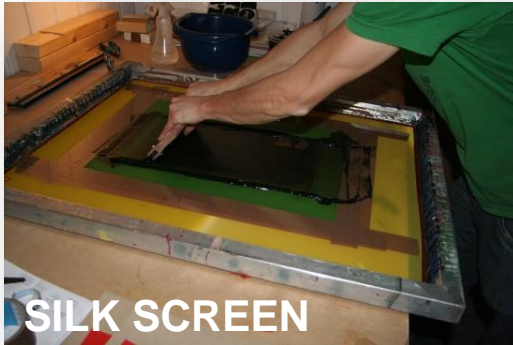


NEO JUPITER

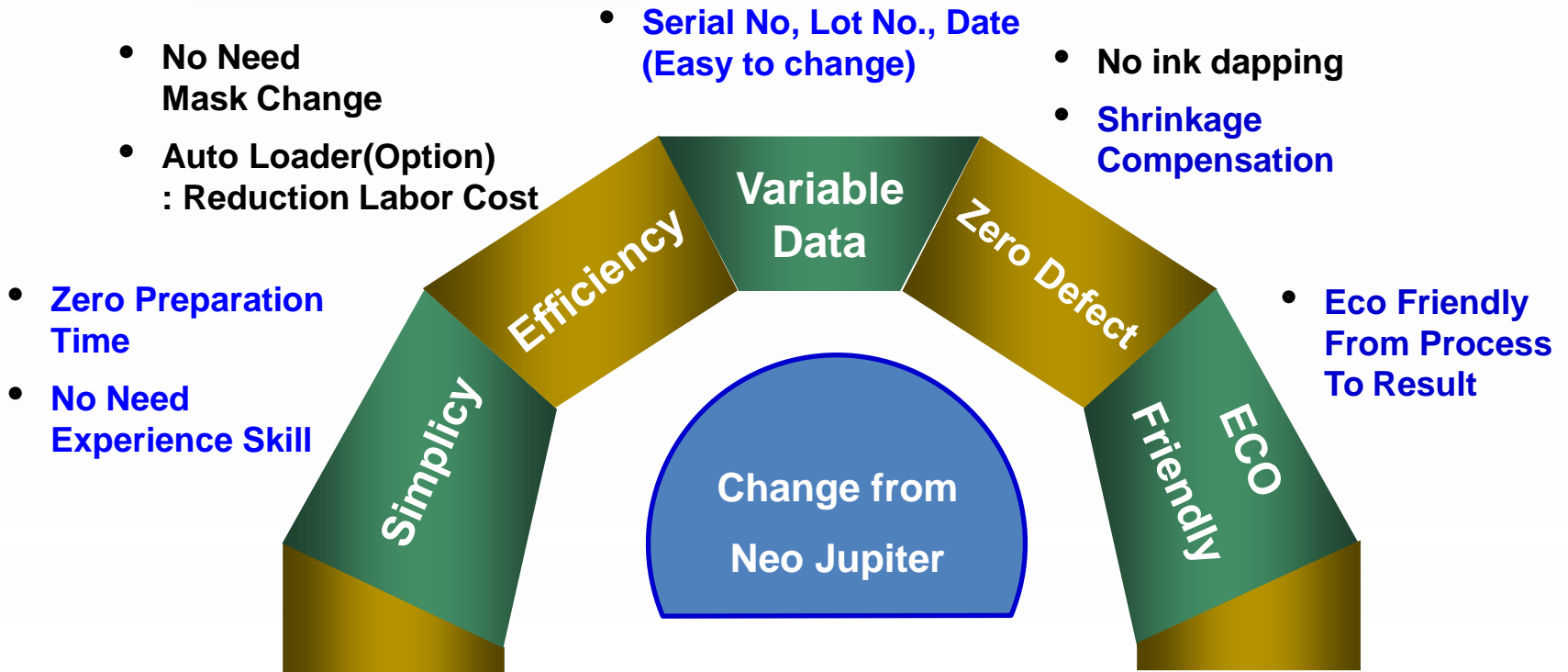
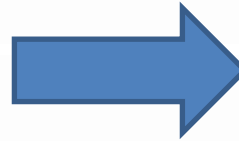




ATTRACTION OF NEO JUPITER



SILK SCREEN





THE IMPORTANT POINT IS...

Change

Change of the technology

Leads

Change of the life and market.

Change? Change!

