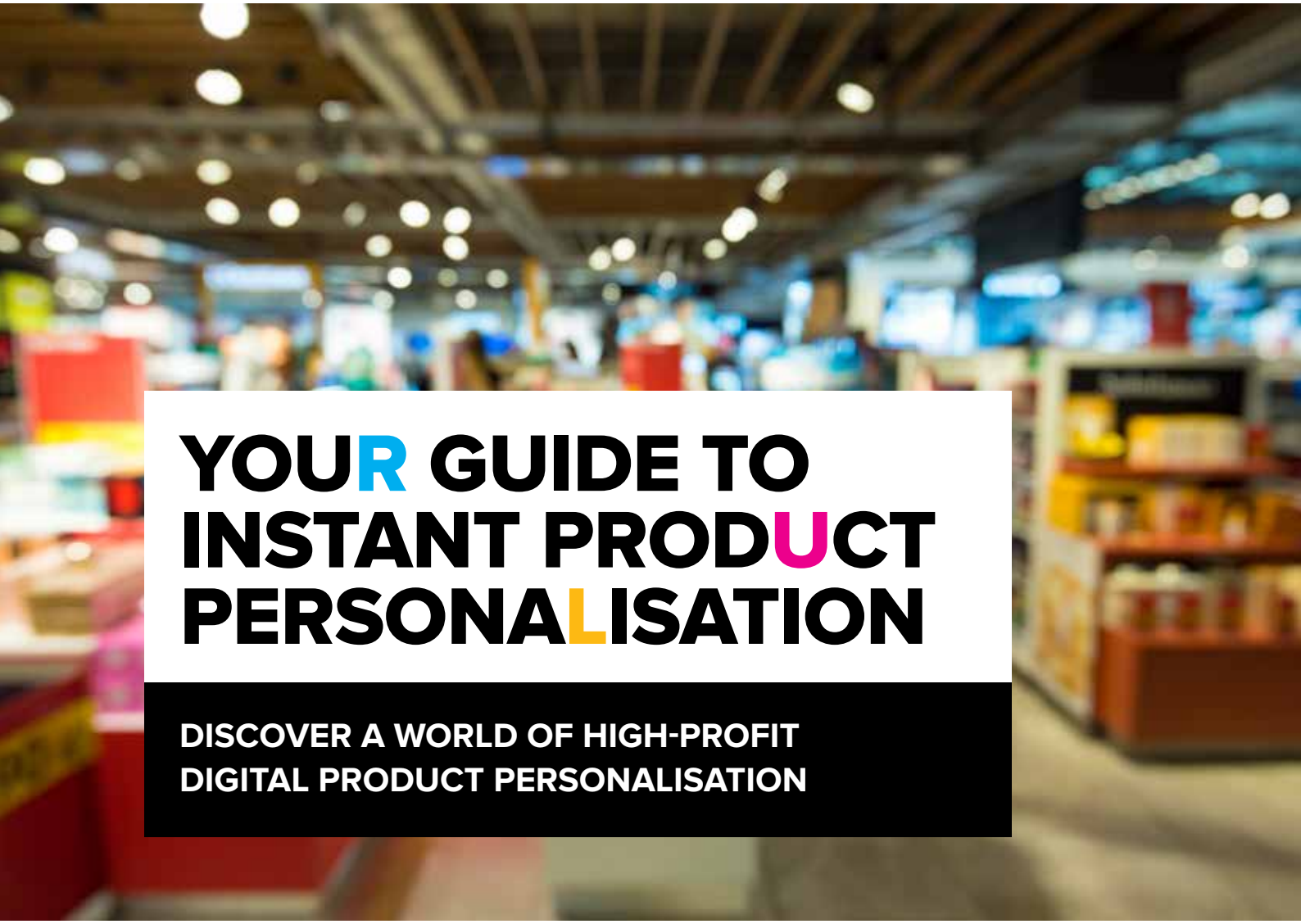


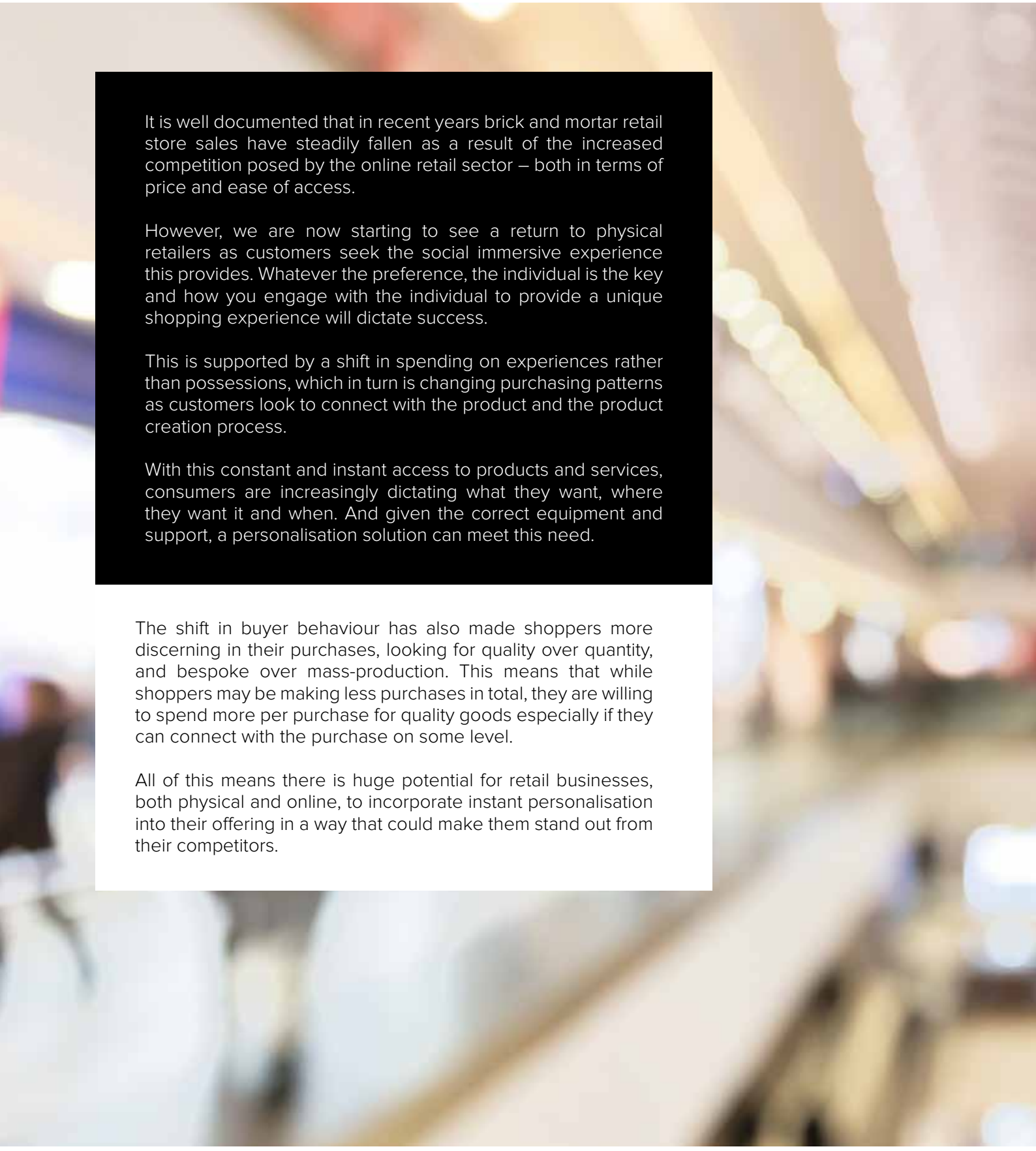
YOUR GUIDE TO INSTANT PRODUCT PERSONALISATION

DISCOVER A WORLD OF HIGH-PROFIT DIGITAL PRODUCT PERSONALISATION

Differentiate your business from your competitors by adding a product personalisation service, and charge a premium on the products you're selling. This guide will explain how incorporating a Roland DG instant personalisation solution into your business can expand your offering and increase your profitability.

