

# DUO PAPER

edition #1 // 2019

duomedia  
inbound & outbound agency



The  
one show  
that can't  
be missed

## Counting down to drupa 2020

drupa 2020 is on the horizon – we can see the glow! The international exhibition's 2020 theme 'Embrace the Future' moves on from 2016 when we were asked to 'Touch the Future'. Now we are invited to embrace all the new and fast moving technological innovation and developments that will contribute to the evolution of our industries. **►P11**

## How our clients look into the future



Today our clients have to think ahead – as suppliers to the industry, they have to continually research market trends and analyse their products' positioning. It's tougher out there than ever before. Our clients have to be both creative and inspirational. Many of our clients are no longer just selling equipment – they are selling solutions, ideas, investment campaigns based on applications, and changing consumer

behaviour. The consumer is searching for an experience, a differentiator that will take them to a new level. Suppliers equipped to meet that demand and provide specialisation and personalised products are going down the right road but there is more to come – the demand is destined to become greater where artificial intelligence, robotics and virtual reality will come into play. What duomedia offers to their clients is an understanding of the evolution of technology, a global reach to the world's media and a support platform to meet these challenging trends.

**►P4**

## Get more insight with our survey results

We are proud to announce the results of our 2019 international communication survey. For the second time we've set out to study the communication behaviour of B2B professionals. With recent concerns like 'fake news',

'fake followers', GDPR and other privacy issues, a lot has happened and evolved in communication over the past 4 years. Our research included how people inform themselves and which channels are considered reliable... **►P5**



# Communication that makes an impact!



The drive of duomedia has always been 'communication that makes an impact'. The strength, its people.

This year our agency heads into its 20th year of activity. In two decades a lot has evolved in communication, and so have our services. The success of duomedia is directly correlated to the success of our clients' communication and we have a long track record to show for it. The key to

any successful business is to never stop researching and implementing new possibilities. Over the years, duomedia introduced innovation like digital clipping books, a digital newsroom, social media services, digital advertising services, online monitoring, and now offers in-

bound marketing services. Solidified by our partnerships with both Hubspot and Lead Forensics, we offer a beautiful symbiosis of outbound & inbound communication services. A duo of services one might call it. The name never befitted our agency better before.

**►P2**

# An introduction to inbound marketing

Many professionals are now familiar with inbound marketing. Their very own business might be using an inbound marketing platform, or at least one of their clients, suppliers or partners has been using one. To provide more insight on the matter, duomedia researched the topic by conducting an international communication survey. Before we explore the results of that research, we'd like to clarify what exactly this is all about.

The interesting appeal of inbound marketing lies in its promise to quantify the impact of marketing efforts. Inbound marketing platforms like HubSpot focus on what matters most to a business: Gaining new clients. When HubSpot talks to a business interested in their platform, they focus on the added revenue the platform will

bring. A quick calculation of the revenue brought by the platform minus the costs of partnership, leads to a conclusion few marketing platforms can bring to the table: A direct correlation between marketing budget spent and return in revenue. Coincidentally, a well-performing inbound marketing set-up requires close cooperation between sales and marketing.

## SO HOW EXACTLY DOES AN INBOUND MARKETING PLATFORM MANAGE TO GATHER NEW CLIENTS?

The principles behind a well functioning inbound marketing system go as follows:

First, the purpose is for relevant visitors to find their way to a website. To do so, inbound content marketing efforts are set up to guide traffic (visitors) to a website. In this phase,

the impact of outbound communication in combination with social media activity, direct mailers, newsletters, and digital advertising is essential. The aim is to catch the attention of the audience and



guide them to a website where they will find out more about what piqued their interest.

Now that visitors have been drawn to the web-

site, it is crucial to the whole inbound marketing set-up that they stay and don't immediately bolt out of the site again. To satisfy the visitors' curiosity, a site should offer pages containing quality content

such as blogs, case studies and videos. But that's not all. These pages should also offer a gold nugget of content. Content that is so interesting and relevant to these visitors that they

won't mind leaving behind their contact details in order to download it. What is needed for that content to be successful depends on the business and the products & services they offer. In general, it is content that is typically not free or easy to get by. This can range from a white paper to a user-guide that provides step by step information, or even an infographic.

## When visitors leave behind their contact details, they go from being 'unknown' to being a 'recognised lead'. The inbound marketing platform is now able to keep track of them so their every move and action on the website is traced.

In the next step, the sales team uses the data that

is now at their disposal to reach out to the leads and try to seal the deal. And finally, after having acquired and experienced the products and services, the happy customers become ambassadors who are happy to recommend a business to their contacts.

The theory on inbound marketing sounds easy and straightforward. But does inbound marketing really deliver on its promises? What is the opinion of professionals who have already worked with an inbound marketing system? We've taken it upon ourselves to provide an answer to these questions. We did so by boldly going where few others have ever been. By taking matters into our own hands and venturing into a quest for the truth. In other words, by doing a communication research.

## The research

We asked approximately 200 B2B professionals their opinion on inbound marketing. With over 25 different nationalities participating, the behavioural pattern can be called international, although it must be said that with 94% of participants being European, our research has a rather Western identity.

Despite being all for gender equality at duomedia, only one out of three participants were female, a ratio that is recognisable across B2B industries.



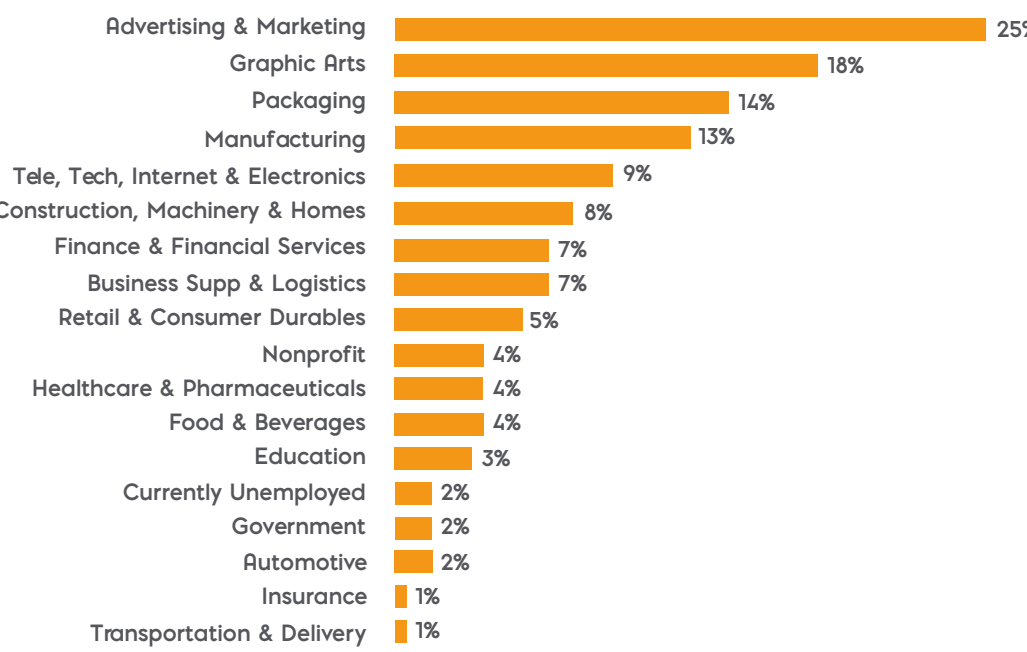
Taking into account that our research was focussed on inbound marketing, we were very happy to see that the most represented job functions within our audience were in man-

agement, marketing, and sales. These positions are the ones dealing most actively with an inbound marketing platform. A factor that makes the results of our research more relevant as the feedback comes from hands-on experience.

Inbound marketing is an effort that revolves mainly around two departments: marketing and sales. A good operating inbound marketing system requires these two to work closely together. The effort to gather leads and recognise the visitors coming to the website is almost entirely a marketing exercise, while closing the deal and turning a lead into a customer is up to sales. As a rule, we can say that if we want inbound marketing to be a success, the love-hate relationship between mar-

keting and sales should come to a close.

