

The EFI Nozomi C18000 Plus printer



DRIVING SUSTAINABLE SOLUTIONS

Anouska Kett (DS Smith Retail Marketing) outlines the company’s focus on innovation and technology, to drive its core value of sustainability

Earlier this year, DS Smith took a major step in advancing its high-end, 3D-corrugated display capabilities, with the investment in the new EFI Nozomi C18000 Plus printer. This cutting-edge printer – powered by EFI’s advanced technology – is set to revolutionise the corrugated-display industry, driving innovation and unlocking new customer opportunities.

“The Nozomi C18000 Plus offers several sustainability advantages”

There has never been more discussion from policy makers, brands and consumers on how important it is for the printing industry to address climate change. Change is needed at every level to truly make a difference. DS Smith is committed to playing its part in driving that change forward.

The Nozomi C18000 Plus – a state-of-the-art digital press – offers several sustainability advantages. This sets it apart from traditional, analogue-production methods and other digital printers.

REDUCTION IN WASTE

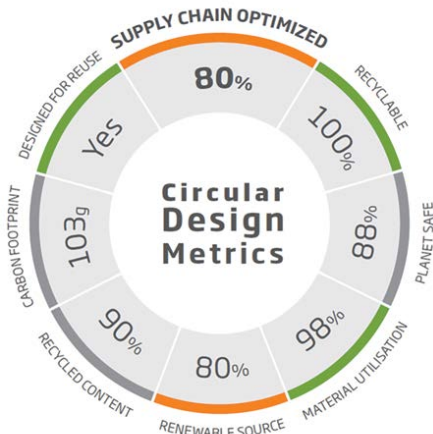
The Nozomi C18000 Plus will provide tangible reductions in material waste. This can be achieved through several factors, including minimised over-production, reduced job set-up

time and changeover waste. All of these are common in analogue-production methods. By adopting digital-printing technology, DS Smith can minimise waste in the printing process and create more sustainable products.

Using the company’s Circular Design Principles and Circular Design Metrics, DS Smith Retail Marketing also helps customers use no more material than necessary, optimising their 100% recyclable corrugated cardboard displays for individual supply chains, which reduces pressure on natural resources and reduces waste to landfill.

ENERGY EFFICIENCY

The printer consumes less energy compared to analogue-print production. At a time when energy efficiency is paramount, this technology can help reduce the industry’s overall carbon footprint. In addition, the Nozomi C18000 Plus has been acknowledged as one of the leading single-pass, inkjet-cardboard production devices by the Fogra Research Institute for Media Technologies. This recognition of its power-consumption efficiency, reinforces confidence in the printer’s ability to improve energy consumption.



Circular Design Principles and Circular Design Metrics



A test print image produced by the Nozomi C18000 Plus printer at Ely, Cambridgeshire

INCREASED PRODUCTIVITY

The Nozomi C18000 printer has a high-speed, single-pass, inkjet, digital-printing capability. This empowers DS Smith to meet its customers' evolving needs for lower waste and better efficiency. Additionally, the printer provides targeted and relevant content in high-graphics packaging and displays. The printer's advanced board path technologies – including a patented, vacuum table system – also ensures impeccable ink coverage and superior quality for every print.

“The printer consumes less energy compared to analogue-print production”

SUPPORTING FSC-CERTIFIED DISPLAYS

DS Smith's ethos is to 'create responsibly' by driving sustainability into every aspect of its operation. All DS Smith displays are printed on 100% FSC-certified board. With this new investment into leading-edge printing technology, the company's certification can be retained, while offering its customers even more versatility. The printer's impressive configuration of seven colours – including CMYK, orange, violet and white inks – provides the ability to match up to 97% of Pantone colours. This ensures that displays retain the highest level of colour fidelity,



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meeting diverse customer needs across a broad range of sectors.

In DS Smith's facility in Lisbon, Portugal, the printer is having an impact. It has proven itself as a differentiator, achieved by significantly reducing delivery times for customers and offering near-offset quality in e-commerce and shelf-ready packaging. The Nozomi C18000 Plus opens up a world of possibilities for the company's retail marketing and e-commerce clients.

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CONCLUSION

DS Smith's purpose 'to redefine packaging for a changing world' and its investments into innovation and technologies, fortify the business as more sustainable packaging solutions are discovered. ■

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