



# THE PULSE

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## **Inline and Out of the Box: Unboxing the Influence of Inline**

*How fibre-first, digital and inline workflows are reshaping the future of cartons*

Will Parker

DataSpike

19<sup>th</sup> September 2025



## Opening & Context

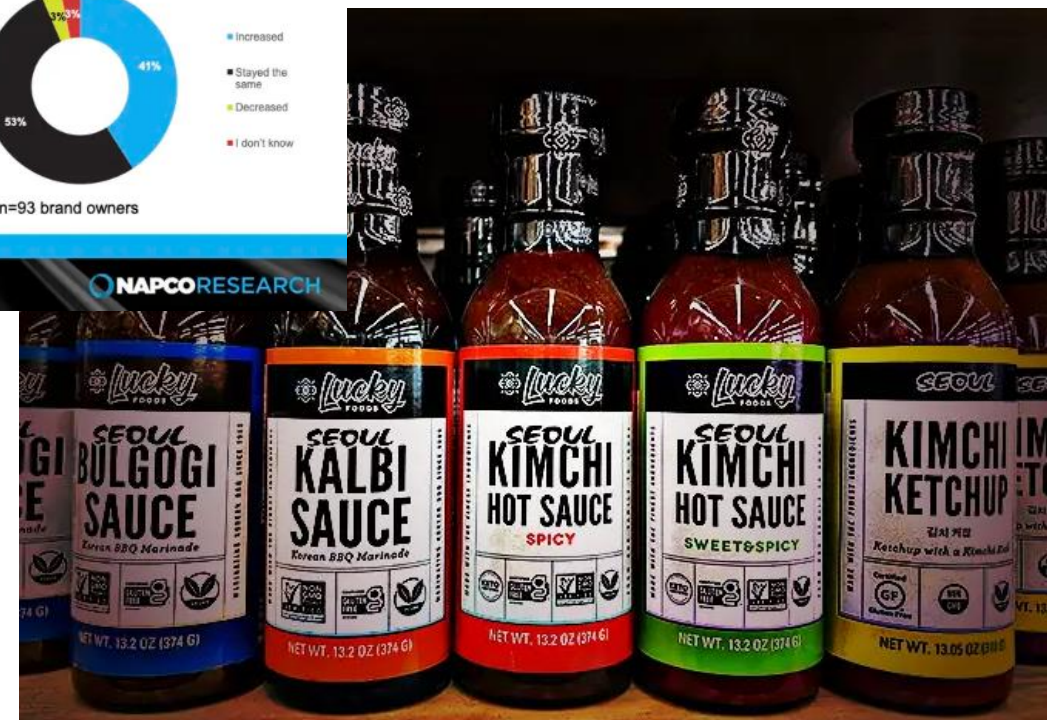
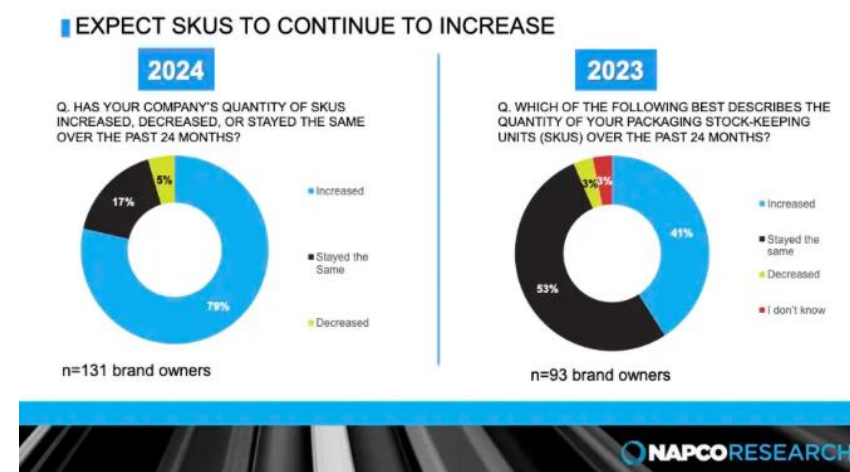
- Welcome
- Introduction
- Location
- Session outline
- What we'll cover: Trends, Technology, Use Cases
- What this session won't be: machinery sales pitch





# Macro Forces Driving Change

- Sustainability legislation: PPWR, Plastic Tax, EPR
- Fibre-first movement
- SKU proliferation & brand pressures
- Supply chain instability & reshoring