We have also kept track of the sectors our audience is active in. Very close to duomedia's expertise, the top 5 sectors represented in our research are 'advertising & marketing', 'graphic arts', 'packaging', 'manufacturing' and 'tech, internet & electronics'.

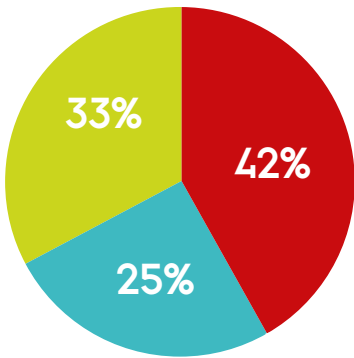


# The use of inbound marketing

Now that you have been properly introduced to our audience, it is time to have a look at the results.

The first thing we wanted to find out is how widely inbound marketing is used. How many professionals working in this day and age are actively using inbound marketing?

According to our research, roughly 1/3 of professionals is currently working in a business that is using an inbound marketing system. Another 25% mention their business is not yet using inbound marketing but is interested in it,



Is your company using an inbound marketing system?

- No, not relevant to me
- No, but it could be interesting
- Yes

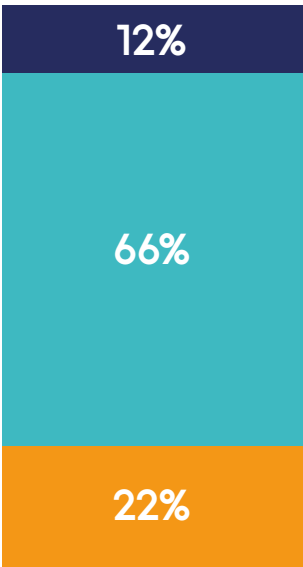
while 42% think inbound marketing is not relevant to them. So, on a positive note, we can say that almost 60% of B2B professionals are either using

inbound marketing, or are at least interested by it.

## Satisfaction

The big question is 'how satisfied are B2B professionals with their inbound marketing?' Are those using an inbound marketing tool also happy with the results? A clear majority (almost 80%) claims to be either satisfied or very satisfied with their business' inbound marketing.

None of the professionals working in an organisation that uses inbound marketing were very unsatisfied, and only about 20% mentioned they are unsatisfied.



How satisfied are you with your organisation's inbound marketing?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

Let's go into a bit more detail on which aspects of inbound marketing score best, and which aspects cause the most frustration. To answer the question, we made a selection criteria of our own. We asked B2B professionals to rate how satisfied they are with the quality of the content, the quality of the leads, the number of leads, what sales does with the leads, the value for money and the analytics.

With 80% of participants being satisfied or very satisfied, the quality of the leads and the quality of the content score best.

These two factors are strongly correlated as the quality of the content is

**Three out of four professionals find it a worthwhile investment and indicate that they are satisfied or very satisfied with the ROI provided by inbound marketing.**

key to converting a visitor into a lead.

Professionals seem to be less impressed by the number of leads generat-

ed by inbound marketing, with 30% of participants indicating that they are either unsatisfied or very unsatisfied. Improving the number of leads generated by an inbound marketing platform requires a higher intensity of content creation. An inbound marketing platform can be a powerful engine, but it requires quality content to run. Creating quality content that will attract and convert visitors to the website is a highly demanding exercise.

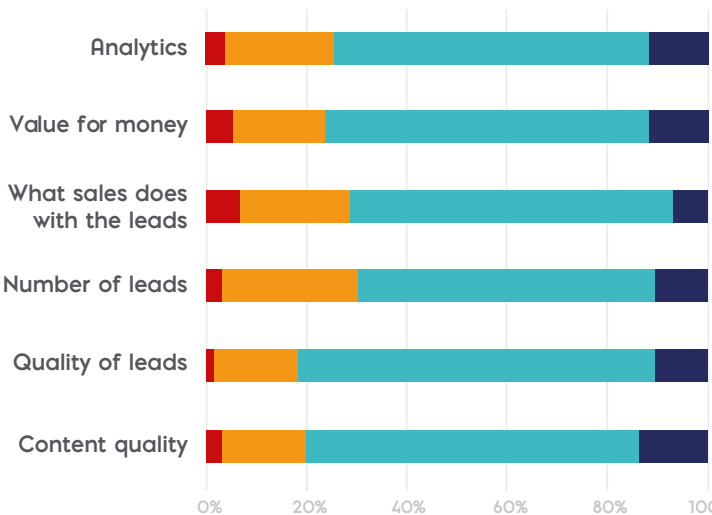
Another point of dissatisfaction seems to be 'what sales does with the leads', with almost 30%

# Conclusion

Most professionals working in a business with an inbound marketing platform in place are satisfied with its implementation. It is remarkable that none of the respondents to our research claimed they were 'very unsatisfied' with their business using inbound marketing. This result is confirmed by the number of people who claim they are satisfied with the value for money they perceive from their inbound marketing efforts. It is very likely that the number of businesses who will implement an inbound marketing system is going to increase, especially when considering that 40% of the professionals who don't use inbound marketing still claim that they are interested by it.

The biggest concern B2B professionals have is with the amount of leads generated by their inbound marketing

platform. To increase the number of leads, your inbound marketing requires more quality content and efficient digital advertising. This involves resources and competences that are often challenging for marketing departments. A well-performing inbound marketing system is based on a well-thought-out strategy. Without a structured approach, creating content for inbound marketing becomes a hit-and-miss exercise that can be frustrating. An experienced communication agency like duomedia can be a valuable partner. We can help work out inbound marketing tactics based on a tailored content strategy and get your marketing efforts organised. With 20 years of B2B experience, we can bring a fresh input to your team and provide the quality content your inbound marketing system needs to be up to speed.



Inbound marketing satisfaction

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

claiming to be unsatisfied. To close a deal, the sales team needs to be completely behind the sales arguments provided by inbound marketing, and many factors can affect the result. One aspect to keep in mind is that if nobody

acts upon a lead, or if the reaction is too late and the interest of the lead has dried up, the whole exercise becomes pointless. Inbound marketing can be an excellent sales accelerator. An inbound marketing platform allows the sales

team to engage with a prospect knowing that this person already showed interest, what they've been looking at, and how many times they visited a given page.



A look at our clients' vision for 2019 and future business opportunities. Together with them, we find a way to be the most successful in 2019 and for the years ahead.

# ASAHI PHOTOPRODUCTS

Asahi Photoproducts continues to build the future for the global flexographic community with its research and with the development of innovative and sustainable flexographic solutions.



**Dieter Niederstadt, Technical Marketing Manager at Asahi Photoproducts shares the company's future plans and explains how duomedia supports ASAHI in making its plans a reality.**

## WHICH TRENDS DO YOU EXPECT FOR 2019 AND HOW WILL YOUR COMPANY RESPOND TO CHALLENGES PRESENTED?

There has never been a more exciting time for Asahi Photoproducts and the flexographic industry. As we look over the last years and forward to 2019, we can see the flexo market growing in traditional markets such as Europe and the US, and showing double digit growth in new markets such as India and China. Asahi Photoproducts continues to make a considerable contribution to the evolution of flexographic printing technology, particularly in the label market. The company has been recognised with a number of prestigious awards — most recently for our 'clean transfer' plate technology.

### Key trends in platemaking today

Today our customers are changing and turning towards printers, and our focus is to engage with them directly. Printers are

looking for easy-to-use platemaking equipment, which they can operate in-house. As was the case in the world of offset, more and more flexo printers are taking control of their platemaking and processing. In the US the figure is around 80%, and in Europe it is definitely shifting and now stands at around 35% and growing. Another key trend affecting our markets is the global pressure to move to a platemaking that is in balance with the environment. At present, approximately 90% of flexo plates are washed by solvents — but this is going down

with a noticeable uptake of water-wash plates which can be processed in approximately 45 minutes compared with over 2.5 hrs with solvents.

