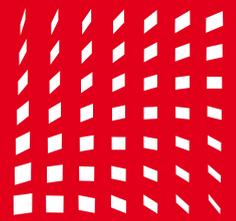


Megatrends in Printing Technologies

What influence do the megatrends of sustainability and digitalization have on processes, products, business models and the future of the industry?



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technologies



Sustainability

On the topics of sustainability and digitalization we offer you further white papers for [download](#):

Sustainability

Resource efficiency
Recycling
Circular economy

Digitalization

From print to finishing: 4.0
Artificial intelligence
Platform economy
Connectivity

Sustainability

Sustainability is much more than a market trend. Unless we succeed in significantly reducing resource demand and greenhouse gas emissions, humanity will deprive itself of its livelihood. According to the United Nations Environment Programme (UNEP), global resource consumption has tripled since 1970. Demand for fossil fuels has increased by 45 percent* since then. The consequences: Species extinction, water scarcity and global warming as well as a frightening increase in catastrophic weather extremes. If all countries in the world consumed as many resources as the industrialized nations of the USA, Australia, France, Germany or Japan, three to five Earths would be needed to meet the demand**.

Youth movements, environmental organizations and the United Nations are pushing for a trend reversal and a return to sustainable lifestyles. Financiers are also increasingly turning away from non-sustainable business models because they entail incalculable risks for investments. The reasons for this are the changing the purchasing behavior of digitally connected and educated consumers and the progressive tightening of environmental regulations - often as a result of international agreements. The best example is the Paris Climate Agreement, in which 196 countries, including the twenty leading industrialized nations, have committed to limiting global warming to well below two degrees, preferably 1.5 degrees Celsius, above the pre-industrial levels. De facto, all signatory states are, therefore, committing themselves to phasing out fossil fuels in the medium term. For this purpose, they must immediately implement the Paris resolutions in their national environmental regulations.

The parameters for companies will change as a result. The new sustainability standards of the financial sector are harbingers of the imminent global transformation toward sustainable production. Since investments in machinery and production facilities are generally designed to last for decades, financiers must act immediately. With their investment decisions, they are already paving the way for the cross-industry "sustainability megatrend".

Sustainability in Print & Packaging

The Print & Packaging community is facing up to this global challenge and tackling it proactively. As the world's leading trade show for printing technologies, drupa 2024 will show that change is in full swing. The footprint of production processes and products is being systematically minimized. The energy and resource requirements of modern Print & Packaging solutions are falling, as is the environmental impact of disposable use. There are already market-ready solutions that ensure greater sustainability in the print and packaging market. And solution providers are resolutely driving the change toward all-round sustainable print and packaging production.

In this way, the community is not only meeting its responsibility for resource and climate protection, but also supporting the pursuit of sustainable economic and social development. Printed products have always been the key to social advancement: schoolbooks and notebooks for literacy. Specialist books and media for basic and further training. Newspapers, non-fiction books, and magazines for general style and opinion formation. Catalogs, brochures, and advertising materials - the list could go on and on. Print & Packaging solutions are also essential in the fight against food loss. According to the UNEP, up to 14 percent of all food that is produced is lost along the production and supply chains. The UNEP estimates that these unnecessary losses contribute to up to 10 percent of the global greenhouse gas emissions - and complicate the fight against hunger, which the UN says will affect more than 800 million persons worldwide by 2020***.

Modern packaging is the key to extending the shelf life of food and getting it to the consumer intact. Not only do they protect products from premature spoilage, transport damage or contamination, but their imprints also make an important contribution to consumer information. The packaging industry is driving forward solutions with a minimized footprint and undertakes to develop closed material cycles together with partners from the waste and recycling industry. This makes the Print & Packaging community a driving force in the change to a modern and sustainable way of life.



More information

*<https://www.unep.org/news-and-stories/press-release/un-calls-urgent-rethink-resource-use-skyrockets>

**<https://www.footprintnetwork.org/2021/01/19/we-do-not-need-a-pandemic-to-movethedate/>

***<https://www.unep.org/news-and-stories/press-release/un-calls-increased-action-international-day-awareness-food-loss-and>