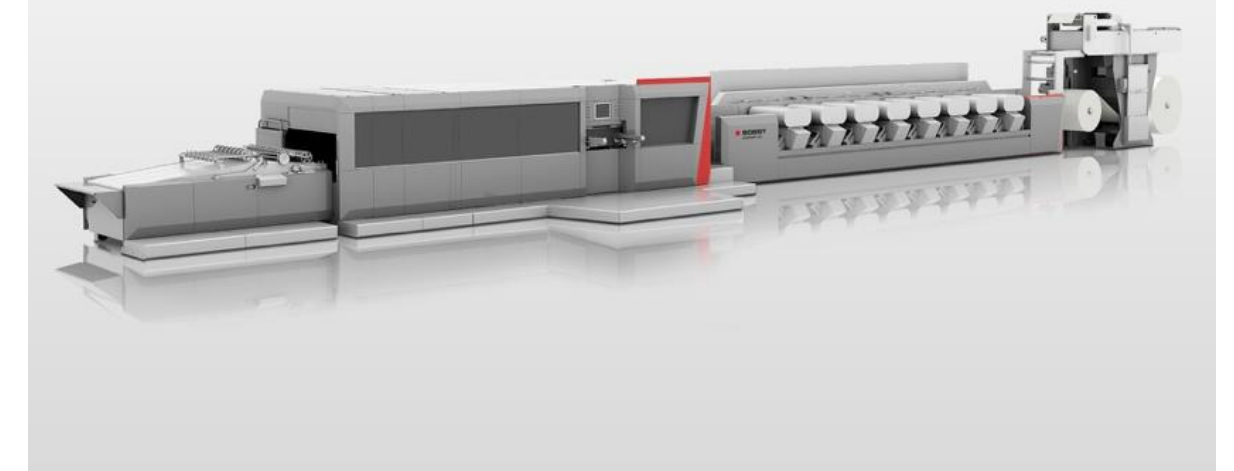
## The Case for Inline Carton Production

- 15+ years of quiet adoption (food, beauty)
- Environmental and energy advantages
- Agility and short-run efficiency
- Technical parity with litho for many uses



**edale**  
A CANON COMPANY

The Carton and Label Press People





## Sheet-Fed Printers Embracing Inline

- Complementing offset with inline
- Freeing up litho capacity
- Faster lead times, optimised workflow
- Broadening service offering to brands





## Real-World Applications & Case Studies

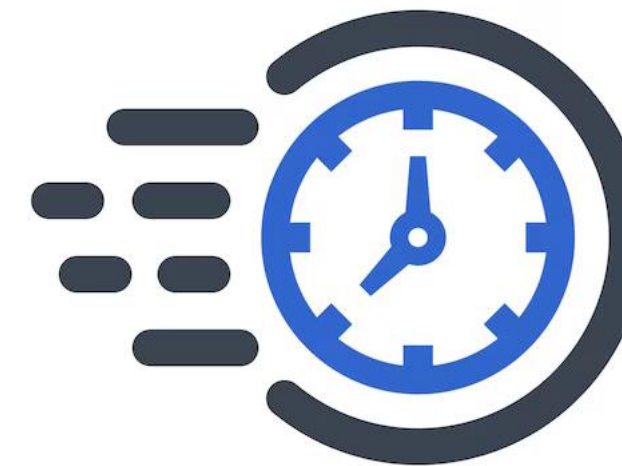
- Sandwich skillets: Fibreboard vs APET
- Protein packs: Film-lined board vs MAP plastic
- Pharma: Clinical trial packs, serialisation
- Beauty: Seasonal SKUs, influencer launches
- Promo: Digital, personalisation, POS kits





## Commercial & Strategic Implications

- New revenue for label converters
- Faster time-to-market
- Supply chain simplification
- Packaging as part of brand storytelling





## The Role of Labelexpo

- See live demos: Canon, Edale, Gallus, OMET, Bobst
- Pulse Arena – folding carton insights hub
- Connect and learn: Talks, tech, trends





## Closing Takeaways & CTA

- Inline is proven, sustainable, and scalable
- Opportunities for both label and litho houses
- Fibre-first is no longer optional – it's strategic
- Let's connect – LinkedIn QR or contact info





## Q & A Session







LABELEXPO  
EUROPE 2025

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**Thank you  
for  
Joining Today**