



Press Kit

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Sustainability – a key challenge and opportunity for digital printing

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Sustainability stands as one of the most critical challenges facing the printing industry today – but it also offers unmatched opportunities. As global environmental awareness grows, print service providers (PSPs) face mounting pressure to implement eco-friendly practices. Transitioning to sustainable materials, energy-saving operations, and waste reduction is essential for staying competitive. Digital printing is uniquely positioned to lead this transformation.

Why sustainability matters now

The push toward sustainable printing is fuelled by several converging forces. Consumers today are highly informed about environmental issues and increasingly support brands and products aligned with their values. Concerns such as climate change, resource depletion, and plastic pollution heavily influence purchasing choices, driving brands to rethink supply chains and offerings.

Simultaneously, brands are setting ambitious environmental goals, including detailed reporting on Scope 3 emissions, which requires PSPs to provide solutions that help meet these targets. This includes adopting recyclable or biodegradable substrates instead of conventional plastics.

Adding to this, regulatory requirements are becoming more stringent. Certifications like ISO 14001 and FSC have become standard, and Extended Producer Responsibility (EPR) schemes hold manufacturers accountable for product end-of-life management. Compliance with frameworks such as SEDEX is increasingly mandatory for suppliers to top brands.

In this environment, PSPs must demonstrate clear sustainability progress. Those who successfully reduce waste, optimize energy, and lower carbon emissions will be best positioned for future growth.





How digital printing advances sustainability

Digital printing technology is uniquely suited to meet these challenges. Its inherent flexibility and precision enable print runs tailored precisely to demand, effectively eliminating overproduction and minimising waste. Short runs, personalised campaigns, and on-demand production reduce the need for warehousing and significantly cut the carbon emissions related to transport.

Energy efficiency is another key benefit. Modern digital presses are engineered to use less power per job, offering particular advantages for small and medium runs over traditional offset printing. Advances in ink formulation have also lowered emissions and improved safety, allowing PSPs to produce vibrant prints without compromising environmental standards.

The emergence of more sustainable substrates is reshaping the industry. Recycled papers, biodegradable films, and FSC-certified materials are now widely available, and digital platforms are optimised to handle these media seamlessly. This compatibility enables PSPs to provide eco-friendly options without sacrificing quality or efficiency.

Automation and digital workflows also enhance sustainability by streamlining job setup, reducing errors, and optimising material use – conserving resources and boosting operational effectiveness.

Agfa's commitment to more sustainable printing

Agfa has long understood that sustainability must coexist with quality and cost-efficiency. The company's dedication to environmental responsibility is reflected in its comprehensive approach to product innovation and customer support.

Agfa listens closely to the evolving needs of customers and the market. PSPs consistently seek solutions that reduce waste, lower energy use, and improve recyclability, while maintaining the high print quality demanded by brands. Agfa's response is an integrated ecosystem of wide-format digital printing solutions engineered to deliver on all these fronts.

Durable, Energy-Efficient Printers: Agfa's inkjet printers are engineered for longevity and outstanding energy efficiency. Their robust build ensures a long operational life, representing a sustainable investment for forward-thinking PSPs.





Environmentally Responsible Inks: Agfa's digital inks meet rigorous industry standards. Through careful raw material selection and optimised formulations, these inks offer excellent print quality with minimal environmental impact. Agfa's expertise in dispersion technology also achieves high pigment content and exceptionally long shelf life (18–24 months), surpassing competitors.

Smart Software for Sustainable Workflows: The Asanti workflow software plays a central role in Agfa's sustainability strategy. It streamlines production and integrates carbon footprint assessment tools, empowering users to measure and reduce environmental impacts per job. Features such as automated nesting and ganging maximise material efficiency and minimise waste.

Expert Services Enhancing Efficiency: Agfa's service model supports sustainability throughout the process. IoT-enabled remote diagnostics and monitoring reduce the need for technician visits, cutting travel emissions. Localised support and optimised logistics further lower energy consumption and waste.

A unified ecosystem for maximum impact

What truly distinguishes Agfa is its seamless integration of these elements. Rather than offering disparate solutions, Agfa provides a cohesive ecosystem where all components are designed to work harmoniously. This synergy magnifies sustainability benefits for PSPs, reducing waste, enhancing energy efficiency, and ensuring compliance with evolving industry standards.

By mastering the entire print production process, Agfa delivers tailored solutions to meet individual customer needs. This close collaboration empowers PSPs to achieve their sustainability targets while maintaining the quality and reliability that their clients demand.

Future-proofing your printing business

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Discover Agfa's Sustainable Printing Solutions at The Print Show 2025

Visit Agfa at The Print Show 2025 on stand P200 to explore our innovative digital printing technologies first-hand. Meet our experts, see live demonstrations, and learn how Agfa can help you achieve your sustainability goals while enhancing quality and efficiency. Don't miss the opportunity to partner with Agfa for a more sustainable print future.

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Notes to editors

About Agfa

The Agfa-Gevaert Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group operates through three divisions: Radiology Solutions, Healthcare IT, and Digital Print & Chemicals. They develop, manufacture, and market analog and digital systems for the healthcare sector, for specific industrial applications, and for the printing industry. In 2024, the Group achieved a turnover of € 1,138 million.

About Agfa's Digital Printing Solutions

Agfa's Digital Printing Solutions aims to advance the use of inkjet printing technology across diverse industries, helping businesses become more versatile, efficient, and sustainable. By understanding the unique needs and challenges of each sector, Agfa partners with its customers to deliver innovative printing solutions.

Agfa offers a comprehensive range of high-quality inkjet printers, inks, software, and services. These products can be provided as fully integrated solutions or as customized components within larger production workflows, ensuring exceptional quality, productivity, and cost-effectiveness. With global service and support, Agfa helps businesses achieve outstanding printing results and drive growth.

To find out more please visit: www.agfa.com

Please note that more information is also available in the Agfa Newsroom:

<https://agfa.thinkb2bmarketing.com/>

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