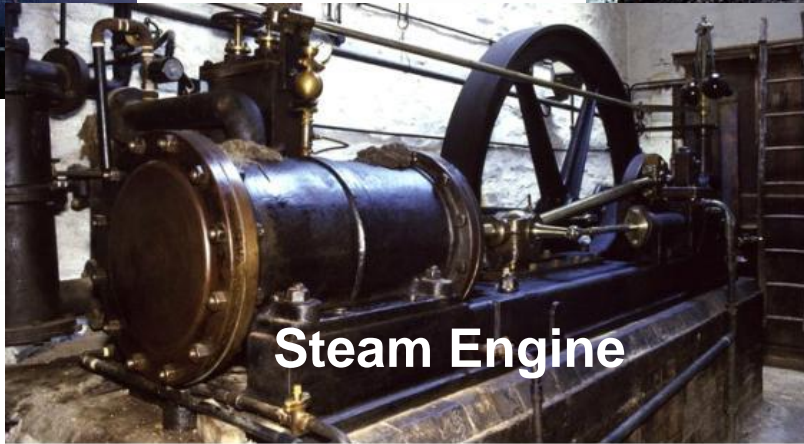
Print your Dream!



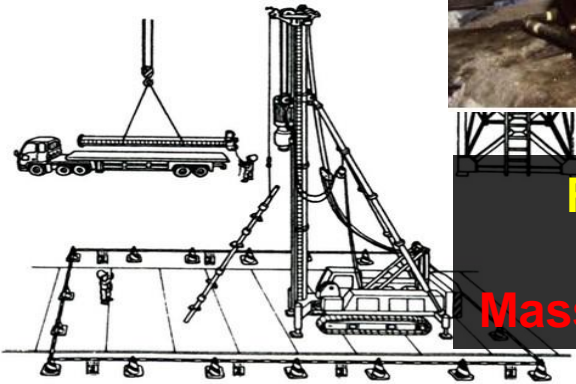
BIG CHANGE #1 : INDUSTRIAL REVOLUTION



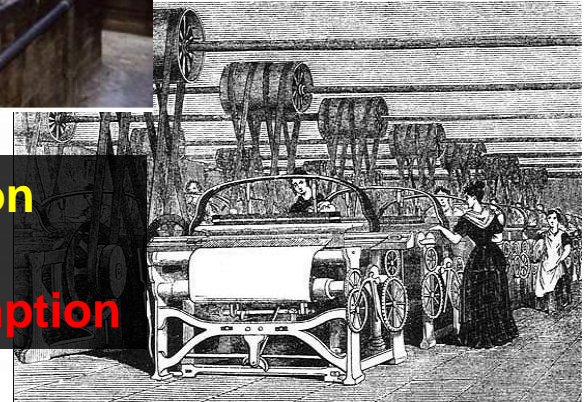
**Revolution of Transport means
Shortened physical
distance and time**



Steam Engine



**Revolution of Production
Era of
Mass production & consumption**



BIG CHANGE #2 : DIGITAL REVOLUTION



Improvement of IT
Removing the Physical limitation
(Time and Space)