For us at Asahi, it is all about understanding a printer's day-to-day challenges. Over the last two years, the company has changed its strategy and infrastructure. We now employ several experienced printers within our company who have a deep understanding and knowledge of flexo printing. This allows us to offer a consultancy and customer care service to all flexo

printers looking for OEE (overall equipment efficiency).

## WHAT DO YOU FIND IS IMPORTANT FOR YOUR BUSINESS TO CREATE VISIBILITY?

Our mission for 2019 and beyond is to deliver easy-to-use flexographic platemaking solutions direct to the printers' site so they can take control and deliver a top quality job 'just-in-time' to meet the demands of the brand owners. With Asahi Clean Transfer technology for example there are fewer press stops, less down time, maximum ink opti-

misation, less plate cleaning, and consistent quality. This means significant productivity gains for the printer and importantly, maximum OEE in the press room.

Providing the printer with viable and cutting edge products is our goal, and at Labelexpo 2019 and at drupa in 2020 we will be bringing to market our clean printing plate product range for a wider variety of applications. We will also be introducing a new AWP water washable plate and excitingly a brand new plate family of FlatTop printing plates.

## WHAT DO YOU VALUE IN PARTICULAR FROM THE DUOMEDIA COOPERATION?

Working with duomedia supports Asahi's drive to reach the widest global audience and create awareness. Duomedia offers us fresh ideas to help to position Asahi through event management, content management and translations as well as social media campaigns, blogs and web based initiatives. Having a professional PR company like duomedia means we are assured that we have visibility and our key message is reaching our audience — the global flexographic community.



ASAHI IS THE  
COMPANY THAT  
HELPS  
FLEXO PRINTERS  
IMPROVE  
PRODUCTION  
EFFICIENCY  
AND REACH  
ULTIMATE OEE!



# XEIKON NV

Xeikon NV is a leading global innovator in digital printing technology. The company designs, develops and delivers products and solutions for label and packaging applications as well as document and commercial print. As dedicated printing technology specialists, a key part of Xeikon's identity is the relationships the company builds with its customers – providing support and care at every turn and giving time and advice, and delivering the ideal digital solution.



**Danny Mertens, Corporate Communications Manager Digital Solutions, describes the current trends in the market and the changes in consumer demand for unique products and 'customer experience' solutions. He discusses the challenges for 2019 and beyond and the importance of getting the Xeikon message to a global and relevant audience.**

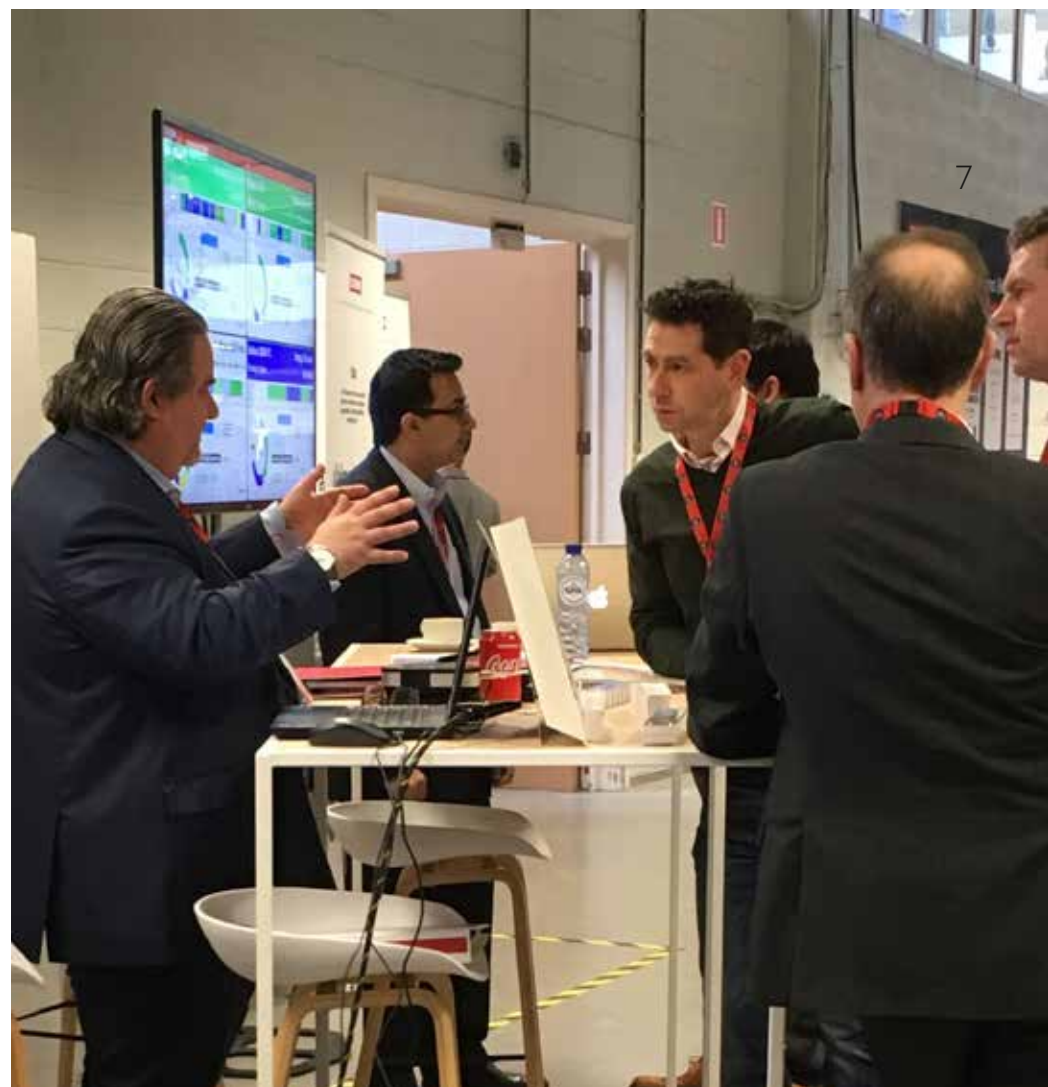
## **WHICH TRENDS DO YOU EXPECT FOR 2019 AND HOW WILL YOUR COMPANY RESPOND TO CHALLENGES PRESENTED?**

Xeikon is a recognised key player in the printing business and more precisely in digital. We focus on certain segments and are now regarded as a leader

in the digital label market. We are still very active in commercial print but Xeikon is playing a much greater part today in the packaging, cartons, and labels sectors. The demand for and subsequent growth in customisation and individualisation means we get enquiries every day asking 'How do we do this?' 'What do we have to do to produce a unique final product?' 'I want to transfer my business to label production – how should I go about it?' Customers are realising that it takes more than a basic press to produce what brand owners are looking for. We now have a term for it — end-user applications.

Xeikon's strategy is to engage with all of its stake-

holders. We talk with the brand owners and the designers, the printers and the consumer to discover their changing needs. We want to influence the market and present them with our new and innovative solutions so they can see the business possibilities and make the right strategic and technology choices. We want to let them know we can offer them more than just a basic press. In the last two to three years we have invested in new resources. We have put together a specialist marketing and advisory team who have a deep understanding of the need to find differentials. With these new layers on top of our core business, we can now help create customised solutions.



'XEIKON,  
DIGITAL  
PRINTING  
SOLUTIONS  
LIKE  
NO OTHER'



## **WHAT DO YOU FIND IS IMPORTANT FOR YOUR BUSINESS TO CREATE VISIBILITY?**

Our goal is to spread our message to the widest audience in the packaging, label and industrial sectors. We want to spread the word that today Xeikon is more than an equipment manufacturer – we are a consultancy, 'a go-to advisor' who can help build business. It is critical that we tailor our messaging to the right audience at the right time.

Today, communication has become more complex – establishing and changing perceptions is not always easy. We want to get the message out there that we can offer more than a digital press.