Roland

CUSTOMER EXPECTATIONS



It is well documented that in recent years brick and mortar retail store sales have steadily fallen as a result of the increased competition posed by the online retail sector – both in terms of price and ease of access.

However, we are now starting to see a return to physical retailers as customers seek the social immersive experience this provides. Whatever the preference, the individual is the key and how you engage with the individual to provide a unique shopping experience will dictate success.

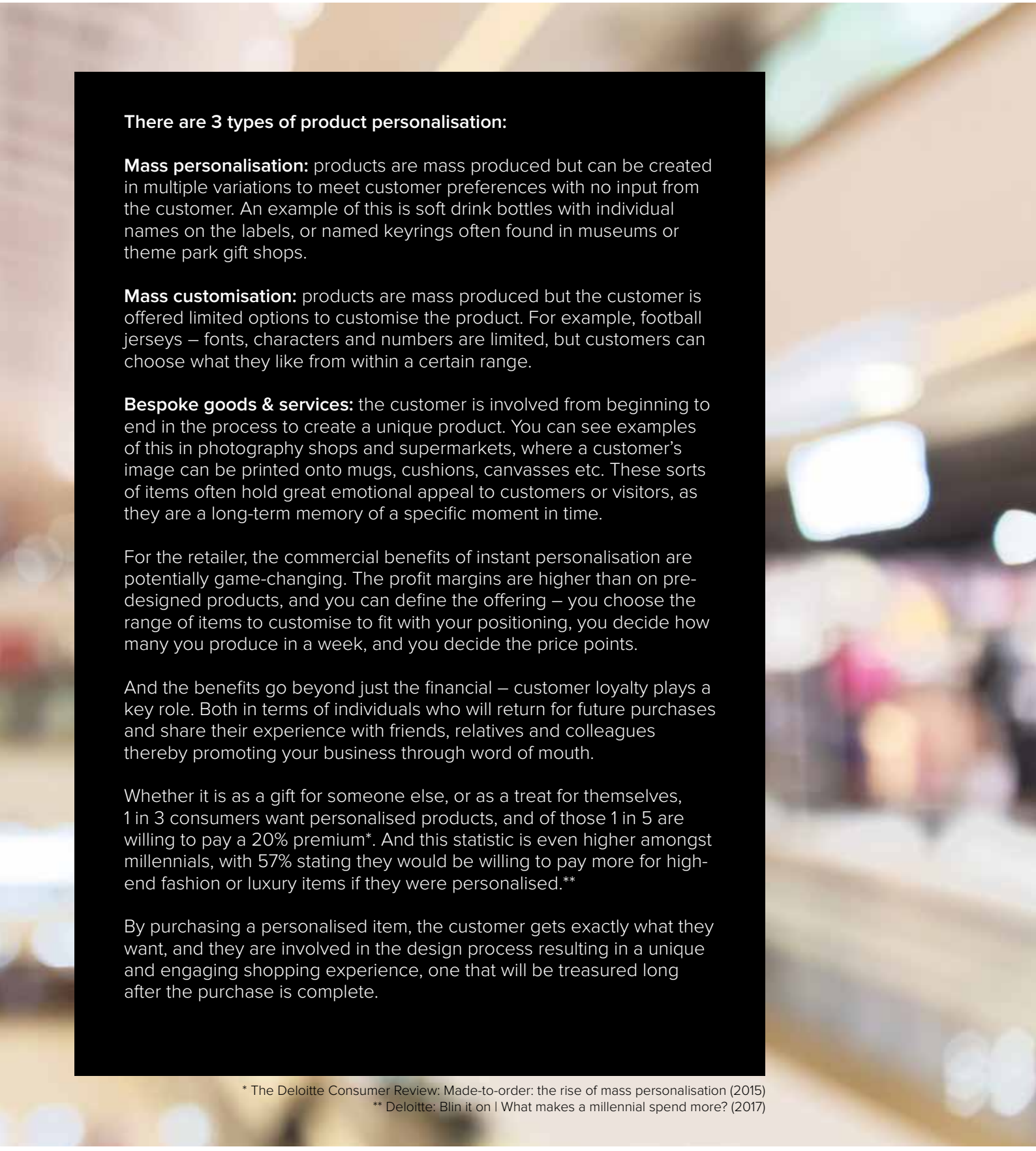
This is supported by a shift in spending on experiences rather than possessions, which in turn is changing purchasing patterns as customers look to connect with the product and the product creation process.

