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# Mass Customized Printed Products

A Chance for Designers  
and Entrepreneurs?

Burgdorf, 27. 08. 2012

# Outline

1. Definitions
2. E-Commerce: The Revolution is just beginning
3. Discussion groups: Mass Customized Business Ideas
4. Current Technologies for Mass Customized Printing Products
5. A Chance for Entrepreneurs? - Porter's focus strategy and the long tail concept

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# Definitions

- E-Commerce
- Customization / Personalization
- Mass Customization
- Pure Click Companies - Brick & Click Companies
- Printed Products
- Web-to-Print



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The screenshot shows the homepage of print24.com. At the top left is a cartoon character holding a printer. A large red starburst graphic in the center-left says "Flyers 10% off!". To its right, a blue banner reads "10% Flyers 10% off! 6-page priority-delivery DL flyers now 10% off!". Below this is the "print 24" logo. To the right of the logo, contact information is listed: "FreeCall 0800 169 7247", "FreeCallBack", and "FreeChat". A red box on the right says "Monday to Friday 24hr support weekend 10am-6pm". A navigation bar contains buttons for "FreeDesign", "Data upload", "MyOrders", "Testimonials", "News & Blog", and "Helpcenter". The main content area is a grid of eight product categories, each with a representative image: "Sticky notes", "Exclusive Business Cards", "Letterheads", "Address labels", "Flyers", "Postcards", "Folded cards", and "Calendars". All products feature a consistent red and yellow design with sunflower graphics.

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### **Rapidly growing market:**

E-commerce sales in share of Retail sales:

U.S.: 3 % in 2010; 7 % in 2011. Forecast: 9 % in 2016.

Source: Forrester Research 2011: US Online Retail Forecast 2011 to 2016.

### **Huge change in the way of communication:**

955 Million monthly users in facebook

World population 2011: 7 Billions. Forecast 2025: 8 Billions.

Source: facebook.com statistic June 2012; Wikipedia

### **Continuous innovations in Digital Printing and Digital Postpress:**

latest digital printing technology: Digital flatbed printing machines

with UV- hardened inks

Machines manufactured for prototyping become production

## US Retail Ecommerce Sales Share, by Product Category, 2010-2016

% of total

	2010	2011	2012	2013	2014	2015	2016
Computer & consumer electronics	21.4%	21.6%	21.7%	21.8%	22.0%	22.1%	22.2%
Apparel & accessories	16.7%	17.6%	18.3%	19.0%	19.5%	19.9%	20.2%
Books/music/video	8.6%	8.9%	9.1%	9.3%	9.4%	9.5%	9.6%
Auto & parts	9.7%	8.7%	8.2%	7.7%	7.3%	6.9%	6.6%
Furniture & home furnishings	7.1%	7.3%	7.3%	7.3%	7.3%	7.4%	7.4%
Health & personal care	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.4%
Office equipment & supplies	3.8%	3.6%	3.5%	3.4%	3.2%	3.1%	2.9%
Toys & hobby	3.4%	3.4%	3.5%	3.5%	3.6%	3.6%	3.7%
Food & beverage	2.2%	2.3%	2.3%	2.3%	2.3%	2.4%	2.4%
Other	22.6%	22.1%	21.7%	21.2%	20.8%	20.6%	20.7%

*Note: eMarketer benchmarks its retail ecommerce sales figures against US Department of Commerce data, for which the last full year measured was 2011; excludes travel and event tickets*

*Source: eMarketer, March 2012*

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1. Pink Cake Box [www.pinkcakebox.com](http://www.pinkcakebox.com)
2. Spreadshirt  
[www.spreadshirt.com](http://www.spreadshirt.com)
3. Selve [www.selve.co.uk](http://www.selve.co.uk) /  
[www.selve.net](http://www.selve.net) (German)
4. mymuesli [uk.mymuesli.com](http://uk.mymuesli.com) /  
[www.muesli.com](http://www.muesli.com) (German)
5. Hasbro UK [www.mymonopoly.com](http://www.mymonopoly.com)
6. The Personalized Company [www.mytwinn.com](http://www.mytwinn.com)

# Mass Customization

Discuss several successful business ideas in small groups

- What do they sell? And what product category is it in?
- Is there a „mass“-part of the product? What is it?
- Is there a „customized“ / personalized part of it? What is it?
- What is the „value proposition“? Why do customers buy the product?
- What do you think: is it a pure click company or a brick & click company?
- What are specific „added values“ due to E-Commerce in comparison with a normal brick company?
- Who of your group would buy the product? And how often in one year?