## **WHAT DO YOU VALUE IN PARTICULAR FROM THE DUOMEDIA COOPERATION?**

We have worked with duomedia for over seven years. Today we see the whole industry changing and moving into a new phase of specialization — significantly print is not always the final product. duomedia has a strong drive to be on top of this fast moving world of communication and their PR support is something we need to be part of. We appreciate and respect their background and reputation and congratulate them on their 20th anniversary. We know they will meet the challenges and continue to support us and ensure a timely global outreach of our message – 'Xeikon - Digital Printing Solutions Like No Other'.

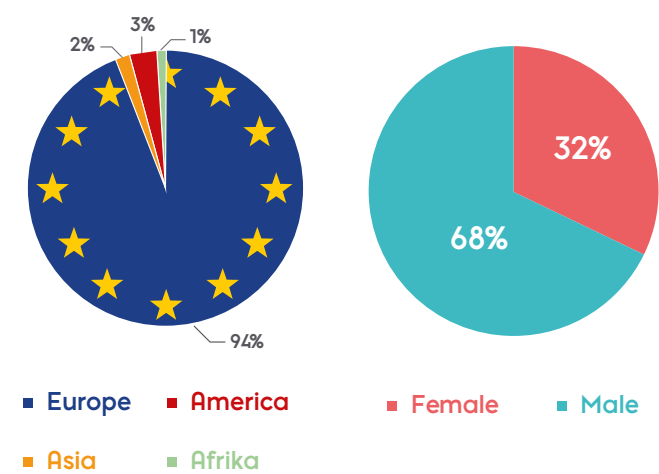
# 2019 duomedia communication survey

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Our research included how people inform themselves and which channels are considered reliable when making a buying decision.

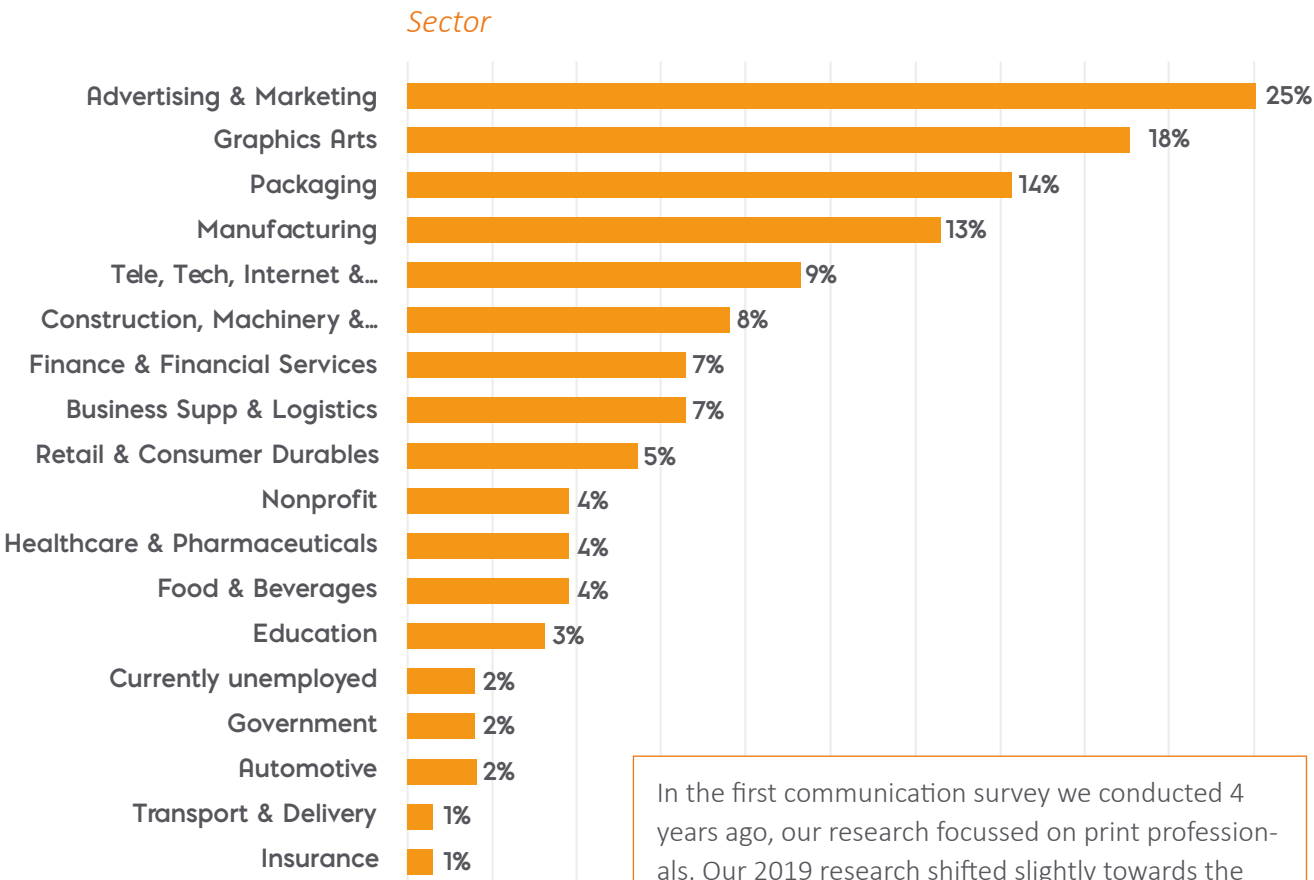
This survey allowed us to uncover current communication consumption behaviour and compare it with the research conducted 4 years ago. This extra dimension enables us to share with you how communication has evolved.

## Our research



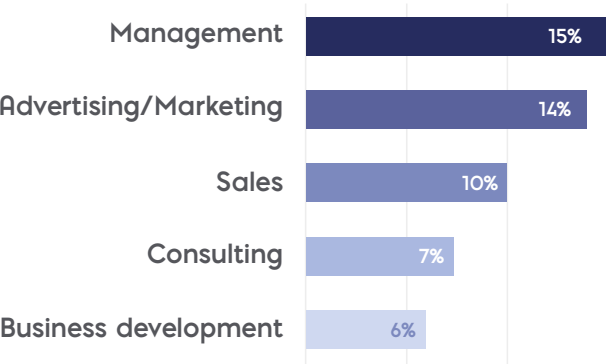
Nearly 200 B2B professionals participated in our communication survey. With more than 25 different nationalities participating, we can say that our research has an international character. However, with 94% of participants originating from Europe, our research also has a distinct Western influence.

With 68% male over 32% female participants, the male/female ratio was a bit skewed. But this is already a step in the right direction in terms of gender balance compared to our first survey audience.



In the first communication survey we conducted 4 years ago, our research focussed on print professionals. Our 2019 research shifted slightly towards the sectors duomedia is specialised in, and this is reflected in the top 5 sectors represented in our research: 'advertising & marketing', 'graphic arts', 'packaging', 'manufacturing' and 'tech, internet & electronics'.

## Top 5 job fonctions

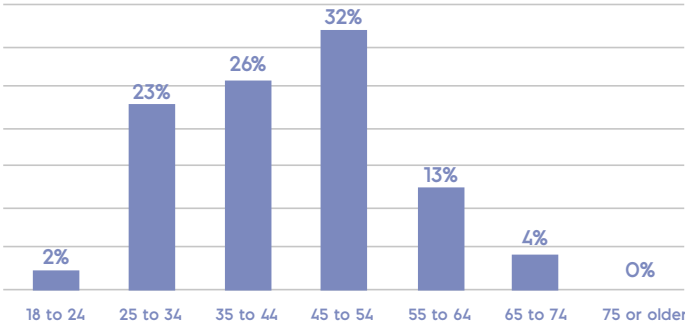


The top 5 job functions: management, advertising/marketing, sales, consulting, and business development made up for about 80% of our audience. In total 18 different job functions contributed. An important factor for our research was to get

people who make buying decisions within their business.

