

ENSURING CUSTOMER SUCCESS:

Complementing a worldclass flexopress portfolio with seven-color UV inkjet technology.



Why Macaran digital?

High-impact solutions for even the smallest job sizes.

With the introduction of the first digital label production presses more than two decades ago, the printed packaging industry witnessed a glance of what would become one of the industry's most game-changing technologies that continues to shape the way label printers are developing their investment strategies and product offerings.

Those first digital presses presented some major challenges to early adopters – press speeds were less than 20 feet per minute, service issues and press

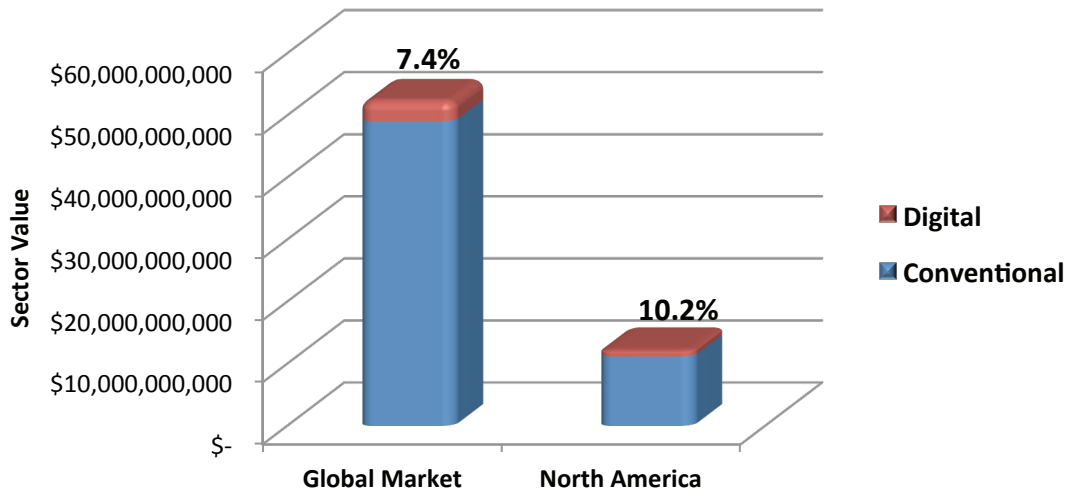
downtime was rampant and both brands and their label vendors were trying to figure out just where digital label production might fit into their printed packaging strategies.

Today, we see a completely different landscape. Digital labels are being produced for every end-use category and the market for digitally printed labels is growing at more than three to four times the rate of conventional labels.

Digital's time has come, both for the industry, and for Macaran. We recently invested in seven-color, state-of-the-art UV inkjet technology that is the result of more than half a decade of extensive research, press supplier analysis, and technology development. We have purchased the very best digital technology available in the marketplace; the only press of its kind in the state of New York and just one of two in the entire Northeast.

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Total Digital Label Revenues as a % of Global and North American Label Markets



Source: TLMI (Tag & Label Manufacturers Institute)

An estimated 10.2% of the total \$13 billion North American label market was made up of digitally printed labels in 2016. Year-over-year growth rates for conventional labels are around 2% while digital label growth is projected to increase around 11% per year over the next five years.

The advantage of Macaran's digital press technology includes:

- The ability to print one label, one thousand labels, or ten thousand labels
- Cost-effective job setup for small run sizes with minimum waste
- Prototyping and sample generation that exactly matches final printed product
- High definition label customization/personalization
- Highest job-to-job repeatability standards
- Fastest turnaround times
- Expanded color gamut hitting 90% of the Pantone Book
- Strongest opaque whites

Macaran's new UV inkjet high-definition technology perfectly complements the company's portfolio of best-in-class press systems. Our digital technology is the ideal fit for companies of all shapes and sizes. Whether you're a craft beverage company looking for an economical way to print small volumes at highest quality, or a multinational food or personal care company seeking the best technology for eye-catching promotions or specialty products, Macaran has the solution.



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