


NAVIGATOR[™]
PREMIUM INKJET

INKJET IS SETTING NEW RECORDS IN THE PRINTING INDUSTRY

Inkjet technology is revolutionizing
the production printing landscape,
by making it possible to produce
high volumes of variable content
faster and at lower costs.

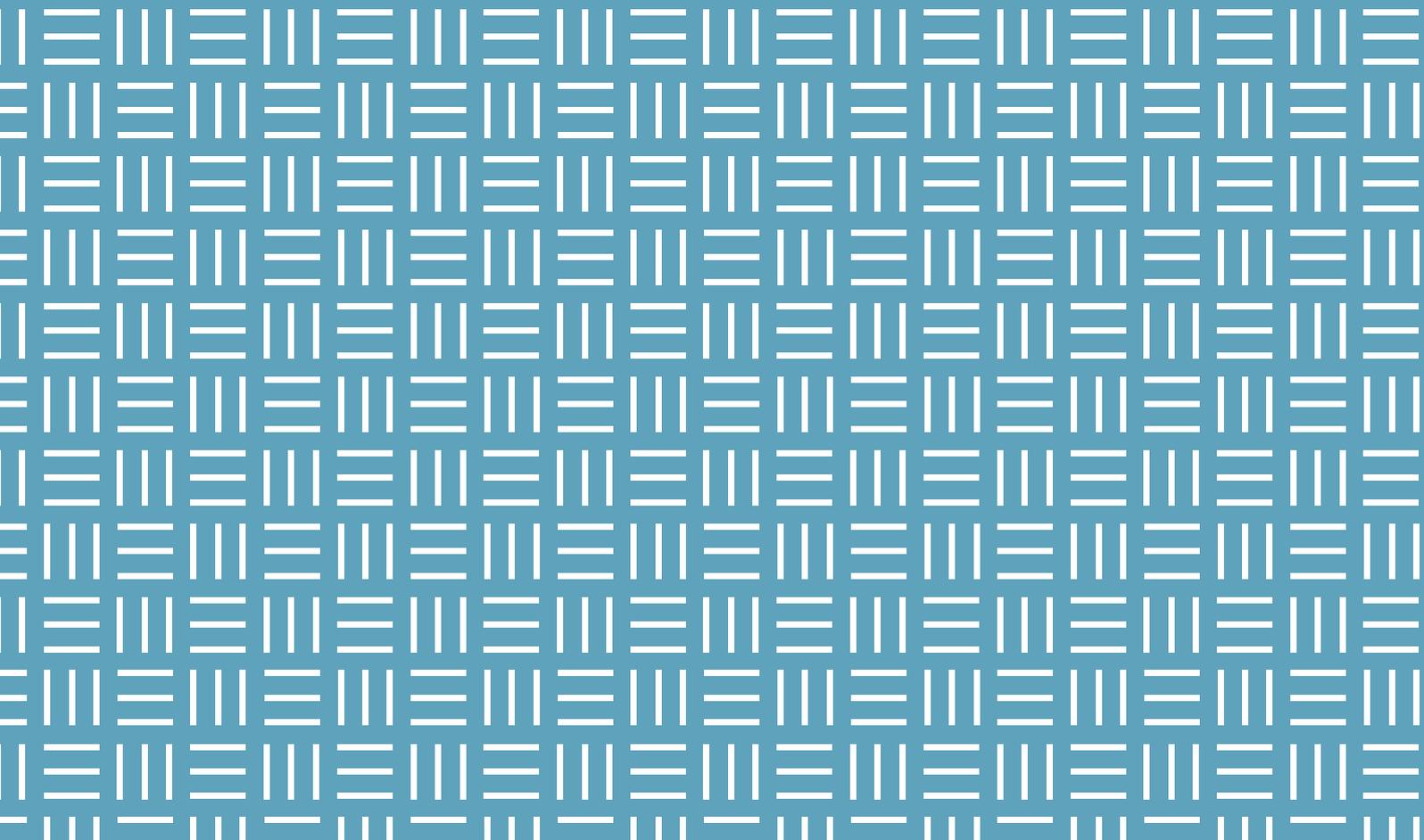


PRODUCED
IN PORTUGAL BY
THE NAVIGATOR
COMPANY

www.navigator-paper.com

BY ADDRESSING THE FLEXIBILITY THE MARKET
INCREASINGLY DEMANDS, DIGITAL INKJET IS
OUTPERFORMING DIGITAL XEROGRAPHIC AND OFFSET
TECHNOLOGIES. IT TOOK THE INDUSTRY BY STORM
AND HAS KEPT GAINING GROUND YEAR AFTER YEAR.
IN 2019, 58%* OF ALL DIGITAL PRODUCTION COLOR
VOLUME SHALL BE PRINTED ON INKJET DEVICES.