With 94% of participants aged 25 to 64, we can say that we successfully managed to get a good representation of the active workforce.

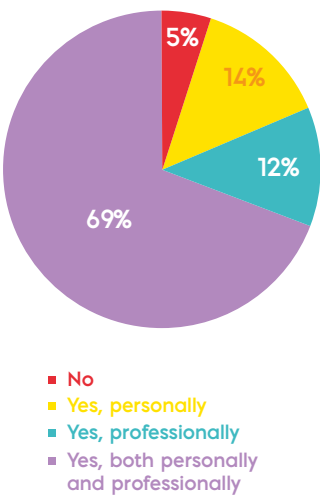
## Age



## Social Media

With 95% of B2B professionals claiming to use social media, it most certainly is a powerful medium. 81% of professionals indicate that they are active on social media professionally. When we compare these results with our previous research, we see that the active profession-

### Using social media



al community on social media has grown.

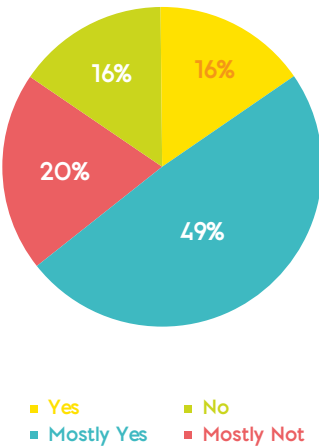
71% of professionals regard social media as a relevant source of information, and more than half even consider it a reliable source of information to make a buying decision. We've covered that social media is a medium used by many professionals, but which channels are most relevant in a B2B setting? We've placed both professional and personal use of

the different social media channels next to each other because it provides an interesting insight on how these channels are used.

Despite the changes that have been mentioned, the top 4 social media channels in terms of professional use remain exactly the same.

65% of professionals either follow or mostly follow brands and businesses across all platforms.

### Do you follow businesses and brands on all social media platforms?



This means that diversifying the copy of content across different platforms is recommended to avoid repetition and coming across as uninspired.

The most active professional social media channel is LinkedIn, with 84% of active professional users. It is followed by WhatsApp (54%), which is technically also a social media channel as it is often used to create small communities.



Facebook (48%), Twitter (44%) and YouTube (40%) complete the top 5.

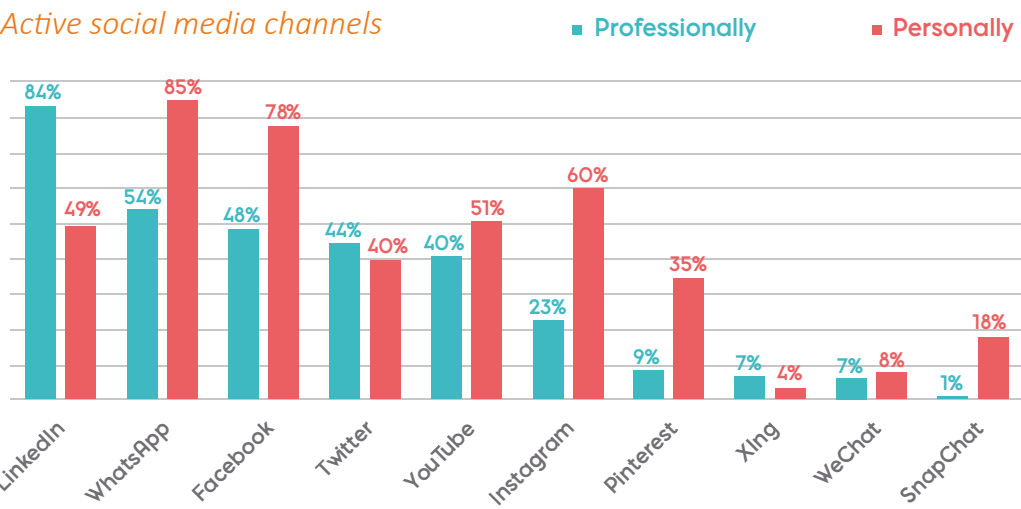
Instagram’s rather low score might come as a surprise with only 23%

of professional use.

Evolution of social media

channel. Rumours said the app had been looking into opening the doors for third-party advertisements, but this has been dismissed. In January 2018, WhatsApp launched WhatsApp Business for small business use.

was copied and improved by Instagram stories, making it one of the most popular social media platforms for influencers and younger generations.



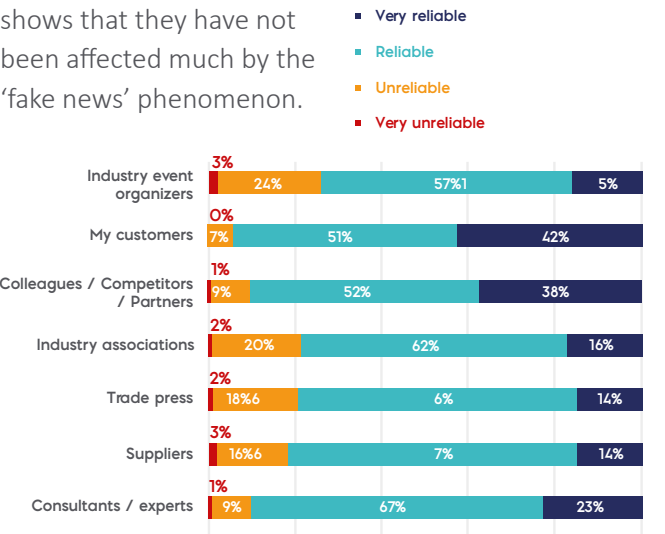
# Making an investment decision

## Sources

With regards to which sources were most reliable when making a buying decision, ‘customers’ scored highest with 93% of B2B professionals finding them reliable or very reliable. Second and third were ‘colleagues/competitors’ and ‘consultants/experts’.

80% of B2B professionals find ‘trade press’ a reliable or very reliable source. An interesting result as it shows that they have not been affected much by the ‘fake news’ phenomenon.

Reliability of sources when investing in new products and services



## Channels

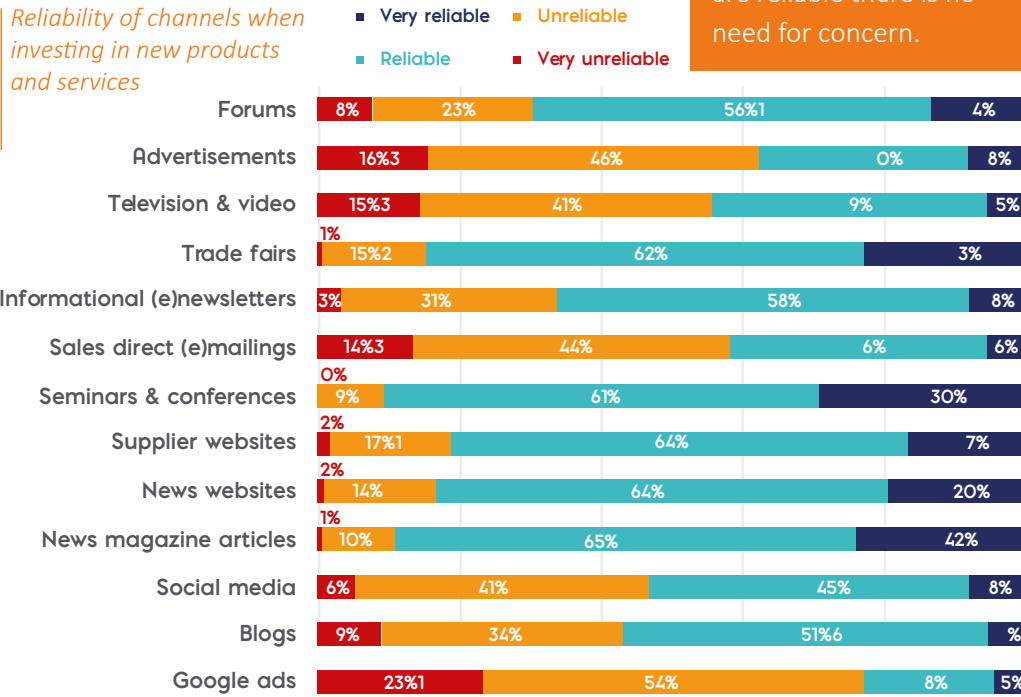
Now which channels are deemed most reliable when making an investment decision? ‘Seminars & conferences’ came out on top with over 90% of B2B professionals finding this type of events the most valuable channels. Also, news magazine articles (89%) and news websites (84%) scored very high in reliability when making an investment.