With this constant and instant access to products and services, consumers are increasingly dictating what they want, where they want it and when. And given the correct equipment and support, a personalisation solution can meet this need.

The shift in buyer behaviour has also made shoppers more discerning in their purchases, looking for quality over quantity, and bespoke over mass-production. This means that while shoppers may be making less purchases in total, they are willing to spend more per purchase for quality goods especially if they can connect with the purchase on some level.

All of this means there is huge potential for retail businesses, both physical and online, to incorporate instant personalisation into their offering in a way that could make them stand out from their competitors.

PERSONALISATION DEFINED



There are 3 types of product personalisation:

Mass personalisation: products are mass produced but can be created in multiple variations to meet customer preferences with no input from the customer. An example of this is soft drink bottles with individual names on the labels, or named keyrings often found in museums or theme park gift shops.

Mass customisation: products are mass produced but the customer is offered limited options to customise the product. For example, football jerseys – fonts, characters and numbers are limited, but customers can choose what they like from within a certain range.

Bespoke goods & services: the customer is involved from beginning to end in the process to create a unique product. You can see examples of this in photography shops and supermarkets, where a customer's image can be printed onto mugs, cushions, canvasses etc. These sorts of items often hold great emotional appeal to customers or visitors, as they are a long-term memory of a specific moment in time.

For the retailer, the commercial benefits of instant personalisation are potentially game-changing. The profit margins are higher than on pre-designed products, and you can define the offering – you choose the range of items to customise to fit with your positioning, you decide how many you produce in a week, and you decide the price points.

And the benefits go beyond just the financial – customer loyalty plays a key role. Both in terms of individuals who will return for future purchases and share their experience with friends, relatives and colleagues thereby promoting your business through word of mouth.

Whether it is as a gift for someone else, or as a treat for themselves, 1 in 3 consumers want personalised products, and of those 1 in 5 are willing to pay a 20% premium*. And this statistic is even higher amongst millennials, with 57% stating they would be willing to pay more for high-end fashion or luxury items if they were personalised.**

By purchasing a personalised item, the customer gets exactly what they want, and they are involved in the design process resulting in a unique and engaging shopping experience, one that will be treasured long after the purchase is complete.

* The Deloitte Consumer Review: Made-to-order: the rise of mass personalisation (2015)
** Deloitte: Blin it on | What makes a millennial spend more? (2017)

UV PRINTING

The VersaUV LEF2-200
desktop UV printer

Whether you already supply customers with branded give-aways and personalised accessories, or you would like to expand your product offering to meet increasing customer demands, UV printing is the perfect solution. UV printing technology lets you print directly onto a variety of materials such as leather, wood, ceramic, stone and acrylic so that you can transform ordinary low-cost objects into personalised, high-profit items.

Customise a Vast Range of Items

UV printing can produce unique graphics products with incredible detail, colour and even embossed effects on a virtually unlimited range of items. A UV flatbed printer is quick and easy to set up, and variable data allows for customised output on multiple objects; making the technology very economical for one-off and short runs, prototypes and custom and personalised products.

Profit Potential for Retailers

UV printing technology is becoming more affordable and accessible – presenting an opportunity for retailers and suppliers to the retail sector, to quickly realise a return on investment and achieve significant profits.

The commercial world is evolving and modern clients are constantly looking for new and interesting ways to promote their brands. UV printing allows you to supply this demand. No longer perceived as a “novelty”, there is now real growth in demand for personalisation in the retail industry, as many shoppers look for quality rather than quantity.

PRINT & CUT

Roland DG's integrated print and cut machines offer versatility, durability and quality. The equipment you need to add wide format and custom short-run graphics is inexpensive to acquire and cost-efficient to operate, giving you a fast and impressive return on investment.

