

Go Digital - Meet Consumers Where They are Now and Where They're Going



 **AstroNova®**

 QuickLabel  GetLabels  TrojanLabel

While consumer habits have been shifting for some time now, the uncertainty of 2020 accelerated, created, and influenced emerging habits, and now, how consumers behave and their expectations will be forever changed. Due to this, it created pressure for businesses across retail, food, entertainment, and other industries to adapt to the demands and trends.

A shift to e-commerce, a focus on sustainability, and an emphasis on convenience are just a few of the new and evolving trends. Learn how the **TrojanLabel T3-OPX** can give your business a leg up and ensure you're competitive in the evolving business landscape.



Flexible Fulfillment

With the global mandates and new regulations put in place in 2020, several businesses were forced to substantially enhance their delivery, curbside, e-commerce, and to-go options. Given the precautions, there was a monumental shift in consumer habits and how they shopped proving just how critical flexible fulfillment is.



By integrating an in-house system to production, businesses have been afforded the ability to adapt and fulfill orders on an as-needed basis, eliminating the need to outsource and risk lengthy lead times.

E-Commerce is King

With projected e-commerce sales of \$4.9 trillion for 2021 and a projected increase to roughly \$6.4 trillion by 2024, offering customers an e-commerce-friendly option is becoming increasingly essential. Now more than ever, consumers globally are buying goods previously rarely purchased online before, like groceries, health and hygiene, and home essentials, all without having to leave the comfort of their home – or computer.

Having the ability to fulfill online orders, showcase available inventory online, stay up to date with product and packaging trends, and offer limited-time releases to entice customers and increase revenue, are all part of the online retail game.



The Crave for Convenience

Businesses are feeling the pressure to adapt their operations and develop an exceptional customer experience – rapidly and all while maintaining customer convenience. Consumers and customers have become accustomed to instant gratification and receiving their purchases when, where, and how they want them. ¹With 57% of consumers polled stating packaging that communicates the brand's core values and purpose impacts overall product satisfaction, business owners are under pressure to not only deliver an immersive, yet timely, customer experience right to someone's front door, but to also provide a curated brand ambiance that surprises and delights their customers ensuring they will come back time and time again.

¹ Westrock Pulse Packaging Survey, The Impact of COVID-19 on Consumer Attitudes Towards Packaging, 2020





Next-level problems require a next-level solution – which is where the T3-OPX comes in. Superior print capabilities at fast speeds, allow you to not only produce packaging that wows, but to expand your offerings to customers and be extremely versatile with your packaging and designs.

Sustainability Reigns Supreme

When it comes to packaging, consumers have new demands – protecting the health and interest of others and the planet is now the expectation. ²In fact, based on the Westrock Pulse Packaging Survey conducted in 2020, 82% of consumers agree that brands must balance safety and concern for the environment when designing product packaging. Consumers want to know the company shares like-minded values and not only views sustainability as a priority but actively promotes it.



² Westrock Pulse Packaging Survey, The Impact of COVID-19 on Consumer Attitudes Towards Packaging, 2020

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Revamping product packaging, using environmentally-friendly materials, and producing less waste are just some of the key ways businesses have successfully shown their support for sustainability. The TrojanLabel T3-OPX direct-to-package printing solution is designed to print on a wide variety of materials that are friendlier for our planet and can do so all while producing less unnecessary waste, giving customers and businesses alike the peace of mind they crave.



The T3-OPX

The Next-Generation Direct-to-Package Solution



Durable Pigmented Inks

Durable Pigmented Inks are tested for superb lightfastness, water, and scratch resistance. Economical cartridges provide outstanding print quality and significant cost savings over the life of the printer.

Automatic Height Calibration for Rapid Changeovers

Pressure controlled sensors allow for automatic calibration for accurate print height according to substrate thicknesses ranging from 0-4" (0-100mm). Enables for rapid changeover (< 2 minutes) from one substrate type to another.



Integration with Automatic Feeders

Feeder table and adjustable media guides enable easy integration with a variety of automatic feeder options with conveyor table.

Remote Diagnostics

Built-in capability allows a tech support professional to access your printer remotely for online remote diagnostics to minimize downtime and continue production.



Production Grade Full-Color Printing

Designed for 24/7 production, T3-OPX enables high-quality, full-color, single-pass overprinting directly onto materials with flat ink-receptive surfaces such as cardboard, paperboard, boxes, paper bags, envelopes, folded cartons, wood panels, etc.



Print Width

11.7" (297 mm) maximum



Versatile

Easily expand products and services to attract new and current customers with private labeling for seasonal or promotional events. RIP software for easy color adjustment, profiling, spot color and workflow management.



User-Friendly TrojanControl Interface

Operator friendly TrojanControl user interface allows printer functions to be performed through touchscreen PC. Built-in job library stores print jobs and cost calculator makes it easy to review job costs.

AstroNova Understands Your Application

Today, thousands of manufacturers, processors, and retailers worldwide increase their sales revenue and profit margins by labeling in-house. With over 50 years of innovation and expertise, let AstroNova help your business grow in this expanding market and stay ahead of regulation changes by taking control of your labeling today!

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