

In Chinese astrology, "tiger people" are hardworking and dynamic—and always in a hurry to get things done right.



Bob Scherer
Vice President
& Partner, CL&D Digital

Areas of expertise:

- New product packaging and labeling for product launches and market tests
- Fast package and label printing for sales samples, prototypes, and niche markets
- Personalized packaging and labeling for on-going focus groups
- Digital printing (from 1-80,000)

Direct Line: 262.569.6732 • Fax: 262.364.2685 • bscherer@clddigital.com

A highly respected conference speaker, Bob Scherer's message is designed to increase awareness of what digital printing technology can do, and how it can help manufacturers get their products to market faster and cheaper.

Scherer is a 25-year veteran in the printing and packaging industries. In 1995 along with two partners, he established CL&D Digital as one of the first packaging printers to use Hewlett-Packard (HP)/Indigo digital printing technology. The company's customers – including many Fortune 500 consumer products manufacturers – count on CL&D Digital's full production run quality for their package and label sales samples, prototypes, and comps.

The Q&A with Scherer below further illustrates his breath and depth of knowledge:

Q: What makes you the authority on fast package and label printing?

A: We were among the first six printers with roll-to-roll installation of digital printing technology for HP Indigo. No other company has more experience and boasts as strong of a customer base. And since 98% of our work comes from repeat business and referrals, clearly our customers agree. You know you're a good strategic partner when busy VPs of large consumer products companies take the time to send thank you notes and e-mails for helping them bring their products to market faster.

Q: What's the biggest misconception about digital printing in your industry?

A: When people look at costs and don't consider usage. Take a company that paid five cents a label for 100,000 of them through conventional printing, but only used half of them. Their actual cost was a dime each and now they have a warehouse full of labels to

manage. With digital, you get what you need when you need it – and fast. So that company would have paid the 10 cents upfront, but saved on the cost of managing and storing the waste.

On the flip side, digital is not the right fit for all applications. You have to be upfront with customers and say, "Here's when I fit – and when I'm a good value."

Q: You emphasize that getting to market fast can be the difference between life and death for a new product. Can you explain?

A: Again, looking at the cost of a digital label that can be a penny or two more, but then getting to market weeks ahead of the competition can mean a substantial amount of dollars. CL&D Digital is much like an overnight courier service. You can mail a letter for 37 cents, or overnight it for \$10. But if you absolutely need it there tomorrow morning, the \$10 is a huge value.



No two tigers have the exact same stripe pattern, just like no two jobs have the exact same specifications.

Q: *You also say digital can save money, too. How?*

A: *This is especially true in the case of new products.* Imagine showing Walmart or Target a product that looks and feels like a conventional one (and you actually only have 2, 10, or 100 of them). If you get the orders, great, but if you don't, there are not hundreds or thousands of products sitting on your shelf and you haven't paid the costs associated with conventional package printing. Digital is like an insurance policy – you get the orders before moving to full-scale production.

The same holds true if Walmart says they want the word "New" on your package, while Target requests that you make a small change on it. You have the capability to show different versions digitally. It's all about building products to meet the needs of your customers – not building products and hoping your customers will buy them.

Q: *How do you stay in touch with industry trends?*

A: *As an original member of HP's Digital Printing Advisory Council, we've established an on-going relationship and continually tap into each other's resources. We discuss*

An award-winning package and label printer, CL&D Digital is highly regarded by customers, employees, and peers as a leader and innovator – and a great place to work. CL&D also provides a number of finishing, drop shipping, and storing services, and is GMP-certified by the American Sanitation Institute for primary and secondary food packaging.

"It's all about building products to meet the needs of your customers – not building products and hoping your customers will buy them."

what HP sees and what we see – and between us we determine developing trends and how we can use the knowledge.

Trade associations and conferences also help us stay in touch with what's new. And when you're in tight with HP and these select groups, there is a sharing of information that benefits everyone.

Q: *Will you share one or two current trends?*

A: *Getting closer to your customer – having products that "speak" to them – is a huge trend,* since 70% of the buying decision is made in front of the package. Bilingual packaging is an example. Another is tailoring packaging and printing smaller runs for different geographic market appeal.

There's also an increasing demand for personalized

products. A cosmetics company's website, for example, can offer personalized foundations designed by the customer. As a bonus, this serves as an on-going focus group that allows the manufacturer to capitalize on trends. There has been a definite shift away from someone coming up with a new idea, say adding aloe to a product, and then determining if the market likes it. Now the consumer is driving the new ideas by saying, "I want aloe," so you can start talking about it in your core product line – and edge out your competitor.

CL&D
digital!

The cat's meow of fast package printing.

3697 Kettle Court East, Delafield, WI 53018
1.800.777.1114 • www.clddigital.com