

# Exploring Gift Personalisation

Roland DG manufacture  
digital printing, cutting, engraving  
and production technologies  
used in the personalisation and  
product decoration markets.

# what is personalisation?

Imagine.  Roland

**personalisation**  
**customisation**  
**on-demand**

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who?

Imagine.  Roland

# everybody

Imagine.  Roland

emotion

Imagine.  Roland

**“When dealing with people,  
remember you are not dealing  
with creatures of logic,  
but creatures of emotion.”**

Dale Carnegie

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when?

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**personalisation is  
not just for xmas  
- it's for life!**

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**what?**

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**almost everything  
can be personalised**

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**what do YOU want  
to personalise?**

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**unique content  
great design  
on trend**

Imagine.  **Roland**

# licensed content

**personalise the product,  
the packaging, the service  
and the communication**



where?

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**in-store?**  
**on-line?**

Imagine.  **Roland**

**managing the  
customer's expectations  
is key to success**

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**be great at merchandising**

Imagine.  **Roland**

# how?

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# Today's Production Technologies

Sublimation

Digital Paper/Card Printing

Direct To Object (UV)

Self-Adhesive Graphics

Laser Engraving

Direct to Textile and Garment

Photographic

Wrapping

Embroidery

Transfer Printing

Impact Printing

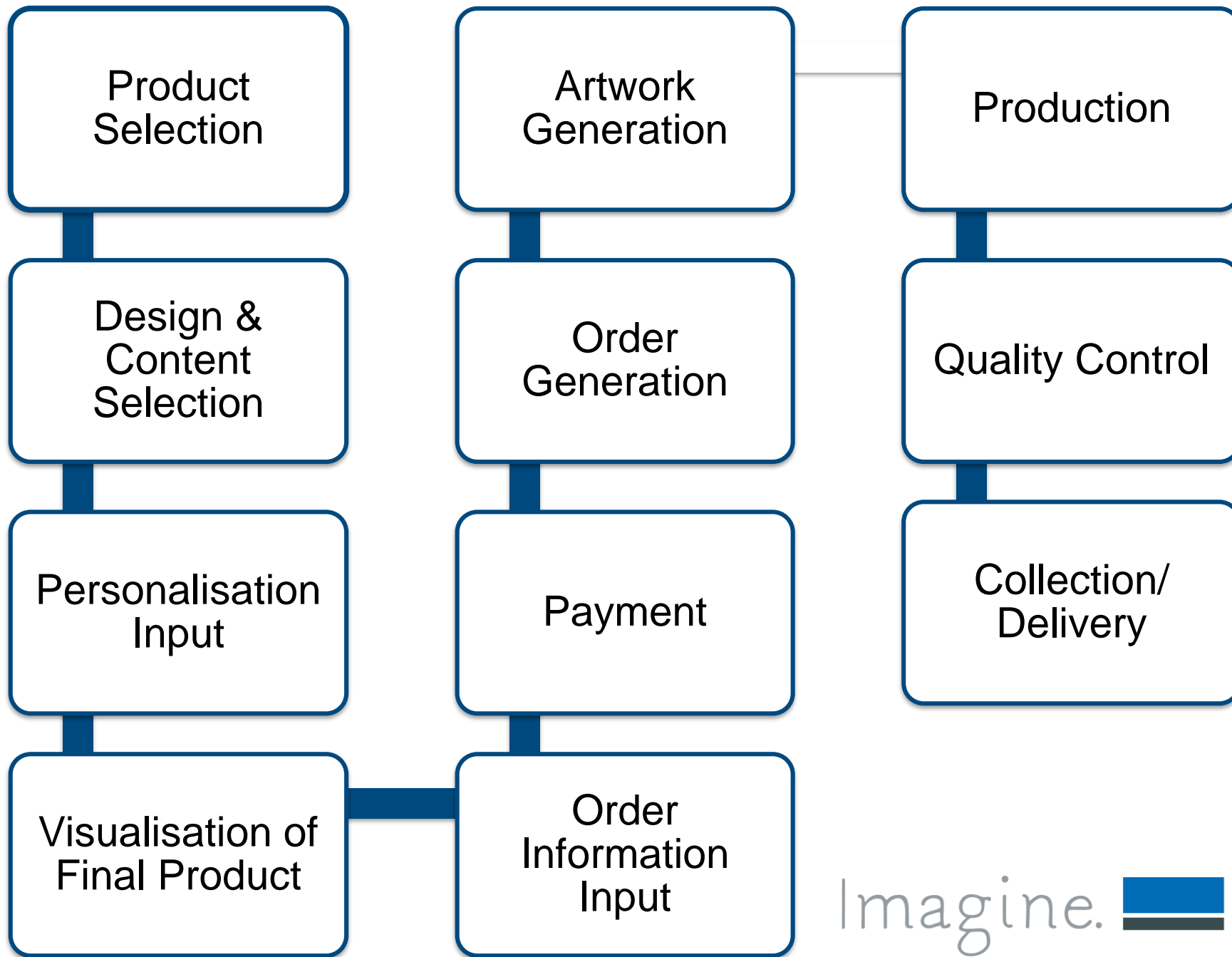
Engraving (Rotary/Drag)

