

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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## DIGITAL PRINTING IN INDIA: SWOT ANALYSIS

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## ABSTRACT

With advancement taking place at all levels, digital printing has evolved as indispensable and a 'versatile' printing process. Digital printing process evolved over the years. Today, it offers ample innovation and creativity, thus playing a major role in printing industry because of the availability of advanced digital printing machines, UV technology coupled with availability of innovative special effects inks. Digital printing is now quicker, cheaper, produces better quality images and offers a number of special applications. But advanced digital printing with high level of automation is not everybody's cup of tea. Having advanced machines in place is not sufficient to run a profitable digital printing business. Because not only does the set-up process take considerably longer than other techniques, but being able to truly master printing high quality images using the digital printing process also takes much longer, because there are a number of variables involved. Today, there exist different systems designed to help the digital printers to achieve better result. But it revolves around the simple concept or standardization of the entire digital printing process.

## KEYWORDS

advancement, digital printing, printing.

## 1. INTRODUCTION

Development of faster digital printing, in the process, and now digital printing system transformed into a fact by definition, and gradually by including numerous consumers, end-user acceptance, the conversion process, with the basic international consistent, but the printing industry perspective to find the domestic market with international markets are different in foreign countries. But in India the largest number of buyers and successful digital printing with traditional print background is the tradition of Indian enterprises, digital printing applications, they have become an effective complement to traditional printing methods to help business expansion, extended to develop new business, in order to make more profit.

Though, digital printing for more and more attention many large traditional printing companies major economic downturn, the impact of foreign orders by the background, it is also moving against the market trend of buying behaviour, but the overall look of traditional printing companies the growth of traditional printing is much lower than digital printing this emerging industry, and competition is very intense; traditional printing orders The average annual decline began in print, a lot of orders by the networks, the impact of electronic equipment and digital printing, instead.

## 2. SWOT ANALYSIS

With the invention of modern printing technology, it is possible to make duplicate copies of various documents including rare books and other documents. The development of printing equipment causes the growth in the advertisement and media sector. Digital printing media has left behind the old technique to paint the advertisement by giving a variety and low cost for the printing with easy availability. The rare paintings can be distributed easily to one and all at low cost with visual effects. All that will create new markets, inevitably making other markets obsolete. The choice is clear, but not simple: Businesses must anticipate and respond to these new market segments; they must deliver products and services that meet their needs, or lose market share. Digital printing industry is at infancy in India at large with exception at metropolis. The consumers of Digital Printing Industry can be grossly bifurcated in Individual Consumers and Institutional Consumers but this segmentation is not precise. There exist strengths, weaknesses, opportunities and threats to crystallize various precise segments which would aid the marketer in targeting and positioning in Digital Print Industry.

## STRENGTHS

**a) Automation and UV technology:** There are many digital printers whose business has doubled or tripled over the years ever since they switched over to automation along with UV. So, semi automatic and fully automatic digital printing machines are now making inroads into Indian digital printing industry in a big way. In the last decade, from a predominantly manual printing process there has been a big shift to semi-automatic and now fully automatic printing machines. Going by our own company's sales performance, there has been steep increase in the number of digital printing machines (and UV curing machines) sold in the last couple of years than it was five to ten years ago. Also, a noteworthy transformation is that there has been quantum leap in the number of visitors to our pavilions at various printing industry exhibitions than it was 5-10 years ago. That's because digital printing not only involves low investment which is a big advantage for those wanting to join the digital printing business, but also there has been widespread applications of this versatile process and greater awareness about the immense benefits of and need for automation.

**b) 'Quality' improvement:** Quality in digital printing seems to have come a long way. Today, with automatic precision machines, it is possible to get a result that years ago would have been a dream.

**c) New trends:** There has been a growing trend of offset printers/packaging companies setting up in-house digital printing unit instead of outsourcing. There are many digital printers who have set up digital printing units to meet the market demand for 'total print solution'. Digital printing is the perfect complement to offset and it works in tandem to help generate more business.

## WEAKNESSES

**a) Education – lack of knowledge:** What's the use if digital printers have fully automatic digital printing line without having a proper knowledge? In digital printing there is not only lack of 'knowledge' but also lack of 'knowers of knowledge'. In spite of this drawback, over the years, digital printers have made drastic improvements due to their sheer hard work and inclination to learn from self help, by reading technical articles, attending exhibitions, seminars etc. The technical education think tanks in India should really make an immediate analysis of the printing education offered in various institutes which is MINUS "advanced digital printing", they touch upon only some basics and outdated elements of digital printing especially when the Indian digital printing is adopting automation in a big way and the need for trained digital printing professionals is shooting up. In the recent past, there has been a growing trend of offset printers embracing digital printing, whereas the printing institutes emphasizes more on offset and other printing technology.

## OPPORTUNITIES

**a) Applications, unlimited:** Digital-printing is a fantastic technology that is used by many industries with so many old, new and not yet discovered applications – both flat (plastics, cloth, metal, thin to thick papers, sunpack/sunboard, rubber, leather, wood, glass, footwears, PCBs, ceramics, etc) and non-flat substrates, by using appropriate machinery and inks. Further, this process is also widely used in packaging, labels, Smart-cards – the list of digital printing application is endless.

**b) Growing trend:** What was started as Spot UV – matt and gloss – today with the availability of various UV special effects, digital printers have now great chance to excite consumers. The range and variety of effect is extensive and it provides the marketer, print buyer and designer with a number of exciting possibilities.

**c) Use of non-paper substrates:** Continuous advancements and developments in polymer technology, expertise and cost-effective manufacturing, plastic substrates are replacing traditional materials in many fields (environmental conditions apply!). These include: PVC, polypropylene, HIPS, lenticular films, polycarbonate etc. Polypropylene sheets are extensively used for blister packaging, cardboard boxes, etc. Preferred by digital printers because of its low density



and very economical cost, polypropylene also finds application in disposable containers, embossing, gift box making out of clear sheets, freight packaging, etc. There all sheets are the best suited for digital printing.

#### THREATS

**a) Manual digital printing:** If digital printers are catering to industrial printing they should immediately dump manual digital printing tables as there are strict quality and delivery requirements in industrial segment. There are numerous digital printers who have switched over to automation due to all side effects of manual digital printing – it is tedious, laborious, time consuming, wastage-ridden. Many international experts believe that India lags behind several decades in digital printing but it is not too late.

**b) Use of out-dated methods:** Wooden frames, nylon white fabric instead of polyester yellow fabric, lack of standardisation in digital making although it is well known fact that digital is the heart of printing.

### 3. CONCLUSION

As digital print media is an area of experimentations, it is working hard to capture semi urban areas particularly. The emerging digital print market is challenge to consumer like photographers considering that they have to give the free sample to them before the actual work for such consumers making mistake is the risk where quality should not be given to short term financial returns. The cycle of changes is too rapid hence quality with optimum cost needs to be an essential part of digital print services to avoid the risk of losses. Perhaps due to these reasons there is a growing trend in India that more and more industrialist are now setting up their own digital printing units like tiles and ceramic industry, electronic industry, leather industry, garment industry, packaging and offset industry and many more who earlier used to outsource.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

