From Idea to Market

Innovation that enters - and wins - new markets.

- COMPLETE WRITING SYSTEMS

- PRINT TECHNOLOGY SOLUTIONS

- CUSTOMER SUCCESS

memjet®

Beautiful Precision, Simplicity, and Affordability.

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INNOVATION: THE KEY TO UNLOCKING NEW MARKETS

SUNIL GUPTA, MEMJET CEO

If you're not innovating, you're dying.

Think about it. Commercial printers can now produce packaging output. A flexo label provider can start offering digital labels. Manufacturers can now bring package printing in-house. Brands can customize their own packaging.

Today, printers are not growing by producing more of the same types of jobs; successful providers grow by combining ingenuity and new printing technology to expand into new markets and offer products they have not previously been able to.

Memjet® OEM partners are developing solutions that keep pace with this trend. A few years ago, who could have imagined the impact these industry-leading solutions would have on the market:

Rigoli MVZ 950

• An all-in-one packaging printer that saves time, resources and adds value

• An affordable light-production tabletop label printer with in-line finishing that delivers the highest image quality at 1600x1600 dpi

• Package printers that create a personalized "unboxing experience," helping an e-commerce relationship to flourish

• A brand that customizes its flexible packaging based on daily market data reports

Innovators win in this fast-moving print market. That's why OEMs need technology and resources that speed up product development and bring products to market faster and more efficiently.

FROM IDEA TO MARKET

BY TOM ROETKER, MEMJET VICE PRESIDENT OF ENGINEERING

The idea can start anywhere—a customer's site, your research department, the back of a napkin. But once an OEM is ready to turn its idea into a printer, it needs to find the resources to make it successful.

Most vendors provide just a printhead and leave the rest of the printer development to the OEM. But there are many components to a printer. Developing or even sourcing those components—and ensuring they successfully work together—is a big, time-consuming task.

Tom Roetker in the Memjet Office, San Diego.

The OEM will need to grasp how the entire printing system works, including the printhead, the ink, and how both work together to ensure high print quality; how to get the information from the image file to the print substrate; and how to clean and maintain the print system while maximizing uptime for its customers.

Finally, it must do all of this in time to successfully deliver on its business plan.

Memjet takes a different approach.

We've developed printing technology that has combined all the functions of a printing system into specific modules. This modular approach, combined with Memjet's engineering support, makes it faster, easier, and more cost-effective to develop a printer and get it to market.

Memjet's VersaPass®, DuraLink®, and DuraFlex® technologies provide the OEM with all the necessary components to put together a complete writing system. Components that were designed together to ensure overall best print performance.
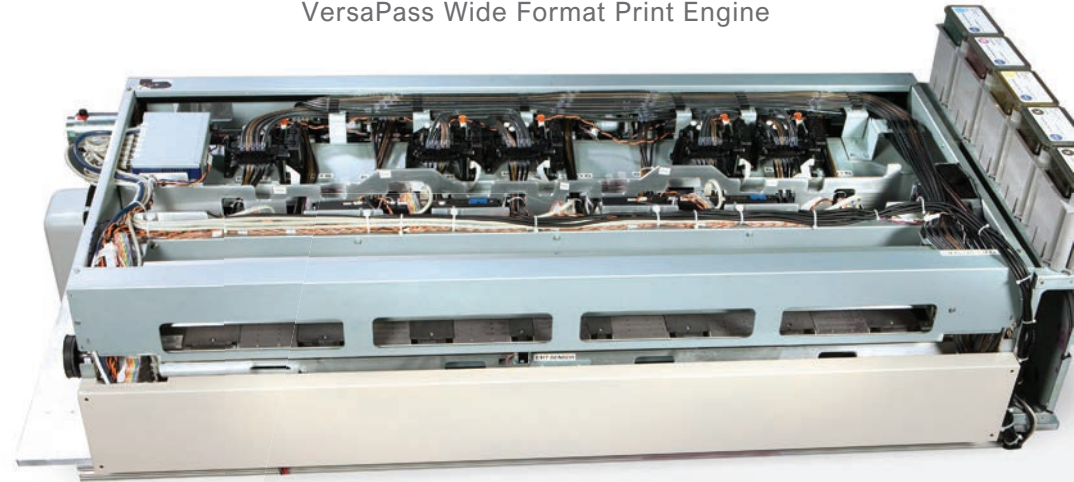
The Modular Advantage **5**

A COMPLETE WRITING SYSTEM

VERSAPASS®

Memjet's VersaPass technology platform is an aqueous dye-based, single-pass, digital print system. VersaPass comes in either a complete print engine or component system with all of the components a printer needs for its writing system.

Combine the VersaPass print engine with your media transport, and your solution is ready to print. VersaPass-powered solutions are currently used in the desktop labeling, mailing and addressing, wide format, and commercial press markets.