CAMM-1 GS-24
desktop cutter

Heat Transfer Apparel and Graphics of all Sizes

With Roland DG technology you can quickly and easily print and contour cut full colour heat transfers for short run apparel, to create custom garments such as shirts, jackets and hats, plus all kinds of sportswear with heat applied digital cut graphics, including flock, reflective, neon, glitter and twill.

The VersaSTUDIO BN-20
desktop printer/cutter

With print widths ranging from 515mm up to 1615mm, you can also produce custom window and wall graphics, and unique contour cut labels and decals in virtually any shape or size.

Grow Your Product Range

The cost-effectiveness and versatility of print and cut machines means that it is easy to increase the product range you can offer, growing the profit potential of your business.

DIRECT-TO-GARMENT

With direct-to-garment printing you can print high-quality graphics directly onto cotton fabrics in just minutes, to create high-value, personalised goods.

Easy Personalisation from Your Desktop

Roland DG's VersaSTUDIO BT-12 Direct-to-Garment printer is easy-to-use, inexpensive and compact. It will fit in locations with limited space, such as small stores, kiosks, and temporary events, so that users can set up their personalised printing business with minimal investment.

Stunning Results on Cotton Fabrics in Minutes

Direct-to-garment printing is designed for users of any experience level to create original products of exceptional quality in less than 10 minutes. From T-shirts to tote bags and interior décor, you can print full colour photos and other graphics directly on to white and light-coloured cotton fabrics* for a stunning finish that dries instantly.

With a minimal initial investment, direct-to-garment printing provides profitable personalisation services to draw more customers to your business.

VersaSTUDIO BT-12
direct-to-garment printer

*Fabric must have a cotton blend ratio of at least 50%.

DYE SUBLIMATION

Dye sublimation printing allows you to heat transfer colourful images on to textiles, wood, metal and other unique, high-value substrates.

A Quick and Inexpensive Way to Make Custom Products

Dye sublimation is quick and inexpensive in both set up and production, so is ideal for creating one-of-a-kind items or for mass producing a variety of custom products. The result is beautiful and permanent colours that are embedded in the substrate, rather than printed on the surface. Images on fabric won't fade or crack and images on hard surfaces will not chip, peel or scratch.

Texart XT-640
sublimation printer

Personalise Promotional Items, Textiles and Home Décor

A range of treated, man-made materials including aluminium, brass, glass, fiberglass, acrylic, plastic, and polyester fabrics are ideal for sublimation as they enable bonding of the ink. Applications can include everything from promotional items such as mugs, drink bottles, mouse pads, key chains, smartphone cases and pet bowls; to textile applications like sports jerseys, work wear, caps, fashion apparel, handbags and even banners and flags.

Using dye sublimation to refresh home décor like curtains, blinds, bedding, rugs, tablecloths and cushions is a great way to personalise the interiors of a home, expressing individual style.

ENGRAVING & MARKING

The DE-3
desktop engraver

The METAZA MPX-95
desktop impact engraver

With your Roland DG engraver or impact printer you can quickly and easily add inscriptions, logos, graphics and images to a wide variety of surfaces – transforming ordinary items into one-of-a-kind keepsakes your customers will love.

Awards and Trophies
Engravers and impact printers can all be used for the professional personalisation of trophies, awards and gifts. Roland DG's engraving devices are versatile and easy-to-operate, allowing you to produce exceptionally crisp text and graphics, 3D reliefs and even rhinestone decorations to metals, acrylics, woods and laminates.

Personalise Giftware and Promotional Items
Perfect for retailers looking to add value to ordinary gifts and accessories, impact printers quickly and precisely imprint photo-realistic images, text, logos and graphics to a wide variety of metal and acrylic items, from souvenirs and plaques to charms and pendants.

Increase Your Retail Business
Roland DG's range of engraving machines and impact printers are cost effective, easy-to-use and enable personalisation onto a range of items, which is key to increasing profit.

LASER ENGRAVING & CUTTING

Laser engravers let you cut out, engrave or mark on hundreds of different materials to create amazing and profitable custom products.