*The Inkjet Opportunity,
Xerox Production Inkjet Presses,
Xerox Corporation 2016



PRINTING PRODUCTION TRENDS ARE CONDUCTIVE TO INKJET GROWTH

CUSTOMERS WANT MORE IN LESS TIME

52%
more printing jobs¹

45%
decline in lead times¹

45%
decline in high volume run lengths¹

CUSTOMIZED COMMUNICATION IS A GROWING TREND

92%
of marketers expect direct mails sent to increase or stay at the same level¹

39%
would like to provide tailored offerings, driven by data¹

74%
are adding targeted messages to their transactional communications¹

INKJET PRINTING IS GAINING GROUND

40%
of printers are somewhat or very likely to buy inkjet technology in 2019²

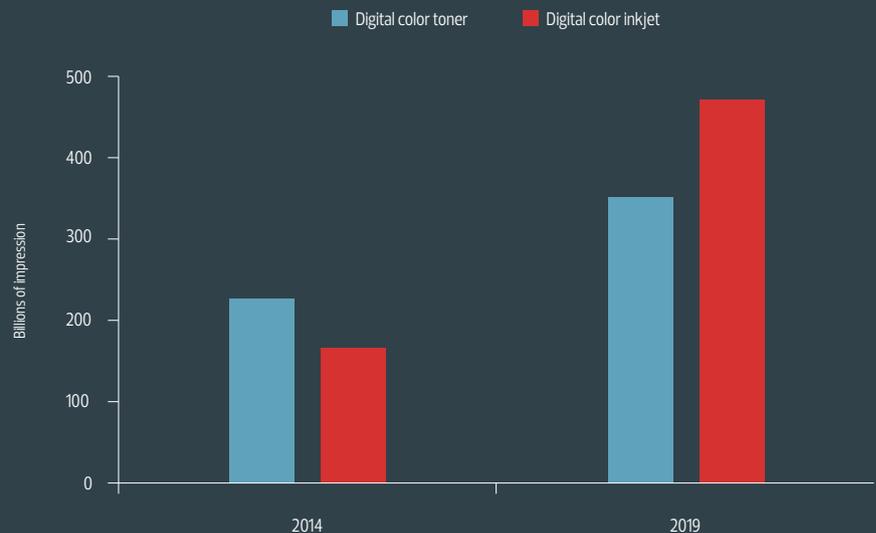
58%
of the total digital production color volume will be printed on inkjet devices by 2019¹

49%
of printers mention the "ability to generate new business" as the main impact of production inkjet on business²

40%
mention "higher press speeds" as the main benefit²

GLOBAL DIGITAL PRODUCTION COLOUR PRINT VOLUME BY TECHNOLOGY

The Value of Cut-sheet Inkjet: The Xerox Brenva HD Production Inkjet Press, InfoTrends



Advantages

WHY GO FOR INKJET?

Because it's cost-effective

EFFICIENCY

Using blank rolls (or sheets) of paper for white paper-in printing is simpler and cheaper than creating offset preprinted shells for overprinting. With color inkjet systems you print fixed and variable data in one step only.

PRODUCTIVITY

One inkjet device replaces multiple xerographic presses and streamlines workflows to let you produce more jobs in less time.

COMPACTNESS

Inkjet devices save space, reducing overhead costs.

Because it's multitask

Color inkjet systems let you cost-effectively produce monochrome, light coverage color and full color pages, using a single device.

Because it's flexible

Inkjet printing, and in particular cut-sheet inkjet, brings a stronger level of application flexibility to on-demand and just-in-time production workflows, addressing the need for shorter-turn jobs and customization – segment-specific content for magazines and catalogs, for example. It allows you to insert cover sheets or dividers, for example, and to immediately pull a finished job from the output tray.