VersaPass Wide Format Print Engine

The VersaPass Component System
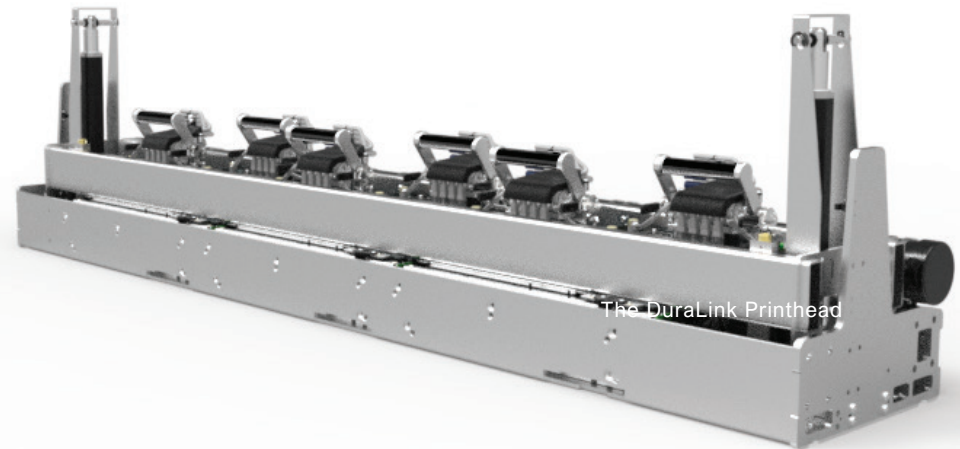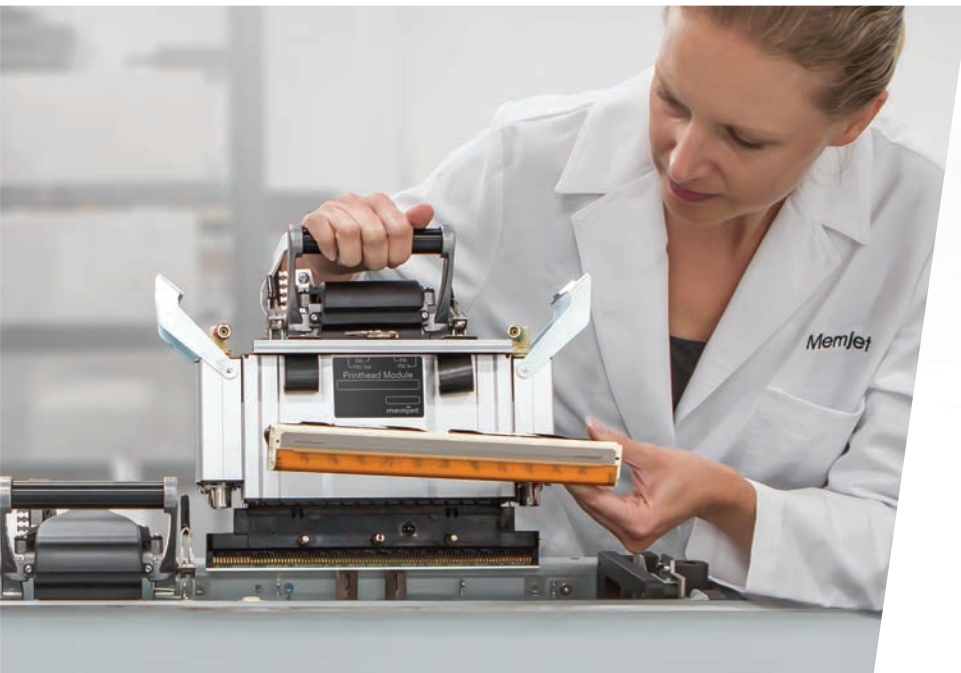
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A MODULAR PRINT TECHNOLOGY SYSTEM

Building on VersaPass, Memjet developed the modular DuraLink system. DuraLink's printing technology gives OEM partners greater flexibility when developing printing solutions for high-volume print markets.

DuraLink printheads are 222.8 mm (8.77 in) wide and can either be used as a single unit or stitched together to create printing arrays up to 2563.6 mm (100.9in) wide. Support for one to eight aqueous pigment inks is provided.

All modules are put together in a system and then tied together with software that makes them work together in unison.

The OEM defines the colors, width, and size of the printing solution they would like to create. Memjet then brings that vision to life, providing the turnkey writing system needed to create a high-quality printing solution suitable for a variety of markets.


The DuraLink Printhead

The Modular Advantage **7**

DuraFlex Print Module

OPENING NEW MARKET SEGMENTS

DURAFLEX®

A powerful, low-cost, compact single-pass print solution that opens new market segments and creates new business opportunities for OEMs. DuraFlex is the newest pigment-based print system that offers a unique business model driving hardware and consumables opportunities for our OEMs. It provides multi-color A4 and A3+ printhead options and a modular set of compact components. It enables OEMs to build desktop, light production and cost-sensitive wide format solutions that enable fast, full-bleed color printing with market-leading durability and image quality.