The LV-290
laser engraver

Laser-Precise Results with Hundreds of Applications
With the Roland DG LV-290 and LV-180 laser engraving machines, you can cut out wood, leather and acrylic, and mark on metal, glass and much more with laser-precise results at the touch of a button. They offer a safe, fully enclosed operation with a non-contact CO2 laser.

With laser engraving machines you can add photos, art, or text onto existing products or cut out your own items for marking or engraving. Engrave onto giftware items like smart phone cases and pens, or soft goods like leather purses and bags. You can cut out shapes in wood for trophies and signs or mark on electronic items such as smart devices and power banks, as well as metal items like watches and jewellery.

The LV-180
desktop laser engraver

Open Up Profitable New Business Possibilities
Whether you are looking to launch a new personalisation business or expand into some profitable new applications for your current business, laser engraving machines add so much choice and product diversity.

LASER DECORATION

The LD-300
laser decorator

The LD-80
laser decorator

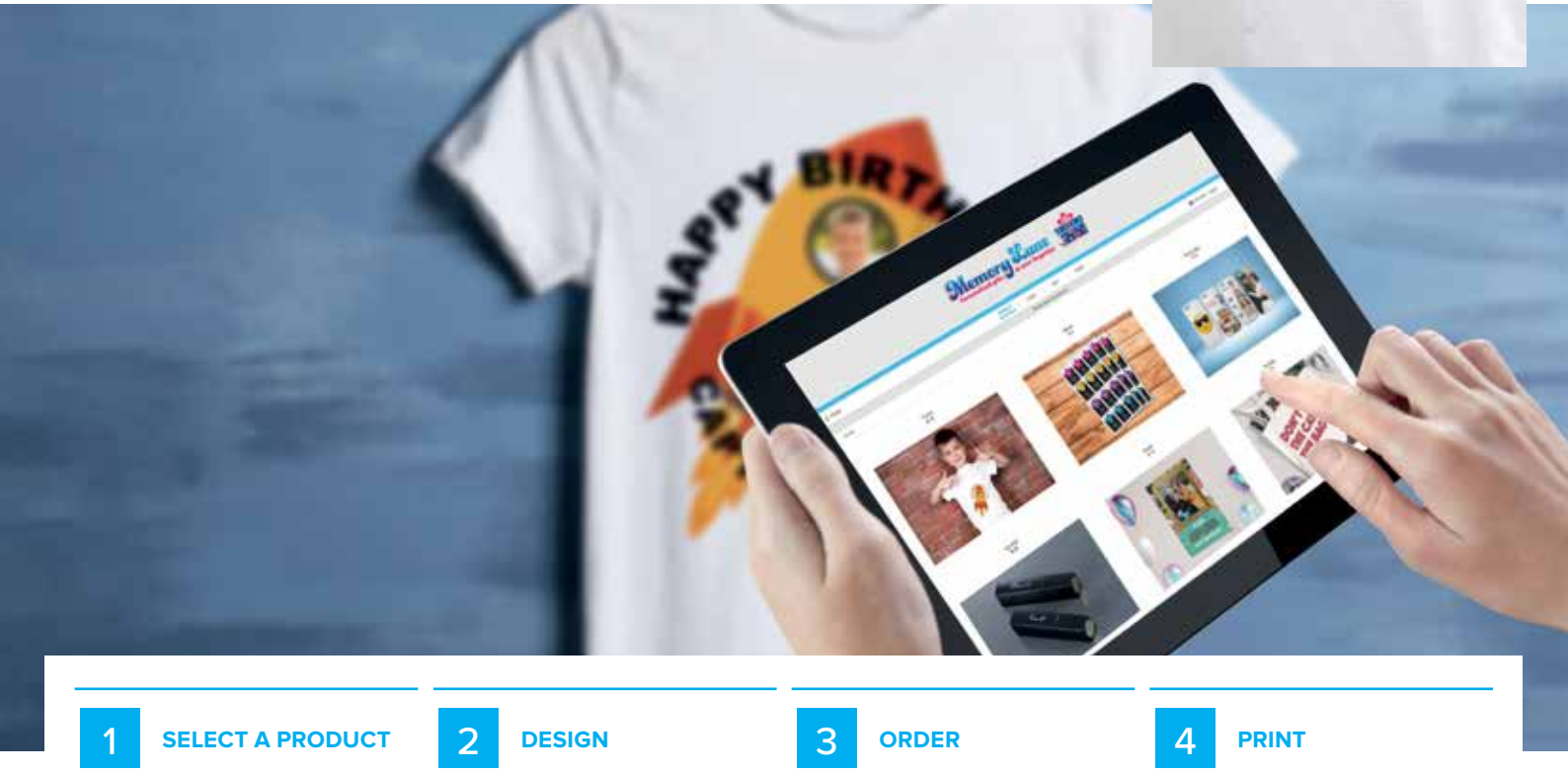
With laser foil decorators, you can create a range of personalisation results by heat transferring different coloured and textured metallised foils onto gifts, promotional give-aways, merchandise and more, for a holographic, metallic or gloss finish. When compared to traditional hot-foil stamping methods, laser decorators are affordable and easy-to-use, as well as being a cleaner and safer personalisation option.

