

UV 平台捲材數位噴墨印刷優勢研究與市場應用分析研究

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摘 要

印刷產業的數位轉型，噴墨技術一直是印刷行業重要的發展方向，UV 平台捲材數位噴墨印刷將是未來市場主流，且大量取代傳統印刷，UV 印刷技術是現今最有實力的數位印刷方式，以現今趨勢來看，主要的原因是環保油墨因素，因 UV 油墨與其它印刷技術的油墨相比，對於環境的傷害降低很多。本研究透過觀察法與文獻分析的方式，探討 UV 平台捲材數位噴墨印刷優勢與市場分析，希冀以 UV 平台捲材數位噴墨印刷之技術轉化於市場商品，且分析當前設備所給予市場價值與消費須求帶來之商機，對商品的開發與品牌行銷的推動能有深入剖析。本研究探討四大部份：第一，UV 平台捲材數位噴墨印刷性能特點；第二，UV 平台捲材數位噴墨印刷各種應用優勢及市場分析；第三，UV 平台捲材數位噴墨印刷機的商機；第四，UV 平台捲材數位噴墨印刷機能做些什麼。換言之，如何藉由 UV 平台捲材數位噴墨印刷優勢產生市場商品成為主流，生活應用上，讓產品藝術化及生活化及普及化。未來的經濟發展中 UV 平台捲材數位噴墨印刷設備將會起到決定性的作用，產品應用多元化、普及化，會把我們的城市、我們的市容裝扮得更美麗更具有創造性，都是本研究探討與分析的重點。

關鍵詞：UV 平台捲材數位噴墨印刷、環保油墨、市場主流、商品價值

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A Study on Competitive Advantage for Digital Inkjet Technology of UV Coil Platform

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Abstract

In the digital transformation of the printing industry, inkjet technology has always been a significant development direction of the industry. Additionally, UV flat-bed roll to roll digital inkjet printing will be the mainstream of the future market, and it can massively replace traditional printing. Therefore, UV printing technology is the most powerful digital printing method nowadays. To view from today's trend, the chief reason is that UV ink is eco-friendly compared with other printing techniques, and it has less damage to the environment. The study probed into the advantages of UV flat-bed roll to roll digital inkjet printing and its market analysis in the hope that the technology can be transformed into commodities. Moreover, the study analyzed market value brought by current equipment and business opportunities from consumer demand to have in-depth analysis of the development of commodities and promotion of brand marketing. The study probed into four parts: I. the properties and features of UV flat-bed roll to roll digital inkjet printing, II. the application advantages and market analysis of UV flat-bed roll to roll digital inkjet printing, III. business opportunities brought by UV flat-bed roll to roll digital inkjet printing; IV. the functions of UV flat-bed roll to roll digital inkjet printing. In other words, the study attempted to find out what the printing industry can do to make it a mainstream to produce commodities with UV flat-bed roll to roll digital inkjet printing to make products artistic and prevalent and for daily use. In the future economic development, UV flat-bed roll to roll digital inkjet printing will have a decisive function, the application of products will be diverse and prevalent, which will make our cities more beautiful and creative. These are main points to be probed into and analyzed in the study.

Keywords: The Digital Inkjet Technology of UV Coil Platform, Environment-Friendly Ink, Marketing Stream, Product Value

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