DuraFlex's modular technology provides OEMs the fastest time to market and lowest development costs.

A3+

A4
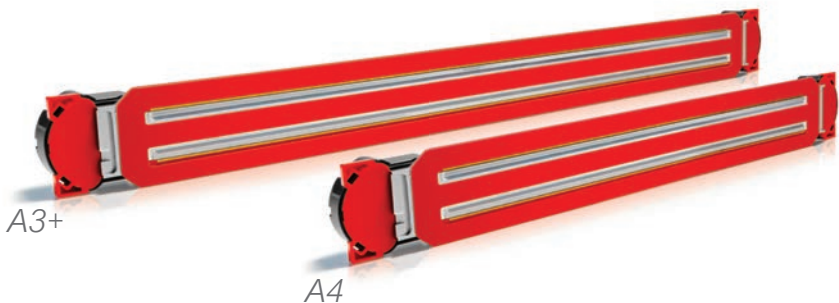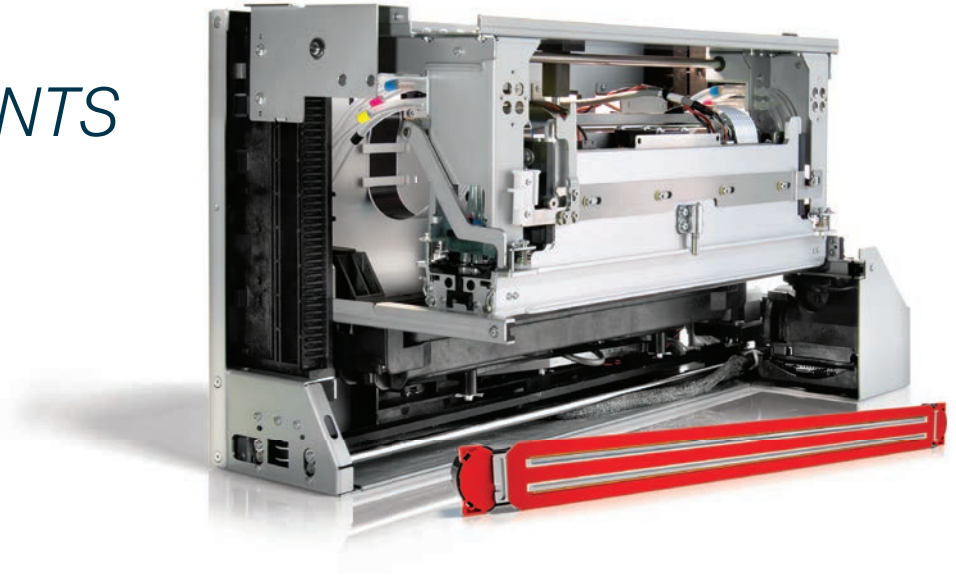
CUSTOMER SUCCESS IS OUR PRIORITY

BY DAVE GELVIN, SENIOR VICE PRESIDENT OF CUSTOMER SUCCESS

Some organizations talk about customer support.

At Memjet, we talk about customer success.

Customer support is a reactive approach. A customer has a problem. An organization responds to fix that problem.

Customer success, on the other hand, is a proactive approach that goes beyond just support. By working closely with our partners, we anticipate and solve issues before they become a problem. We help our partners use technology for their strategic advantage.

Our customer success organization is comprised of customer-centric application engineers and product engineers. This dedicated team has expertise in all the disciplines required to create a state-of-the-art print system, including software, hardware, mechanical design and fluidics.

Dave Gelvin

BY DAVE GELVIN, SENIOR VICE PRESIDENT OF CUSTOMER SUCCESS

Memjet also has multiple fully equipped print labs. These labs work as a vital resource by demonstrating the capabilities of our technology, providing training for OEM partners, and supporting engineering in their troubleshooting efforts.

Using these collective resources, Memjet works alongside OEM partners, assisting them with printer development and enabling them to accelerate their time to market while minimizing the cost to develop products.

We also develop software and print system reference designs that give OEM partners a headstart in product development. OEM partners can use these resources for early evaluations and prototypes as they develop their print systems.

POWER TO THE OEM

By choosing Memjet technology to power printers, OEMs make a strong statement about the core value of their brand and their solution.

Our team is constantly researching how to make the printhead, modules and ink better for today and for the future. We are always asking how we can make the end user succeed and investigating how our technology can provide the solution.

In the future, it will not just be about printing on paper; it will be about using technology to brand or mark a variety of materials. That's why we research applications and designs that challenge the idea of what printing technology can do.

Memjet's focus on learning is what drives our innovation. We are always listening to our OEMs' feedback, because that makes us better and allows us to improve our products and services.

WE ARE R&D

See the difference Memjet makes for your printer, your business, and your customers' success. Contact us for more information: **Leads@memjet.com**

JASON THELANDER
VP OF DESIGN

JULIE HOGAN
VP OF RESEARCH & DEVELOPMENT

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