Revolution of Industrial structure
Labor intensive
→ Knowledge basis



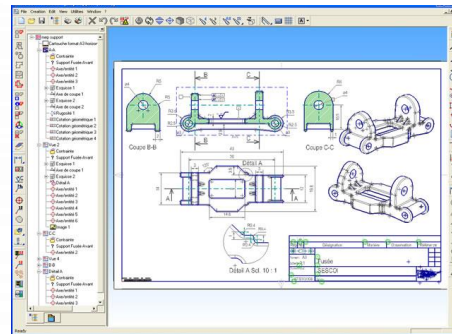


CASE STUDY : BAD CASE

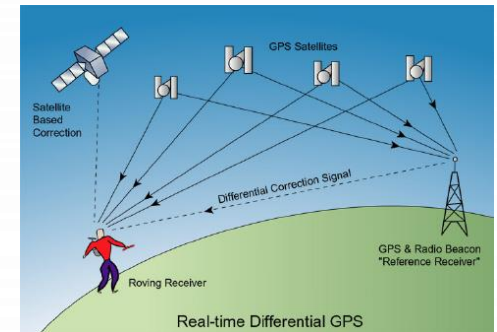
First Failure



Second Failure



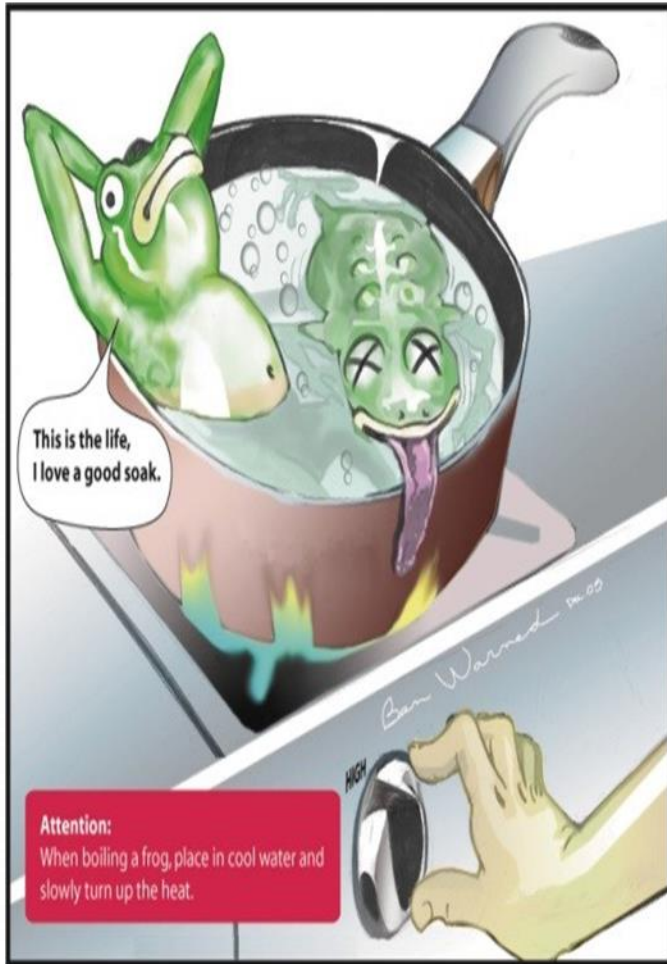
Third Failure



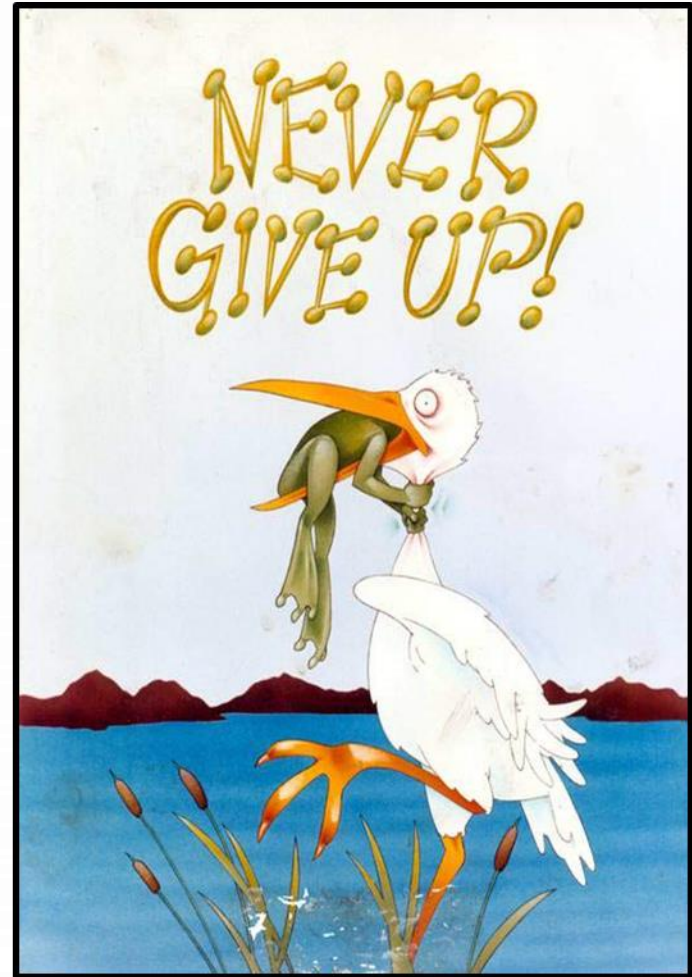
Dilli's Story

AutoCAD®

THEN... WHAT IS YOUR CHOICE?