Roland DG's laser decorators, the LD-80 and LD-300, require little power and include easy-to-use METAZAStudio software to import and edit a wide range of files to produce stunning graphics and crisp text results onto polycarbonate, acrylic, and other plastics. The LD-300 can imprint on items up to 50mm thick, and can even imprint directly on natural leather. Beyond foil decoration on soft plastics, the LD-300 can accommodate objects up to 200mm thick when the bed is removed, so you can personalise large items such as handbags and product packaging without sacrificing quality.

COTODESIGN

cotodesign is a comprehensive software solution that allows you to personalise, manage orders and produce a custom product in four simple steps.

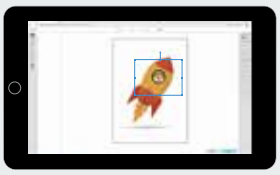
Your customers can use cotodesign at in-store terminals to select the desired product and quickly add photos, images, text or clipart from their smartphones to create a unique design. cotodesign has an easy-to-use and intuitive interface that allows unskilled staff to operate a colour printer capable of printing on a wide variety of merchandise, including t-shirts, hats, bags, pens, smartphone covers, photo frames, cosmetic packaging, stationery and much more. cotodesign's order management software allows full control of the process from ordering to delivery of the product while streamlining the entire process. Products can be easily personalised by customers in-store or at events, adding value to the merchandise while improving foot traffic at retail locations.



1 SELECT A PRODUCT

Customers select the product they want to personalise from a range of merchandise.

2 DESIGN

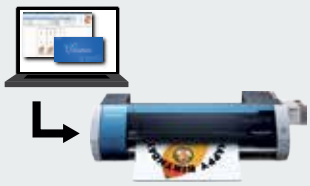


Customers choose from a range of pre-defined templates and can add their own photos, images and text.

3 ORDER

Customers select the quantity of items and place their order.

