

Future Opportunities in On – Site Printing

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Two Years ago we discussed about new consumer habits and the decrease of “just prints”. What happened since then? No doubt, analogue to digital was a huge step! But the really big change of the user habits was the real Revolution!

Our Industry was always engineering driven. They did not remarked the habit change or when, then too late. Today we can see that customers still like Photo Retail or are learning about Photo Retail for the first time. Expert advice is the best you can get. Since we had the change from analogue to digital consumers want to have their products right now or within short time. This fact proves that value-added products produced on site have a great future!

When we discussed this topic two years ago many of the ideas we presented were wishes. Today we see that the forecast was true. More and more consumers want to take their chosen products immediately in their hands. And at the same time our industry gives us the tools to cover the future needs for our lovely customers.



Tools for Future Market

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But we do have the right tools to satisfy customers new demands and wishes.

Printing Tools for the Future Market

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