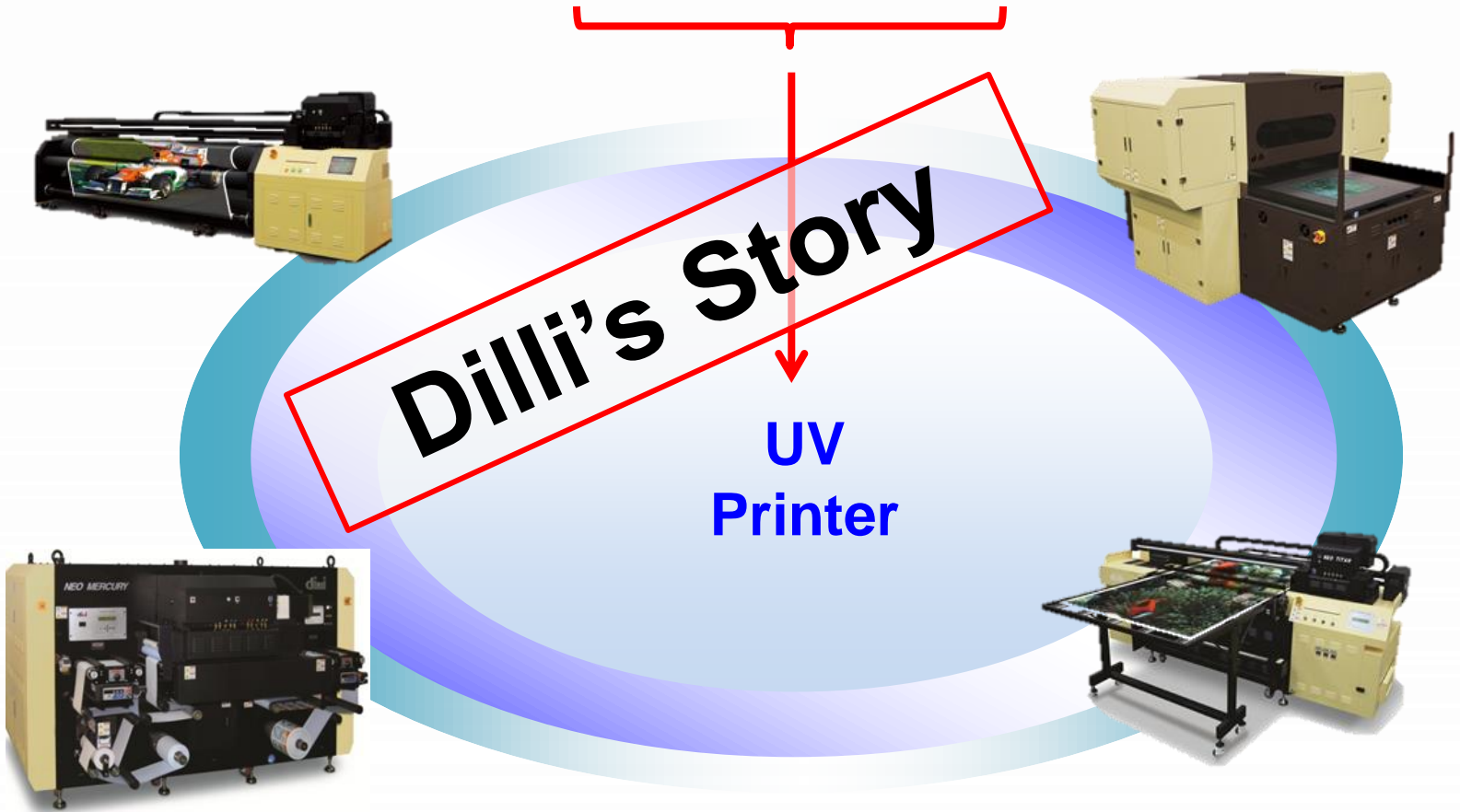
VS





CASE STUDY : GOOD CASE

Topics of Era = Digital + Environment



Change, From where & what

Print your Dream!



Global Trend is **Changing**

Demographic changing : Aging, Population growth, New types of family

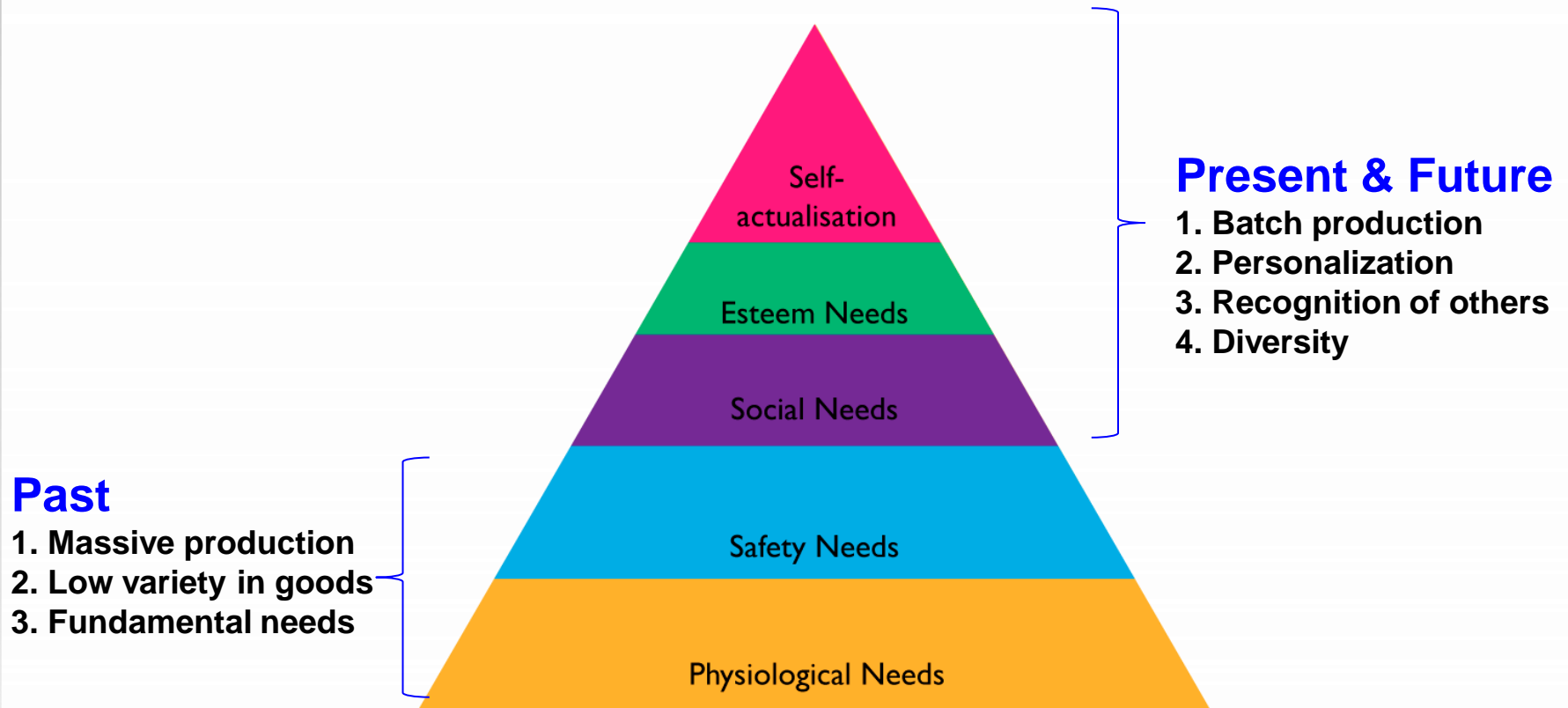
Digital Globalization : Internet, Smart phones, SNS