Some channels clearly have something at stake when communicating with audiences. Their biased role doesn’t make them score well in terms of reliability when investing. But that doesn’t mean they have no influence in the buying decision. The channels that scored poorly in terms of reliability for an investment were ‘Google ads’, ‘advertisements’, and ‘direct mailers’.

## Evolution

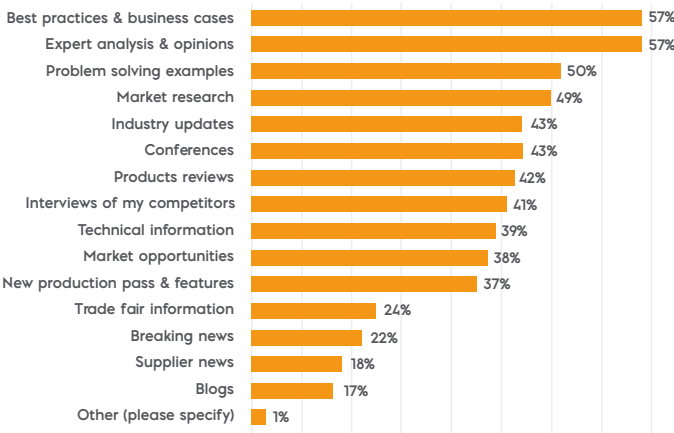
B2B professionals apparently became even more customer minded as ‘Customers’ jumped to the number one reliable source when making a purchasing decision. Also, in terms of reliability as a channel when investing in new products, trade fairs no longer are the top. However, it must be said that with 85% of professionals claiming trade fairs are reliable there is no need for concern.

Reliability of channels when investing in new products and services



# What B2B professionals are interested in

The topics 57% of B2B professionals find most interesting are ‘best practices & business cases’. This type of references provides an interesting insight on what the impact of new technology could be to an organisation. They can also act as a point of reference to a lot of professionals, as it enables them to compare themselves with competitors and colleagues, and can inspire new ideas. The top 3 of most interesting topics are completed by ‘expert analysis & opinions’ and ‘problem solving techniques’.



## Evolution of interest

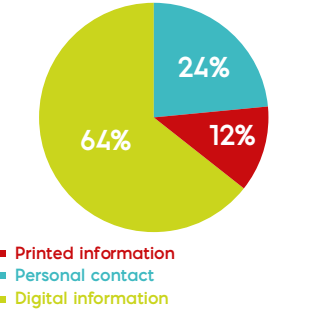
When we compare these results with the results of our previous research, all the topics got a lower score. The strongest increase in interest has been for topics on ‘expert analysis & opinions’ and ‘market research’, who were not included in the top 5 before. Having lost a couple of notches are ‘breaking news’ and ‘technical information’.

## Preferred communication format

Digital communication as a format clearly is the winner with 64% of votes. Second and third are ‘personal contact’ with 24%, and ‘printed information’ with 12%.

With all the talk about ‘disruption’ and ‘digital transformation’, it should come as no big surprise that we witness a shift from printed information to digital information over the last 4 years. Personal contact as a communication format remains the same.

Preferred communication format



# Conclusion

B2B professionals find their ‘colleagues, competitors and partners’ most relevant as an information source, and ‘news magazine articles’ and ‘seminars & conferences’ the most relevant channel. The topic that interests them most of all is ‘Best Practices & business cases’.

‘Customers’ are deemed the most reliable source of information when making a purchasing decision. The most reliable communication channel is ‘seminars & conferences’.

Digital communication clearly is the most popular communication format and has further grown in popularity compared to 4 years ago. We also see a notable increase in the number of people using social media.

LinkedIn, WhatsApp, Facebook, and Twitter are the social media channels that are the most actively used by professionals.

When comparing our 2019 study with the study conducted 4 years ago,

we were expecting to see many changes in communication behaviour, like how people consider the different communication sources and channels in regards of reliability and relevance. We were surprised to see that many of our results remained very similar.

Go visit our blog at [duomedia.com](https://duomedia.com) to read the full report.



# UNITED CAPS

UNITED CAPS is a global industry reference for the design and production of high performance plastic caps and closures. With extensive innovative capabilities and a broad portfolio of advance standard and bespoke solutions, UNITED CAPS is the preferred partner for many of the world's leading packaging companies. A family-owned business started in 1939, the company has evolved into the global player it is today. As part of its growth strategy, in 2015 it rebranded from Procap to UNITED CAPS to enter new markets. More recently the company has invested in a new production facility in Asia, which is due to start at the beginning of 2019.



**Astrid Hoffmann-Leist, Chief Marketing and Innovation Officer, gives an insight into the on-going impact of directives proposed by the European Commission for single use plastics. She outlines UNITED CAPS participation in the discussions on a global stage working with key stakeholders and discusses her company's strategy and mission. Hoffmann also explains the advantages of a close working relationship with a professional PR partner, highlighting duomedia's expertise and comprehensive understanding of the packaging sector.**

## WHICH TRENDS DO YOU EXPECT FOR 2019 AND HOW WILL YOUR COMPANY RESPOND TO CHALLENGES PRESENTED?

An important trend in our sector is globalisation. Today we supply international companies supporting the overall supply chain. Our business is focused on the development and production of plastic closures for food and non-food products, and to maximise our offering we listen to many different points of view – e.g. from brand owners, resin and packaging production suppliers and consumers.

Another key trend is sustainability. End users are requesting a sustainable product and sustainable packaging. The sustainability factor has become increasingly important and since 2017 this trend has been impacting the

packaging community more and more. In Europe this was picked up by the European Commission and driven by the NGOs. At the end of 2018 the European Commission approved a ban on single use plastics. As a leading plastic producer UNITED CAPS had anticipated this.

One directive affecting UNITED CAPS directly is that from 2024, every closure will have to be tethered to the main bottle/container up to 3 litres so it becomes one piece that can be disposed of. Obviously this will affect brand owners and will impact all facets of packaging production — feeding lines, logistics, in-store shelving and racks for example. We are sure that this assumed threat can be turned into an opportunity and have therefore asked key stakeholders to discuss.

## WHAT DO YOU FIND IS IMPORTANT FOR YOUR BUSINESS TO CREATE VISIBILITY?

Our goal is to create awareness and inform the packaging community on a global scale. Our message is an important one. The closure is a key part of the total packaging solution. The closure can have an impact on the production and usability of the final product. UNITED CAPS is working to contribute to EU regulatory discussions on single use plastics. We believe that closures should differentiate today and sustain tomorrow. It

is a principle that underpins our design ethos of Relate. Perform. Sustain. Our mission is to support our customers' value chain serving a wide range of applications and markets around the world. By safeguarding product integrity and assuring safety and consumer health, we will continue to contribute to the sustainability needs of the global packaging sector. Ultimately, UNITED CAPS provides innovative solutions that meet sustainability directives.

## WHAT DO YOU VALUE IN PARTICULAR FROM

## THE DUOMEDIA COOPERATION?

Having worked for many years in marketing and communication, I have never experienced such high levels of service from a PR company. duomedia has a thorough understanding of the packaging sector, global economics and trends, and importantly they understand our company's position and our goals. They bring high levels of creativity to the table, their response time is very fast and they always deliver excellent results. UNITED CAPS continues

to invest in duomedia because we can see a visible ROI. As a serious global player we believe in transparency. We believe it is important to work with others, sharing and dealing with challenging issues such as sustainability and plastics. We believe this open strategy is the only way forward. We work with duomedia as we have the same ethos and ideals. We congratulate them for 20 years in business and offer them all good wishes for the future.