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# Current Technologies for Mass Customized Printing Products

- 3d printing
- UV hardening flatbed printing
- Digital cutting machines

# Current Technologies for Mass Customized Printing Production



**3D Printing Process**

printing 3d scanned vase in Red PLA on Orca nr.1 with ...  
von VanberloSKI 47.962 Aufrufe

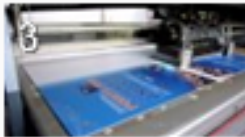
0:00.0-1:32.0 {>}



**Background Informations 3D Printing**

3D Additive Printing & Manufacturing  
von 21CBTV 884 Aufrufe

{>}



**UV Flatbed Printing Process**

World's Largest UV Flatbed Printing  
von soxskidemaroo 20.977 Aufrufe

{>}



**Cutting Process**

Zund G3 M-2500 with semi automated sheet loading de...  
von jlgdow 10.324 Aufrufe

{>}



**3D Laserscanner for surface finishing of metals**

Gravograph M40 engraving a Red Bull Energy drink Alu...  
von Chewbarka1 535.794 Aufrufe

{>}



**Digital Printing on 3-D-Products in Future?**

Tampondruck im Labor Drucktechnik und Weiterverarb...  
von KoenigAnne 83 Aufrufe

{>}



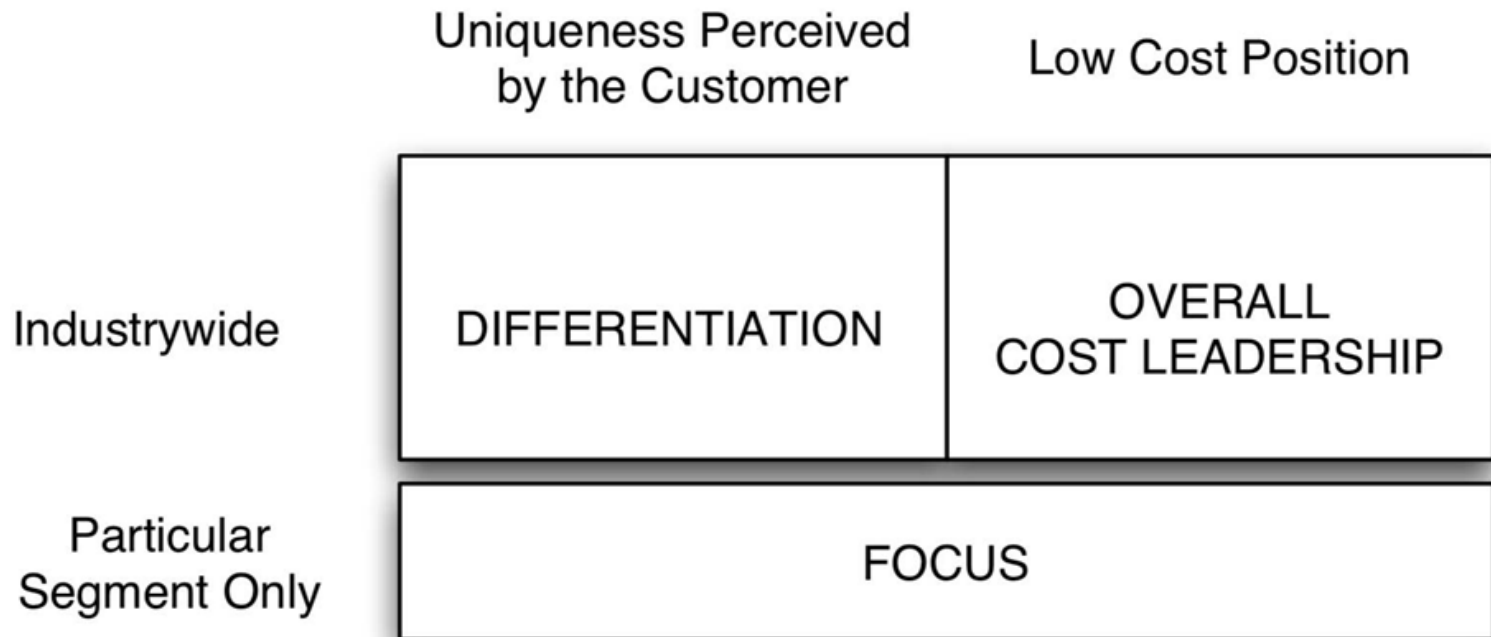
- Polycarbonate
- polyester
- soft PVC foil
- hard PVC
- glass
- acrylic glass
- metal
- wood
- card board / corrugated card board
- foam sheets
- composite materials
- special materials

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# A Chance for Entrepreneurs?

## Michael Porter's three generic strategies




# A Chance for Entrepreneurs? The Long Tail Concept



Number of  
customers



Number of  
items



Thank you very much -  
&  
I look forward to our  
discussion.

[www.anne-koenig.de](http://www.anne-koenig.de)

1. Is there a chance for designers?
2. Is there a chance for entrepreneurs?
3. What are the main elements of success?