Cross-disciplinary technology integration : IT + Manufacturing





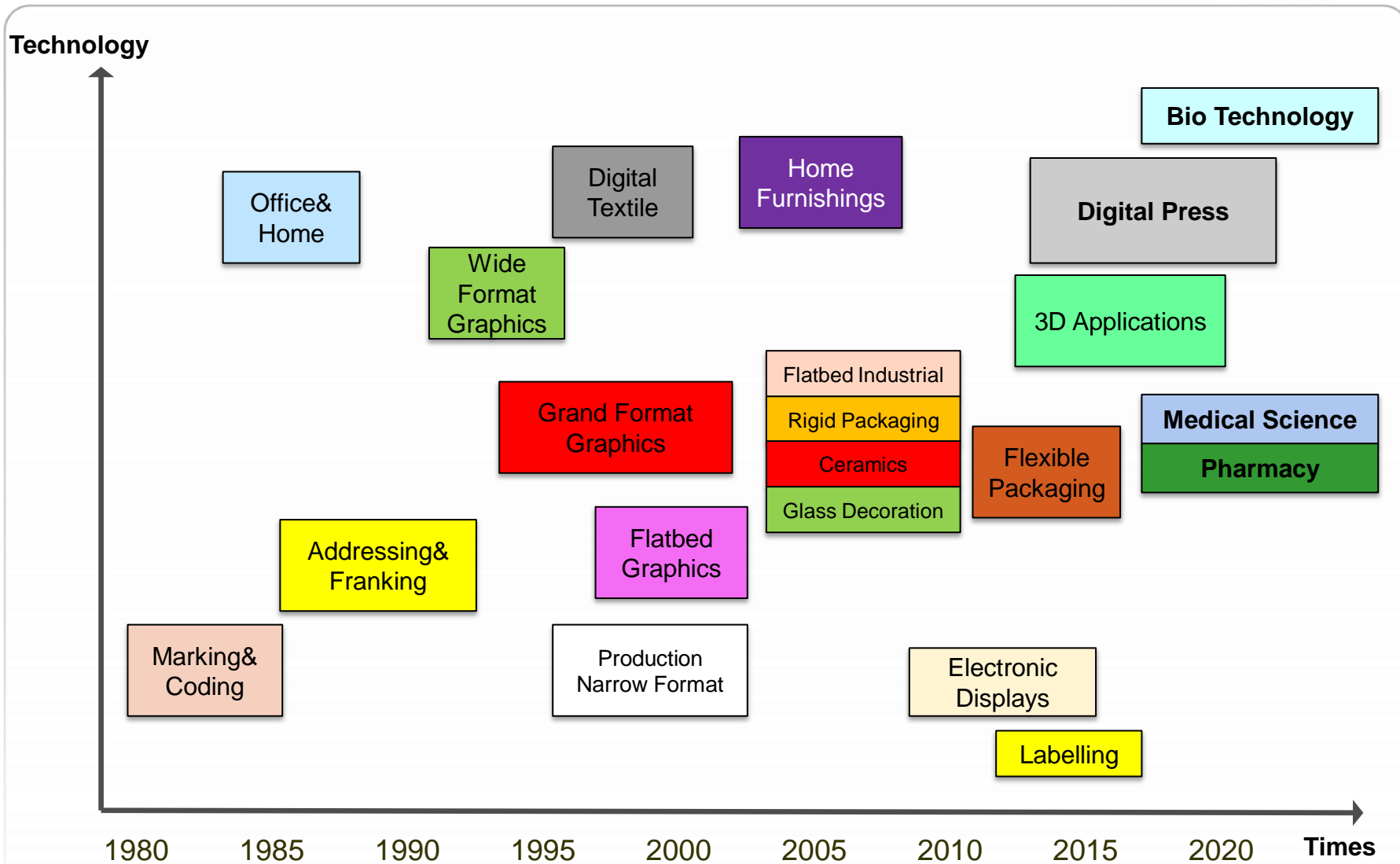
Maslow's Hierarchy of Needs



Customers are getting diverse and sophisticated as their needs changes



PRINTING MARKET CHANGE



* Smithers Pira report



PRINTING MARKET CHANGE

Past



Present



As **customer needs changes**, products and labels are changing and diverse



PRINTING MARKET CHANGE

Past



Present



Personalized labels with **VDP**



Change

Of Customer, Market and Printing



Digitalization

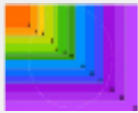
Digitalization in Label Printing

Print your Dream!

DIGITAL LABEL PRESS

Digital Press – NEO MERCURY LABEL PRESS NM-210W / 350W

SPEC



Max. Print Width
