





EUR billion 25.8

40%

6%



Average run-length	
Before 2014	>5,000
2014 - present	2,000-3,000
2018- 2020 (estimate)	<2,000



Main target:
Get share of the print
production volume for
packaging in China



Web2Box – Project Targets

- Establish an internet platform (ecosystem) for the Chinese market to create a strong, dynamic community
- Platform is intended to be used by
 - Designers
 - Print buyers
 - Print shops
- Key differentiator compared to existing web shops for printed boxes:

This platform connects designers, print buyers and print shops
Easy to use, standardized products, very efficient.

→ Main target: Get share of the print production volume for packaging in China

World premiere at PrintChina: Chinese Packaging Producer and Heidelberg implement a complete Web-to-Pack solution in China

Packaging Designer

- Packaging design toolkit
- Print production on Heidelberg industrial digital printing system Primefire 106
- Digital proofing of effects, e. g. spot foiling, spot varnishing

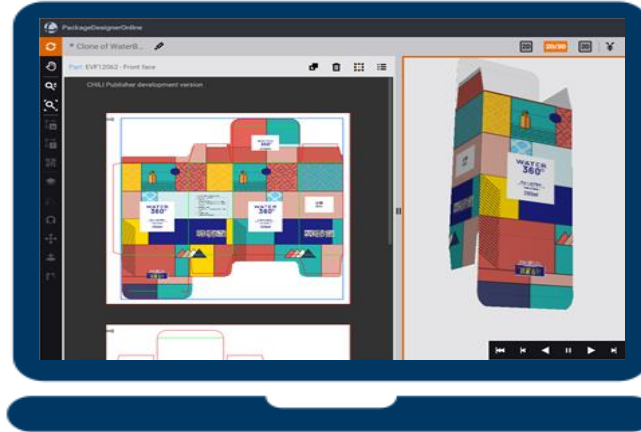
Packaging Printer

- Access to short run packaging orders
- Get print ready files from the platform
- Get color conversion with a few clicks
- Reduce waste with automatic nesting



Print Buyer

- Choose from hundreds of boxes
- Change the box to demanded size
- Create personal box designs
- Print boxes in unmatched quality