Foiling

Digital Foiling

Pyrography

3D Printing



DIY  
or  
DIFM?  
*(Do It For Me)*

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# Customer Experience

# CX

# Operator Experience

# OX

# Brand Experience

# BX

# Service & Support Experience

# SX

why?

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BANK OF ENGLAND

I Promise to pay the Bearer on Demand the Sum of

L11 231230

5

Five Pounds



LONDON

& For the Gov' and Comp<sup>y</sup> of the Bank of England

5

it's all about the money

231230

**improve footfall**  
**increase engagement**  
**develop loyalty**  
**deliver a great experience**

**profitable customers**

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**showmanship is everything**

# THE GREAT



create some magic



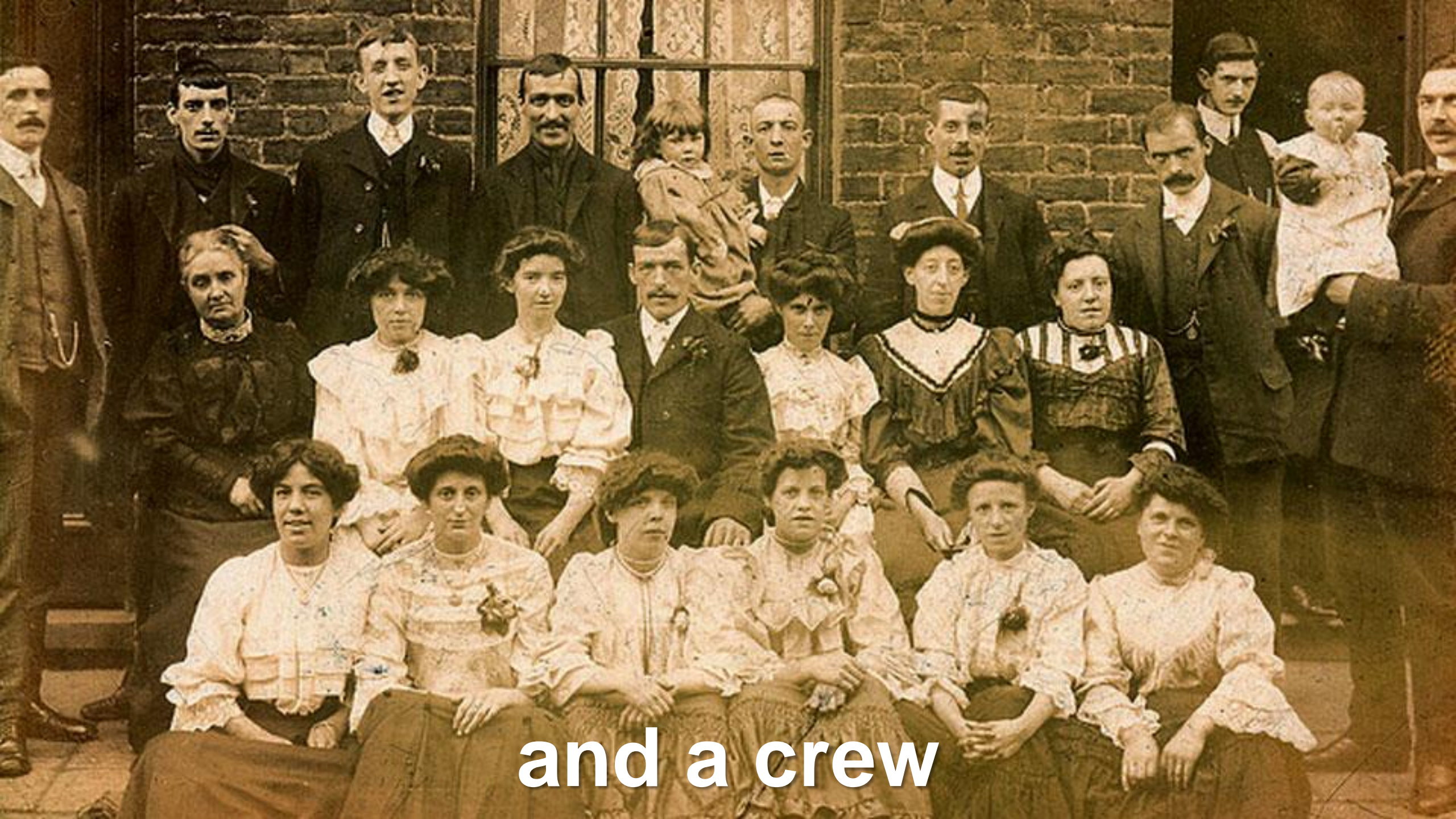
a little bit of razzle dazzle



**tell a great story**



**you'll need a cast**



and a crew



create emotion

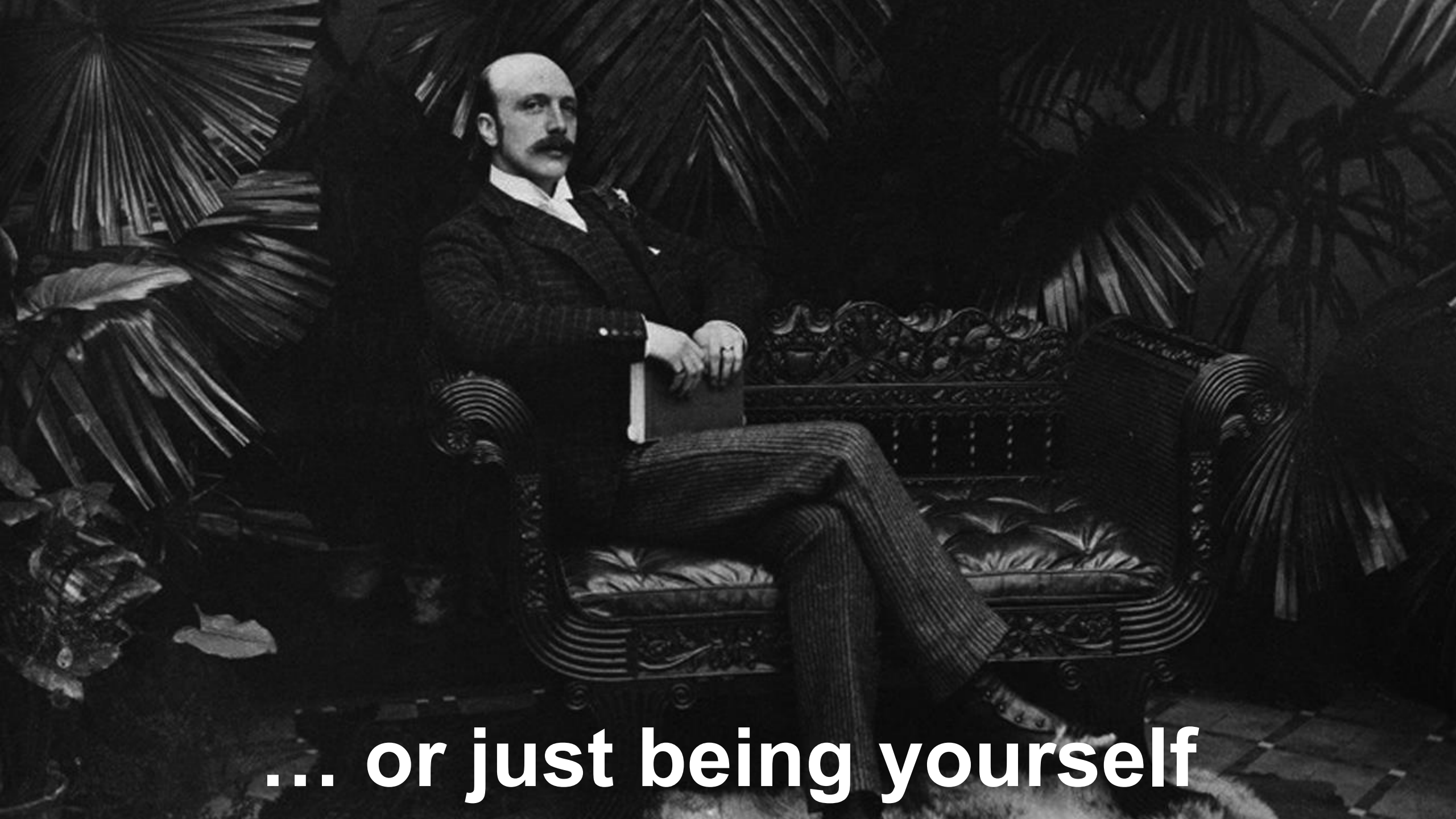


**and some memories**





**it's all about belonging**



**... or just being yourself**

**my challenge to you:**  
**create new personalisation**  
**experiences in-store and on-line**

**get experiential**  
**be authentic**  
**experiment**  
**play**

**your personalisation  
adventure  
is just beginning**

Imagine.  **Roland**

**thank you**

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Imagine.  **Roland**