·NM210: 220mm
·NM350: 330mm



50 m/min , 1200 DPI



C. M. Y. K. White



Variable Data Printing



No Rigid Substrate



Roll-type Substrates



UV-curable Ink DCX 610



Variable Dots 4-Levels



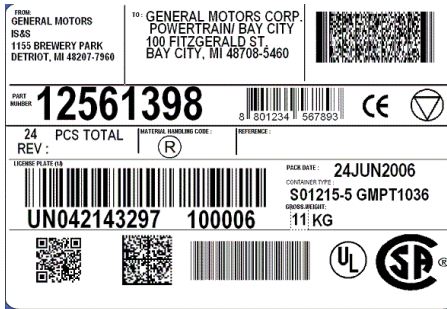
X 12, 15

2558 Nozzle (High Speed)
Drop size: 3, 6, 13pl

BENEFITS OF DIGITAL PRESS - 1

Variable Date

- Barcode, QR Code Printing
- Excel interworking printing



High Speed & High Quality

- Speed : Max 50 m/min
- Resolution : Max 600*1200 dpi
- Print Width : Max 324 mm

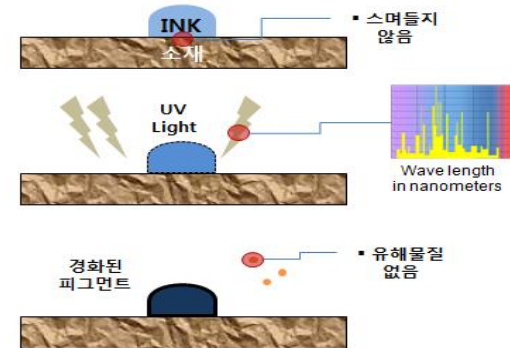


- UV Inkjet Technology
- Pretreatment System (Corona)



Various Choice of Media

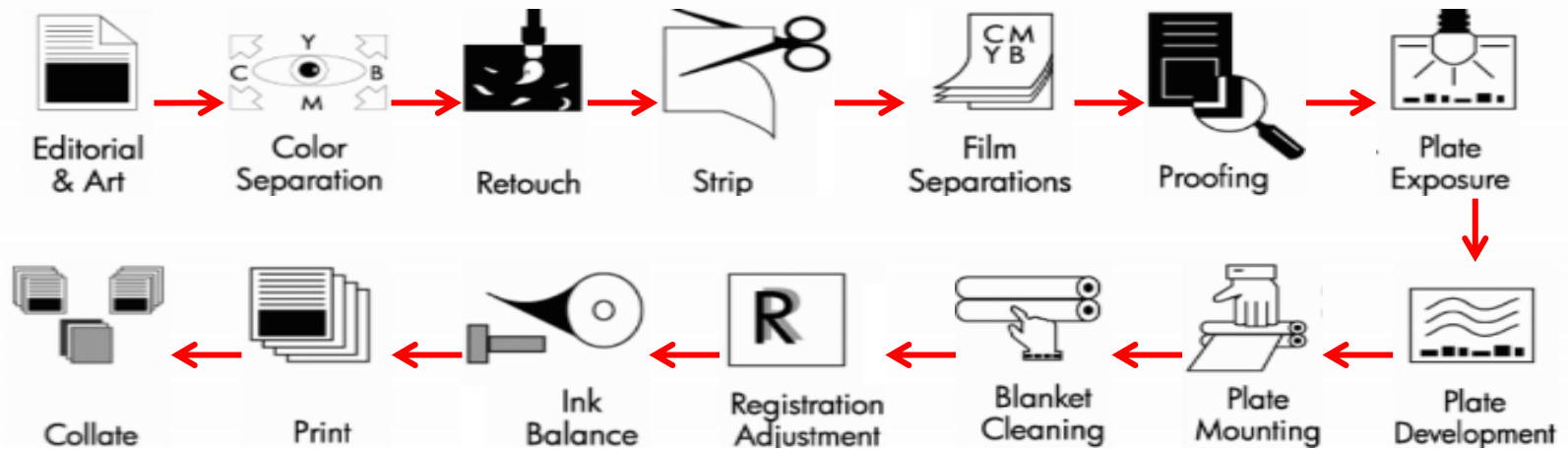
- UV Inkjet Printing (VOC Free)



