# KODAK PROSPER Imprinting Systems

## Winning Solution: Personal Care



The €91.4 billion disposable hygiene market is growing rapidly, fueled by demand for personalized products. To stay competitive, brands need the ability to launch more SKUs, bring products to market faster, and respond quickly to changing consumer preferences.

### Cost-effective Customized Solutions for a Growing Market

KODAK Stream Inkjet Technology gives converters and brand owners flexibility for customization, versioning, and faster market response—creating new opportunities for profitable short-run production, on-demand printing, market testing, prototyping, and seasonal promotions. Unlike traditional inkjet systems that can limit productivity and profitability, Kodak delivers reliable, high-uptime production with the speed, quality, and economics of flexography—plus the flexibility of digital printing.

Proven with leading OEMs, including GDM, KODAK PROSPER Imprinting Systems integrate seamlessly into existing production lines, helping manufacturers reduce waste, eliminate plate costs, accelerate product launches, and profit from customized, retailer-exclusive, and seasonal products.

### Designed for Vibrant Color and Brand Consistency

Water-based KODAK EKTACOLOR Inks and OPTIMAX Primers deliver vibrant color, accurate brand matching, and consistent image quality on absorbent substrates. Together, they enhance shelf appeal, accelerate product launches, and provide a consumer-safe, eco-friendly printing solution.

Transform personalization into profitability with KODAK PROSPER Plus Imprinting Systems—delivering the speed, flexibility, reliability, and greater sustainability to create the next generation of personal care products.

### Diaper Backsheet Applications

#### Support Product Differentiation Without Increasing Complexity



Baby care brands are expanding product portfolios to address specific needs by age, weight, gender, mobility stage and retail channel. As SKUs multiply, converters require a cost-effective way to manage shorter runs, frequent design changes and regional product variations.

KODAK PROSPER Imprinting Systems enable high-speed digital printing directly onto diaper backsheets and other absorbent personal care substrates, allowing manufacturers to:

- Produce multiple designs in a single production run
- Launch age- and size-specific graphics without the cost of new plates
- Create retailer-exclusive and private label versions efficiently
- Accelerate product introductions and seasonal promotions
- Reduce inventory of preprinted materials

### Feminine Care Applications

#### Create Premium Products Through Targeted Customization

Consumers increasingly expect feminine care products that deliver both performance and a more personalized user experience. Differentiated graphics by age group and regional demographic, branding, and targeted messaging that boost shelf appeal, strengthen brand loyalty, and deliver exceptional visual impact.

KODAK PROSPER Imprinting Systems help manufacturers produce customized feminine hygiene products and packaging by enabling:

- Frequent design updates without production disruption
- Regional, language and market-specific product versions
- Promotional campaigns and limited-edition graphics
- Rapid market testing of new product concepts
- Efficient economics over flexographic production



By combining the speed of production printing with the flexibility of digital technology, manufacturers can quickly respond to changing consumer preferences while maintaining productivity and consistent print quality.

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