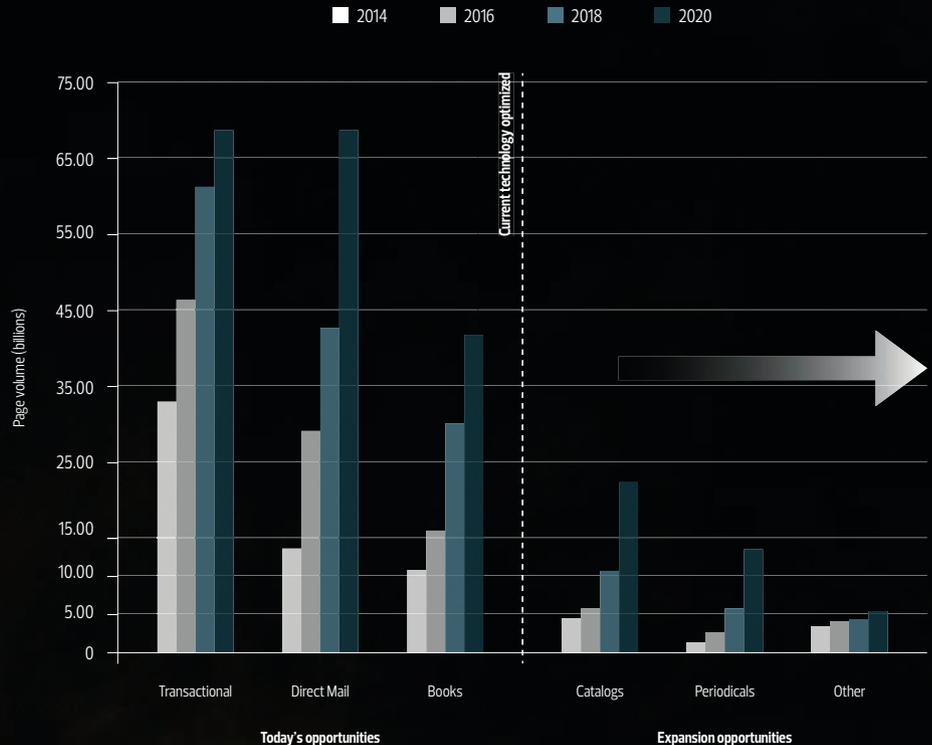


Because it's a business enabler

Inkjet is ideal for a growing range of applications, letting you expand and generate new revenue streams. Inkjet roll-fed color systems have been popular and cost-effective for applications that tend to be relatively low in coverage, like transactional documents, direct mailings and books. The cut-sheet approach, however, is broadening the scope of inkjet, allowing you to produce pieces such as catalogs and periodicals.

TECHNOLOGICAL DEVELOPMENTS WILL BROADEN THE RANGE OF INKJET APPLICATIONS

COLOR
CONTINUOUS
FEED PAGES IN
NORTH AMERICA
AND WESTERN
EUROPE



Because it means quality

Inkjet can now produce high-quality images on a wide range of substrates, ensuring accurate, vivid colors, as well as consistency over time. The choice of paper is crucial for getting optimum results.

SPRINT YOUR BUSINESS

Navigator Premium Inkjet is a powerful high-tech paper solution, specially designed for high-speed inkjet printing equipment and applications. Developed with a special surface treatment and benefiting from the unique properties of *Eucalyptus globulus*, it provides an exclusive absorption mechanism that enhances ink drying and adhesion to guarantee outstanding performance.

Navigator Premium Inkjet - Approved for the best

- Advanced water absorption mechanism
- Reduced ink-drying time
- Compatible with both dye and pigment inks
- Prevents show-through even in color printing
- Excellent image definition and color contrast
- Tested with high-speed inkjet presses – optimum usability guaranteed



BASIS WEIGHT, LB	50	54	60	67.5
Caliper	3.50	3.81	4.06	4.61
Sheffield roughness, SU	95	95	95	95
Pages per inch	571	524	492	433
Opacity (%)	93	94	96	97
Whiteness (CIE)	161	161	161	161
Brightness (GE)	95	95	95	95

Sources

¹The Inkjet Opportunity, Xerox Production Inkjet Presses, Xerox Corporation 2016

²Production Inkjet: Anatomy of the Adoption Process – Key Challenges and Benefits, SGIA, 2018

³The Value of Cut-sheet Inkjet: The Xerox Brenva HD Production Inkjet Press, InfoTrends, April 2016


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