Eco-Friendly UV Inkjet Tech.

❖ Simplicity of the Label printing Process

■ Conventional Press Process

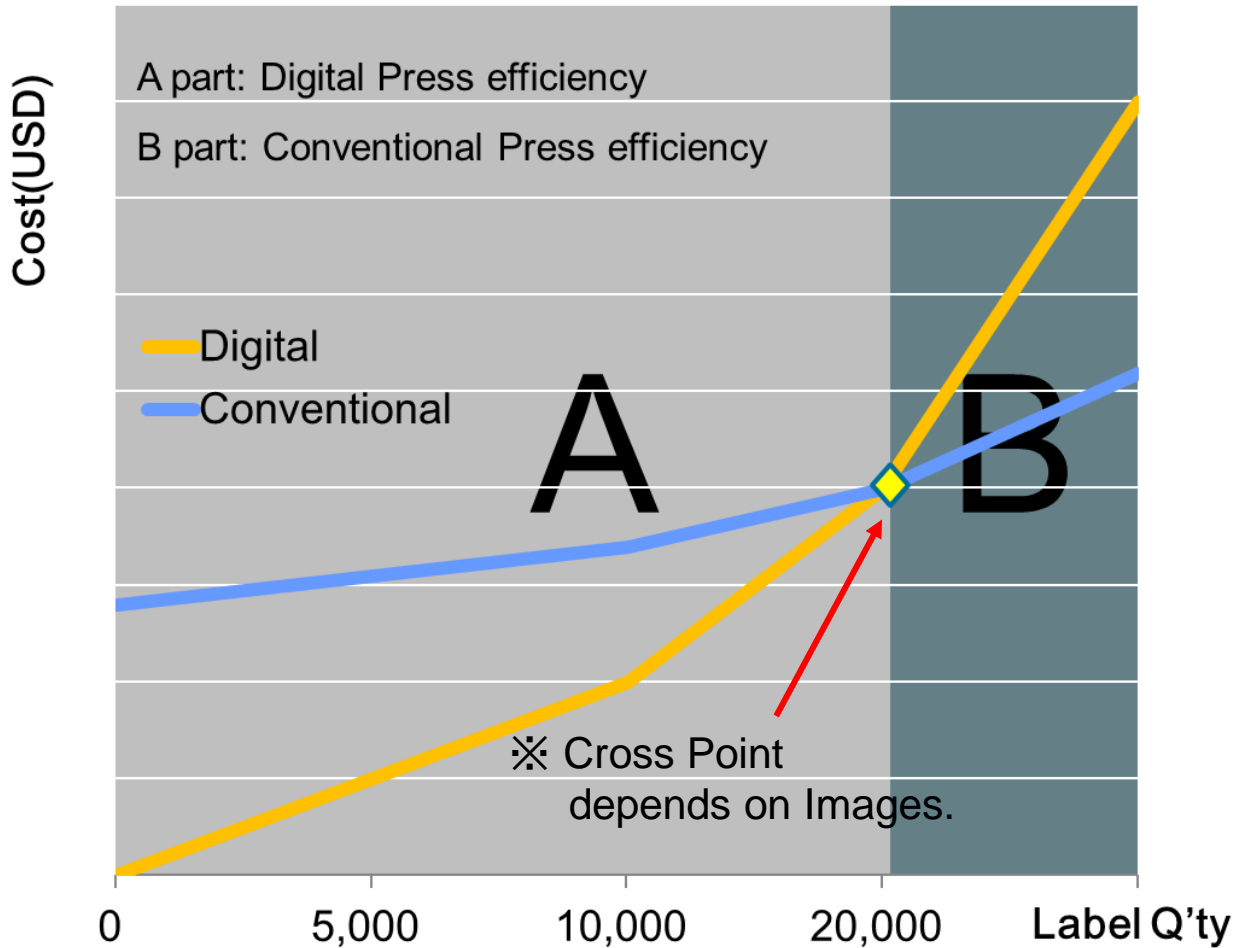


■ Digital Press Process



✘ Production Cost

: Digital Press is more powerful in small quantity batch production



Conclusion

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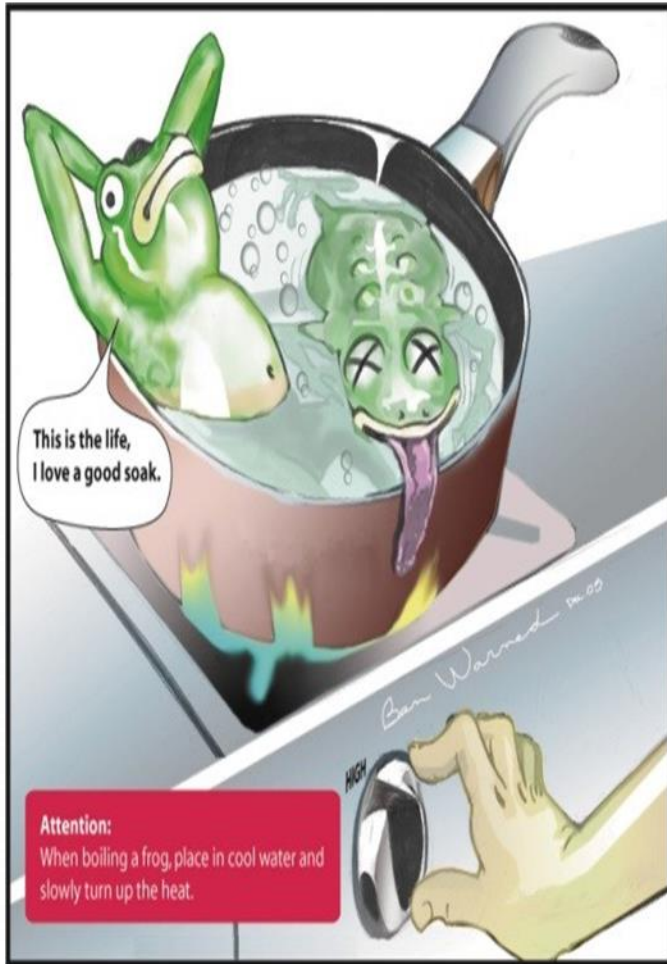
Change

Of Customer, Market and Printing

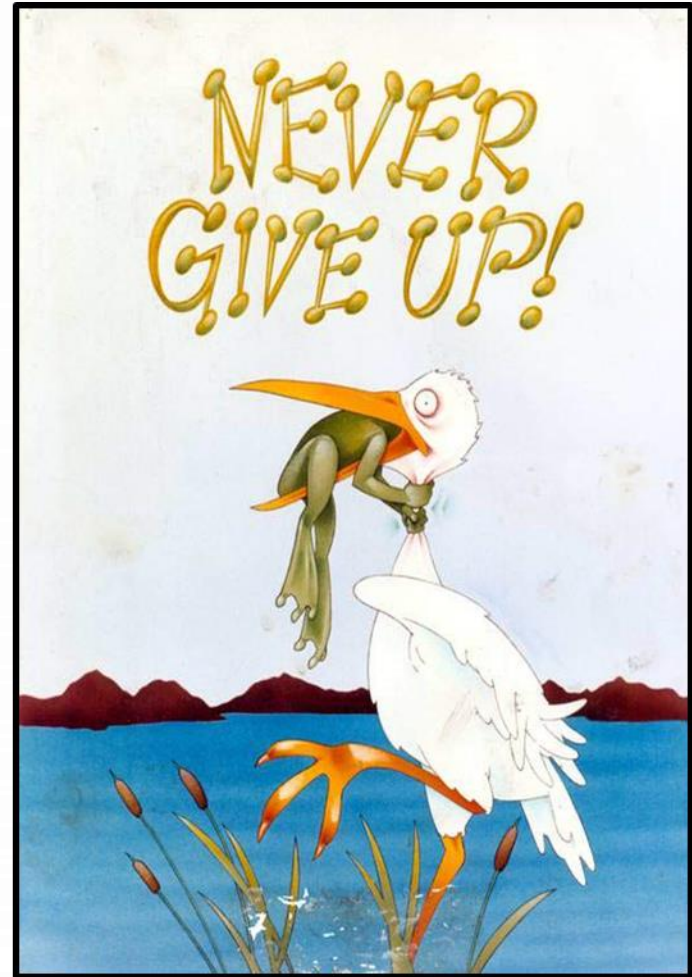


Digitalization

THEN... WHAT IS YOUR CHOICE?



VS



THE SOLUTION IS... DIGITAL PRESS

Digital Press : NEO MERCURY LABEL PRESS NM-210W / 350W

SPEC



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Variable Data Printing



No Rigid Substrate



Roll-type Substrates



UV-curable Ink DCX 610



Variable Dots 4-Levels

Thank you for your attention!

www.dilli.co.kr

nmsales@dilli.co.kr

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