4 PRINT

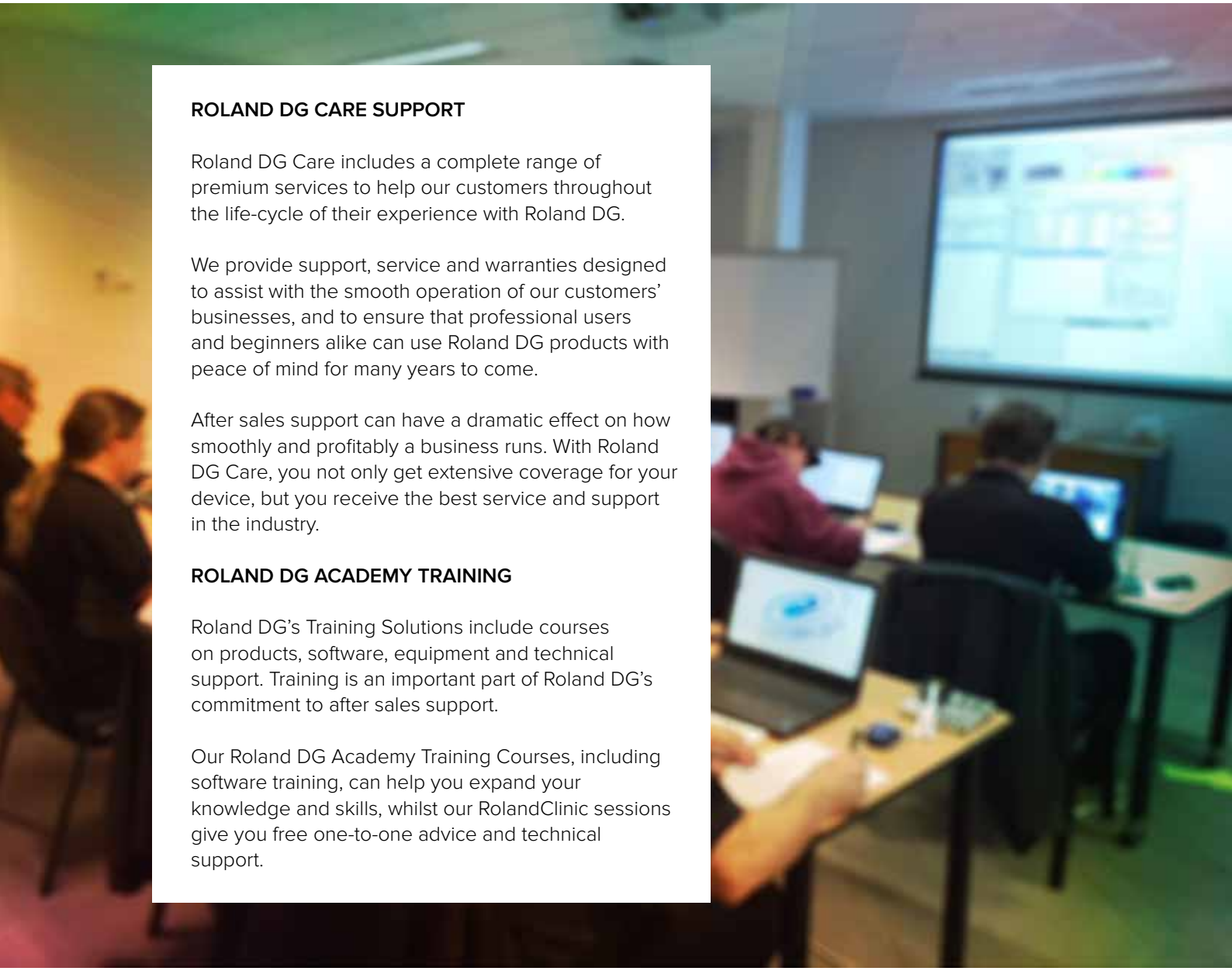


The order data passes automatically to the 'order manager' which links the job to the output device for store staff to quickly and easily fulfil the order.

Cotodesign is compatible with the following Roland DG devices: VersaUV LEF UV Printers, VersaSTUDIO BN-20 Printer Cutter, VersaSTUDIO BT-12 DTG Printer, MPX-95 Engraving Machines and CAMM-1 GS-24 Desktop Cutter, LD-80 Laser Decorator.

100% SUPPORTED

Roland DG Care



ROLAND DG CARE SUPPORT

Roland DG Care includes a complete range of premium services to help our customers throughout the life-cycle of their experience with Roland DG.

We provide support, service and warranties designed to assist with the smooth operation of our customers' businesses, and to ensure that professional users and beginners alike can use Roland DG products with peace of mind for many years to come.

After sales support can have a dramatic effect on how smoothly and profitably a business runs. With Roland DG Care, you not only get extensive coverage for your device, but you receive the best service and support in the industry.

ROLAND DG ACADEMY TRAINING

Roland DG's Training Solutions include courses on products, software, equipment and technical support. Training is an important part of Roland DG's commitment to after sales support.

Our Roland DG Academy Training Courses, including software training, can help you expand your knowledge and skills, whilst our RolandClinic sessions give you free one-to-one advice and technical support.

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Roland