



Water-based Ink Manufacturer Identification for Inkjet Printing

Case Study

Water-based Ink Manufacturer Identification for Inkjet Printing

Client	Global manufacturer of commercial and packaging printing machinery
Industry	Printing machinery
Products	Digital printing press, offset printing press, die-cutting machines, etc.

Engagement Scope

1 **Market Structure**

- What is the structure of the water-based ink market for inkjet printing?
- What are the key trends and what is their impact on the market?
- Are there any changes expected in terms of technology/materials? If yes, which companies are leading the change?

2 **Manufacturer Identification and Benchmarking**

- Who are the key manufacturers across various regions?
- What are their capabilities (*in terms of revenue, technology, geographic location, in-house vs. outsourced manufacturing of base chemicals, and number of employees*)?
- How do companies rank against each other (*on the basis of parameters identified by the client*)?

3 **Key Findings and Conclusion**

- Which manufactures should the client partner with/ acquire/invest in? What are the recommendations offered by FutureBridge to the top 5 companies - based on client preferred parameters (*including revenue range and technology*)?

Context

- The client focused on expanding its base in the inkjet-driven digital printing domain, and as part of its market approach, wanted to identify suppliers for water-based ink for inkjet printers, to enhance potential partnership/investment. Further, the client also wanted FutureBridge to scan the global supply landscape for water-based ink and eventually identify top companies for possible partnership/investment/acquisition.

Key Business Questions

- What is the structure of the water-based ink market for inkjet printing?
- Which are the largest manufacturers and suppliers across the globe (with a focus in North America, Europe, and Asia)?
- How do suppliers differ with respect to size (revenue/number of employees), technology, geographic presence, in-house vs. outsourced manufacturing of base chemicals, etc.?
- Which companies can be considered by the client for partnership/investment/acquisition?

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Research Methodology

Secondary Research

- Conducted desk research to gain an overall understanding of the market and manufacturers
- Referred to industry association websites, journals, portals, newsdatabases, and company websites

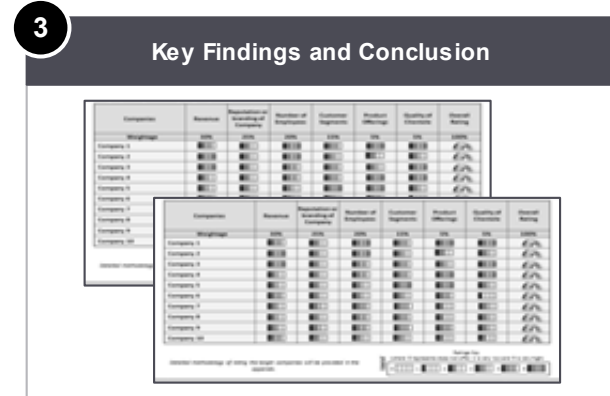
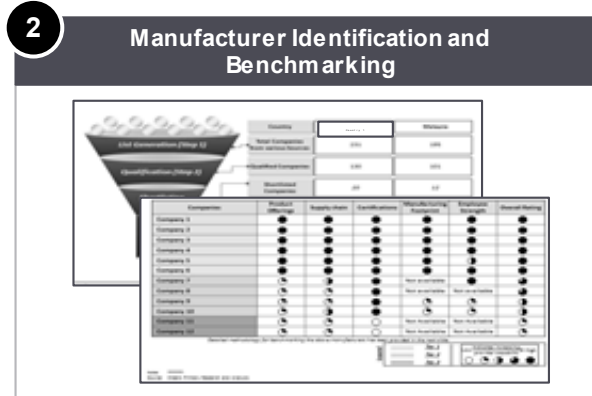
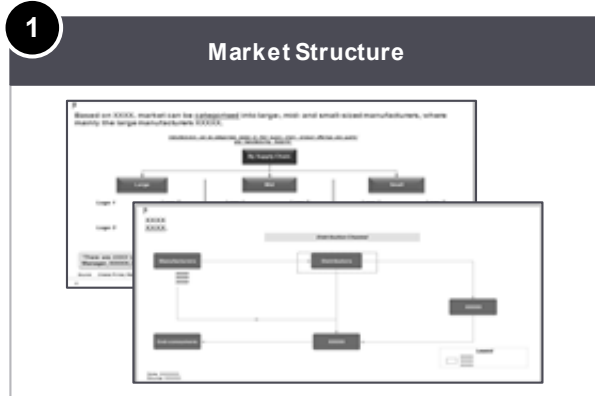
Primary Research

- 200+ telephonic interviews with ink manufacturers, distributors, and industry association experts

Benefits to Client

- Insights provided by FutureBridge helped the client acquire a broad overview of expected changes in technology landscape to update its selection criteria accordingly.
- FutureBridge provided a ranked list of suppliers to help the client in its decision on which players to choose for partnership/acquisition/investment.

Sample Analysis



Thank you

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