"CLOSURES SHOULD DIFFERENTIATE TODAY AND SUSTAIN TOMORROW"





# ROLAND DG

Roland DG Corporation is a leading manufacturer of digital devices to help sign and graphics professionals as well as craft makers and hobbyists transform their imagination into reality. At FESPA 2018, Roland presented a comprehensive and innovative product portfolio of printing and cutting equipment under the banner 'What matters to you inspires what we do'.



**Karel Sannen, Marketing Manager, explains Roland DG's mission, strategy and goals for 2019 and beyond.**

## WHICH TRENDS DO YOU EXPECT FOR 2019 AND HOW WILL YOUR COMPANY RESPOND TO CHALLENGES PRESENTED?

A key trend at present is the increase in interest we see from our customers looking into a diversity of sectors for new business opportunities – interior design, industrial production, textiles and other materials – indeed a variety of applications. Although the sign and graphics market is still growing, it is much more competitive and companies are looking to diversify. Our company's main focus today is to meet the aspirations of our global customers and offer them viable solutions from our broad portfolio of new technology and innovation.

Sign and graphics is still a significant part of Roland DG's core business and we will continue to provide multiple ranges of digital devices with capability up to 64 inches wide – however, we are employing new strategies. Our drive is to be an overall solution provider and educate the printing community with what is possible. It really is important for us to build relationships with existing and with new customers to help them thrive in a competitive marketplace. With a long history and experience in the sign and graphics sector, Roland DG has always been very good at adapting to market needs, and to that end we have developed an extensive number of new innovations.



CUSTOMERS ARE LOOKING INTO A DIVERSITY OF SECTORS FOR NEW BUSINESS OPPORTUNITIES



At Roland DG, we see the current market as an opportunity and our strategy is to work together with our customers towards finding solutions that satisfy their needs in these diverse markets. We know we can provide a diversity of workable solutions and packages to meet all needs. These new industry sectors are growing and these new markets are giving Roland DG new opportunities too. We have been developing new tools and devices for new sectors. A good example is our VersaUV S Series of UV-LED flatbed and belt

printers for volume production of personalised goods, industrial marking, speciality signage, exhibition graphics and packaging prototypes.

## WHAT DO YOU FIND IS IMPORTANT FOR YOUR BUSINESS TO CREATE VISIBILITY?

We want to create awareness that today we continue to develop specific machines for new markets. We want to get the message across to a global audience that Roland DG has evolved from the electronic music technology company of



the 80s to where we are today. We want to educate and inspire our customers to come and share their aspirations and let us help them find solutions to grow their business. We need to let them know we are alongside listening and adapting to their needs.



## WHAT DO YOU VALUE IN PARTICULAR FROM THE DUOMEDIA COOPERATION?

We have recently partnered with duomedia to strengthen our position in the Sign and graphics market but also to extend our messaging to a global audience. We know from duomedia's reputation that their expertise and global reach will enable us to meet our target audience and this is key to our goals for the future. We congratulate duomedia on its 20 year anniversary and wish them every good wish for the future. We hope they continue to succeed and that we have the good fortune to be working with them in years to come.





# We ve tradeshow!

## EVE NTS

Two of the key trade exhibitions in the industry calendar that have grown exponentially in the last few years are FESPA, addressing the wider format sector, and Labelexpo.

Event support is a significant part of duomedia's service to its clients. We offer our clients support before, during and after an exhibition – connecting them to the world's press and additional communication channels such as social media.

We support the whole process from the preparation stage with advice on creative content, stand messaging, dedicated show themes and marketing materials through day-to-day support on the booth, dedicated press conferences, presentations and pre-planned Q&As to support a company's management and staff when meeting the press.

duomedia has created integrated marketing and PR campaigns for its clients since 1999.

We have created strong relationships with the world's trade journalists in a number of sectors. In today's data driven and fast moving world of communication, the number and type of channels have changed but the basic principles remain the same – creative and relevant content management and strong media relations.

### UNDERSTANDING THE TECHNOLOGY EVOLUTION AND THE MARKETS

duomedia's extensive experience and deep un-

derstanding of technology evolution and market trends can make a big difference when preparing creative content and key messaging. Following industry trends is key. Content has to be diversified, converted and translated, and there are also regular analytics and reporting measures results required. This is all part of duomedia's commitment to its clients.

### WHY ATTEND EXHIBITIONS

As a visitor, a supplier or the media, there is no better place than an exhibition to learn and grow your business. To maintain credibility, it is essential to view first-hand the latest technologies

— especially today with smart and interactive technologies changing minute by minute. It is at an exhibition that you can find education on hand from a wide selection of speakers offering insights on the latest global trends and a deeper understanding of the technologies and their impact. Networking is also essential – one could argue that face-to-face relationships are more important than ever in a world of cyber communication. Exhibitions are where the majority of investment decisions are born or completed and this is where duomedia can help a company profile its success, create visibility and ultimately convert visitors who stop by your stand.

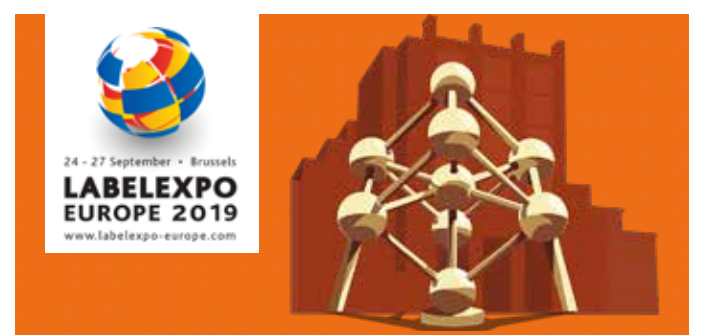


## FESPA

FESPA GLOBAL PRINT EXPO 2019  
14-17 May, Munich

FESPA's theme for 2019 is 'An Explosion of Possibilities'. With over 700 global manufacturers and suppliers exhibiting in six halls at the Messe in Munich there is sure to be excitement and drama. This is Europe's largest speciality print exhibition for screen and digital wide format print, textile printing and signage solutions.

Labels and packaging have grown into multi-billion dollar sectors. As part of a world series of exhibitions, Labelexpo Europe takes place every two years in Brussels and continues to attract exhibitors and visitors eager to keep up with the fast evolution of label technology. The 2019 theme is 'A World of Opportunities'.



## Labelexpo

LABELEXPO EUROPE 2019  
24-27 September, Brussels

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duomedia would be glad to support you at either of these exhibitions

For further information please contact  
louis.dn@duomedia.com





# drupa

June 16-26, 2020

Düsseldorf/  
Germany

[www.drupa.com](http://www.drupa.com)

# The one show that can't be missed

drupa 2020 is on the horizon - we can see the glow! The international exhibition's 2020 theme 'Embrace the Future' moves on from 2016 when we were asked to 'Touch the Future'. Now we are invited to embrace all the new and fast moving technological innovation and developments that will contribute to the evolution of our industries. drupa 2020 will provide crucial touch points for print, media, packaging production and industrial applications as well as a number of vertical markets. The drupa exhibition is always a marker in the sand!

Sabine Geldermann, Director drupa and Global Head Print Technologies of Messe Düsseldorf, is convinced that the trade fair will demonstrate the dynamism and innovative capabilities of the entire print industry. "drupa stands for cutting-edge technologies and solutions that reach target groups in a wide range of markets. It has become very clear that the fascination with print products increases with the constant development of technical possibilities. Print conquers new dimensions with haptic elements, innovative materials and embellishments, opening a bright new world of customer experiences. In addition, future and cross-sectional technologies, and in particular global megatrends, have a major influence on our industry: applications for organic and printed electronics, nanotechnology and all further devel-

opments resulting from 'industry 4.0' which will intervene in a large number of processes.