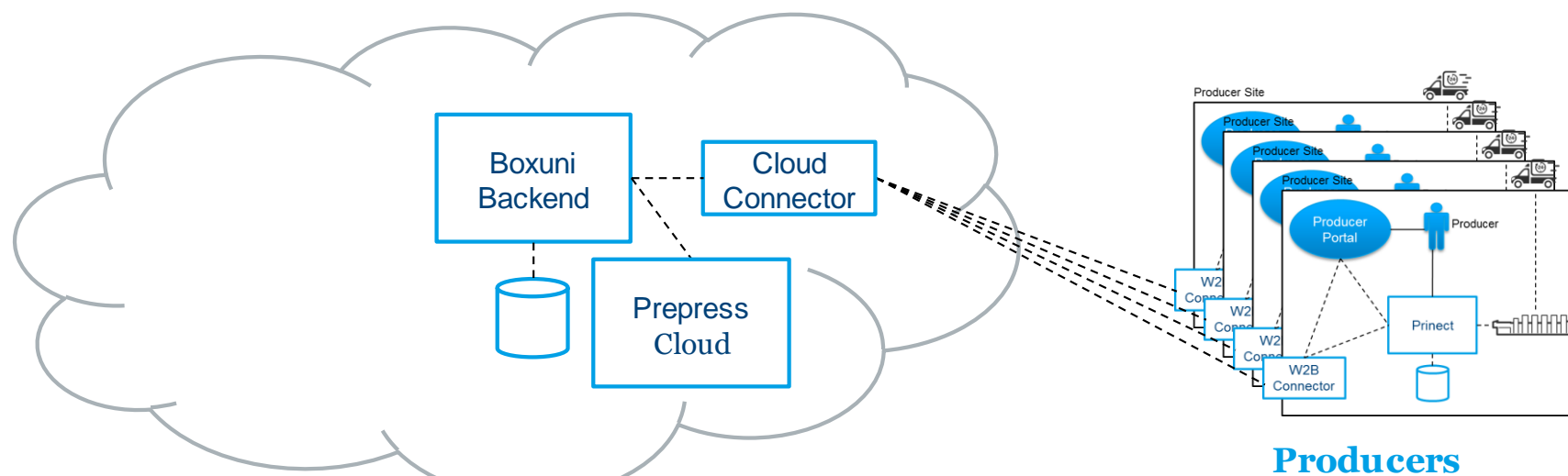


Design portal



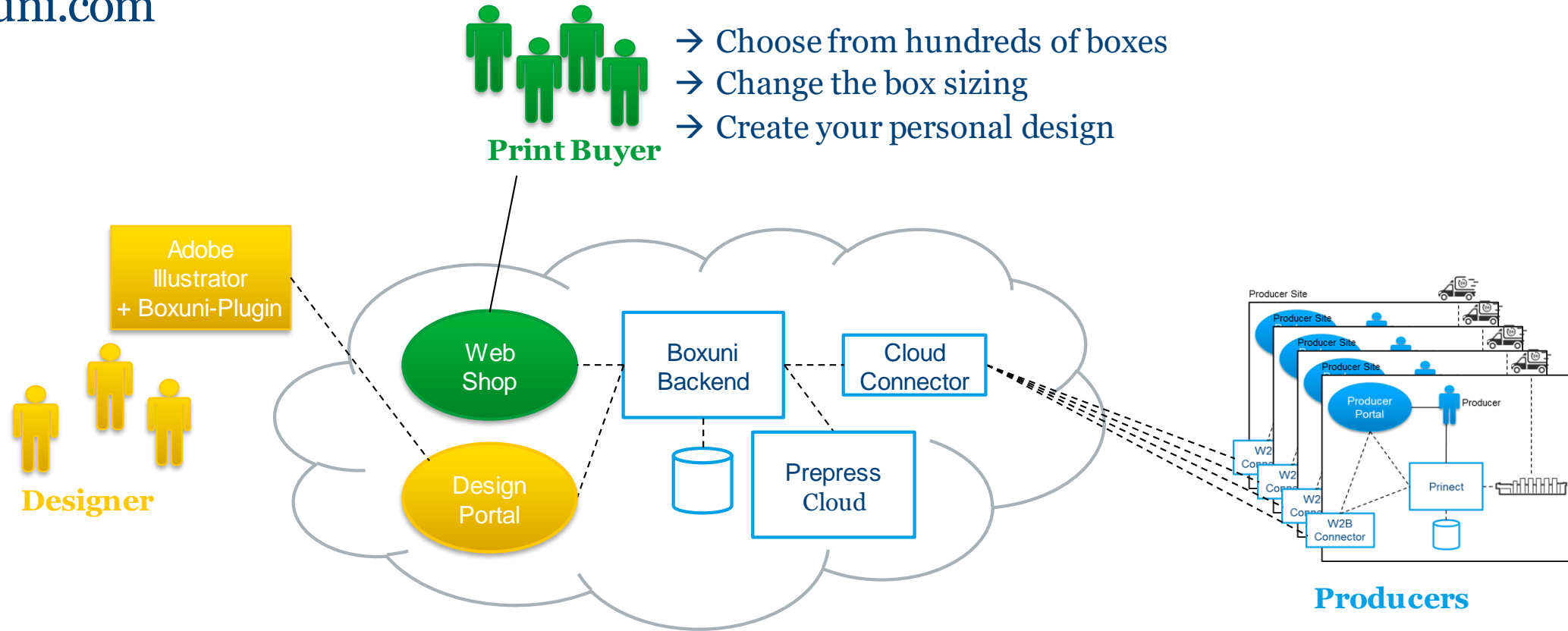
Web shop

Cloud-based Web-to-Pack platform
www.boxuni.com for individual packaging



- Get print ready files directly from the platform
- Get perfect color conversion
- Reduce waste to a minimum





- Unlimited possibilities with the power of parametric box designs
- Full integration in Adobe Illustrator
- Print on high end digital printing machine from the market leader in the printing industry
- 100% digital proofing of effects like spot foiling or spot varnishing

- Get print ready files directly from the platform
- Get perfect color conversion
- Reduce waste to a minimum

video





Project Statistics

From Start to Beta 9 month – to MVP 14 month

Technical framework – Prinect – Engview – CHILI
Publish – Magento

Developement support – Rissc – Engview – CHILI
Publish – chinese Team

Legal Framework – JV HongKong – JV China – License
Holder



Project Learnings

Speed requires Partnerships

Partnerships require investment

Partnerships are hard to manage –

face2face needed

Technology – Marketing - Legal



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