The duomedia team is preparing to help you make your journey to your place in the spotlight at the Messe Dusseldorf in 2020. With our extensive industry experience and global media relationships with trade journalists, influencers and analysts, duomedia can ensure that clients have maximum opportunities to create awareness and showcase products and services. In today's data driven world of communication, duomedia's integrated marketing and PR campaigns make sure that every channel is utilized and creative social media initiatives are high on the agenda.

We begin the journey with an amazing pre-drupa event where you will have the opportunity to join

other suppliers and meet the world's press. In 2020 our unique event will be held at a high-tech venue in Belgium. Equipped

## EVENT PLANNING

With its significant global visitor attendance and the world's media watching and waiting, suppliers can

**The drupa hotspots touchpoint packaging, Touchpoint 3D fab + print, dna - drupa next age and drupa cube will provide forums for knowledge transfer and dialogue that reflect the innovative spirit of the industry.**

with the latest virtual reality and 3D viewing technology, this venue is an architectural statement of modernism and innovation.

N.B. duomedia has a track record for hosting pre-drupa events that are not to be missed.

be assured of high visibility at drupa only if the message hits its audience. Event planning is when duomedia can be a valuable partner. Taking time out early on for discussions on appropriate and impactful messaging can turn the opportunity into a meaningful platform. Helping a

company review its present market position, ascertain its goals and build creative content is part of the process. duomedia can then successfully manage the company's communication campaign before, during and after the exhibition — all to make sure the client finds the spotlight and receives the applause.

## CREATING MAXIMUM EFFECT

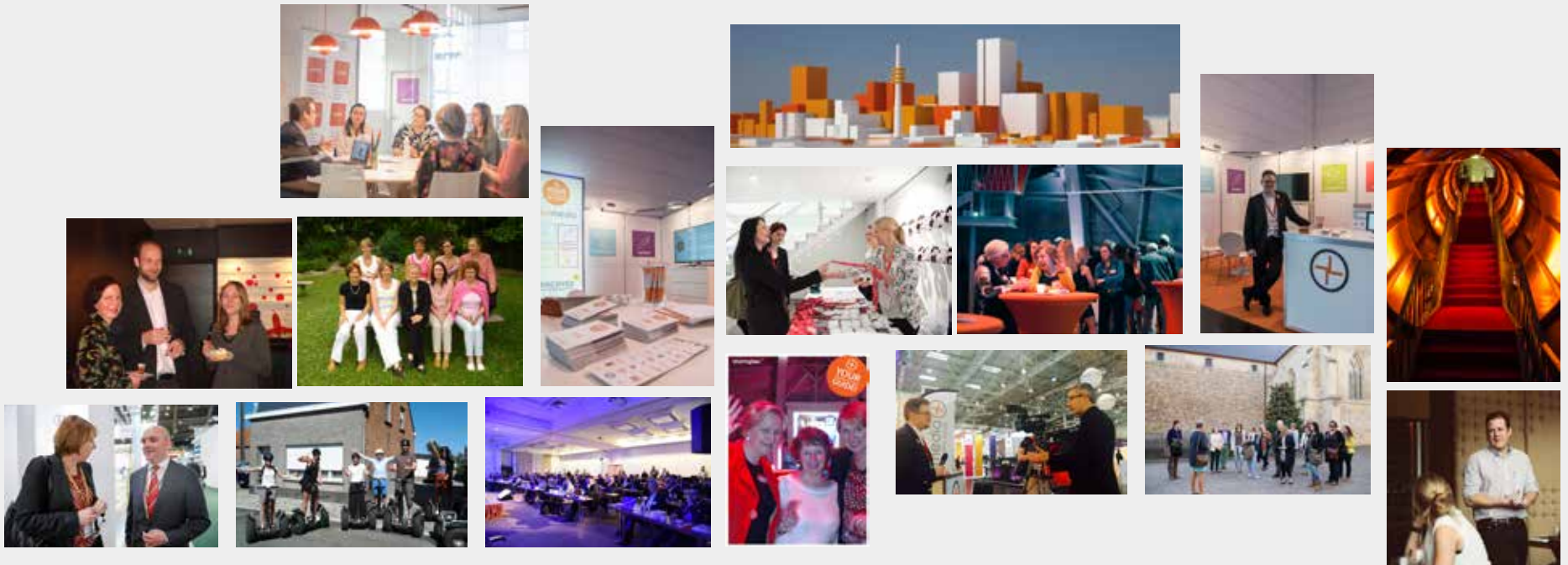
duomedia has a sound knowledge of technology and market positioning and can therefore advise clients on the most effective way to launch new products, enter new markets and announce major new corporate strategies or technologies. Whether it's a dedicated press conference, a presentation on the stand at the show or a breakfast briefing — content is king and we make sure that your message makes a difference.

A key element of any major exhibition is the opportunity for speaking platforms. duomedia can provide a speaking bureau with dedicated slots for our clients within a show's event programme — conferences, seminars, forums or round tables — all help to position a client, manage reputation and promote business success.

duomedia has 20 years of experience in the graphic arts, packaging, and sign and display industries. Our heritage is built on fresh thinking. The imagination has no bounds and we thrive on creativity with a deep understanding of these industries. Our by-words are integrity, loyalty and reliability, and importantly, creativity.

# 20

## ANNIVERSARY



# 20 years duomedia

## 25 September 2019

The drive of duomedia has always been 'communication that makes an impact'. The strength, its people. This year our agency heads into its 20th year of activity. In two decades a lot has evolved in communication, and so have our services. The success of duomedia is directly correlated to the success of our clients' communication and we have a long track record to show for it. The key to any successful business is to never stop researching and implementing new possibilities. Over the years, duomedia introduced innovation like digital clipping books, a digital newsroom, social media services, digital advertising services, online monitoring, and now offers inbound marketing services. Solidified by our partnerships with both Hubspot and Lead Forensics, we offer a beautiful symbiosis of outbound & inbound communication services. A duo of services one might call it. The name never befit our agency better before.

It has always been our focus that made us exceptional: an agency able to offer quality international outbound & inbound communication for technical B2B businesses. Over the course of 20 years we've been part of the evolution of communica-

tion, assisting businesses with the implementation of successful communication campaigns. We helped brands grow their visibility with the aid of print, media, mailers, advertising, online communication, social media, event support, and now inbound marketing.

So we thought it was time for a bit of rebranding. We felt the need for a visual change. A service doesn't come in a box, so we focussed on our visual identity. The change in our logo symbolises both inbound and outbound communication: the blue circle drawing inwards, the orange circle expanding outwards.



When we look at where we came from and where we are now, a lot has changed. However, adding inbound marketing to our services comes naturally. We've always been experts in creating and repurposing technical content. The reason we're able to service B2B technology businesses is because we mix B2B market intelligence with innovation in communication tactics. That's what makes us a valuable communication partner. That's what allows us to set up a planning based upon a communication strategy. That's what enables us to craft quality multilingual content. That's what enables us to reach the audiences our clients desire.

We are able to assist businesses with multilingual communication because our team consists of professionals who deliver technical as well as commercial content. We're an agency that is able to work out international campaigns to strengthen brand awareness, and craft content campaigns that bring in new leads through inbound marketing.

duomedia also has a creative team that delivers all types of visual communication. Our team can deliver quality graphic work that meets the requirements of today's short attention spans. More than ever, visuals need to catch the attention, represent the values of a business, and help communication stand out.

Our combination of expertise and experience is what makes duomedia special when it comes to international B2B communication. A strong communication partner in both inbound and outbound marketing, if you're looking for help to build an international reputation or grow your brand awareness while attracting and gathering relevant leads, that's looking for something exceptional. That's looking for duomedia.

Confirm your presence at [info@duomedia.com](mailto:info@duomedia.com)

Welcome at 6 PM

Location  
Trade Mart Brussels at C-lounge  
Atomiumsquare 1, 1020 Brussels

Parking P1 pool