



Kornit
Digital
bonding
matters

Kornit Digital

2018

Ryan Kurek

North America Marketing



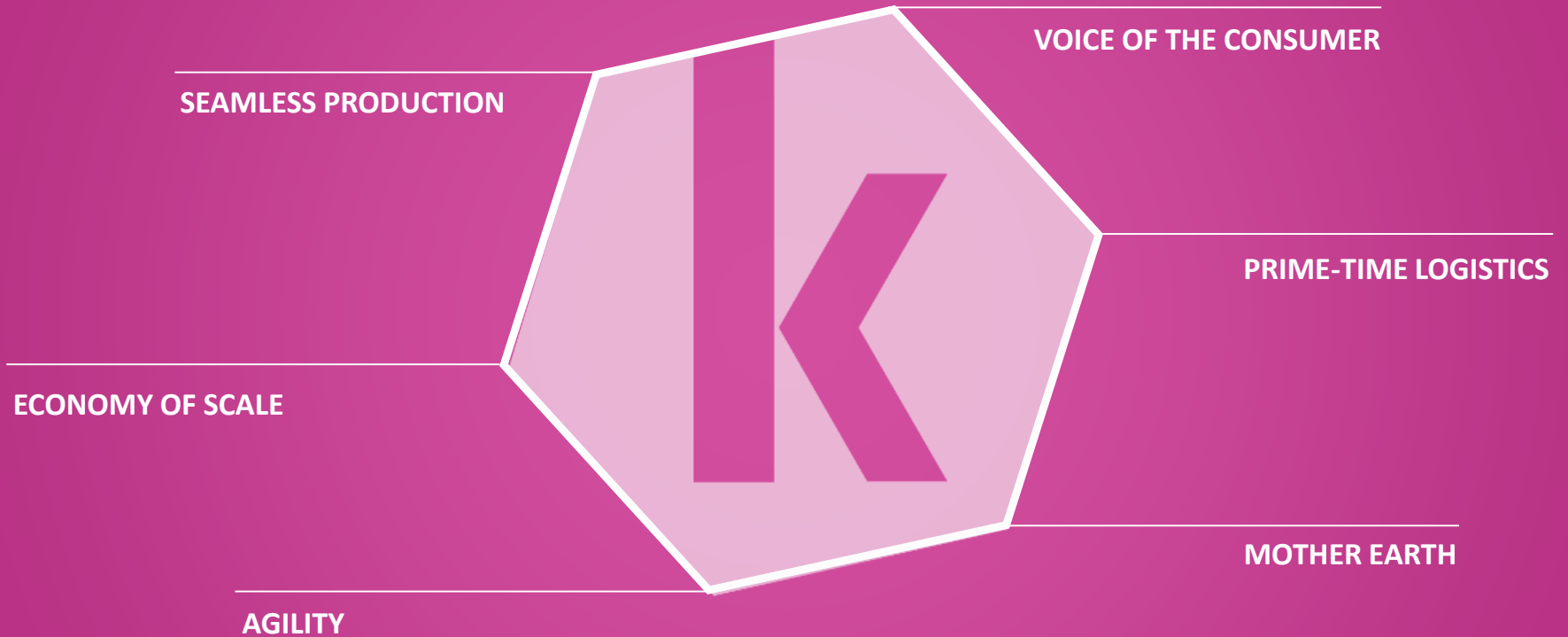
THE CHANGE AGENT





CONVERGING FORCES

CORE DRIVERS



SEAMLESS PRODUCTION

Supply Chain Workflow



PLAN



DESIGN



DEVELOP



SOURCE



PRODUCE



SELL



TRACK

Result:

Production Ownership and COGS

Efficiency and Margin Control

ECONOMY OF SCALE

Just-in-Time Production
Demand and Supply

Result:
Print What You've Already Sold
Eliminate Inventory / Risk



BURBERRY



VOICE OF THE CONSUMER

Dictate Purchasing
Powerful and Influential

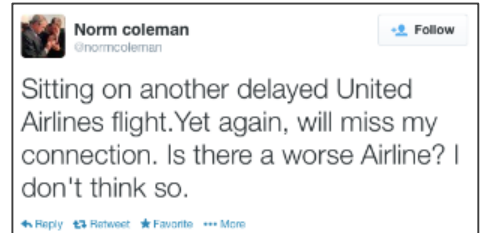
Result:
Consumer-Centric
Reactive Business Model



\$119.43 from DHgate online store
weddingfactory Vintage Affordable
Pippa Middleton Bridesmaid Dress ...



\$32.25 from DHgate online store
Kate Middleton Wedding Dress Bridal
Veils Ivory Lace Edge One ...



AGILITY

Adaptive and Flexible
Change Is More Rapid

Result:
Micro-Trends
Short Runs



PRIME LOGISTICS

See Now, Buy Now
Deliver in 48 Hours

Result:
Proximity Production
Seamless Logistics Infrastructure



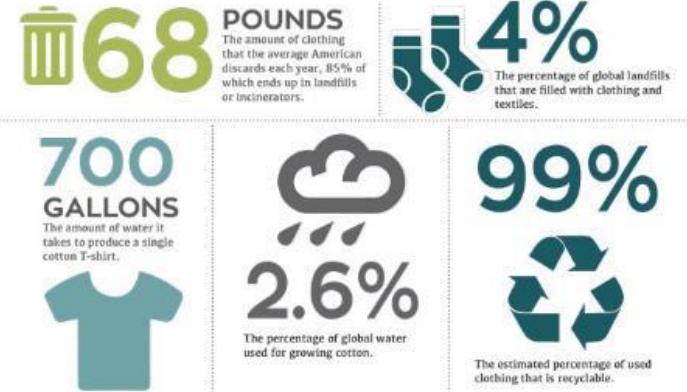
MOTHER EARTH

Environmental Responsibility
Government Regulations

Result:
Conscious Buying
Cause Is a Strategy

THE APPAREL INDUSTRY

By the Numbers



PARADIGM SHIFT



BRAND CANDIDATES

Retailers

Agile Niche Companies

E-Commerce Leaders

OpporPreneurs?

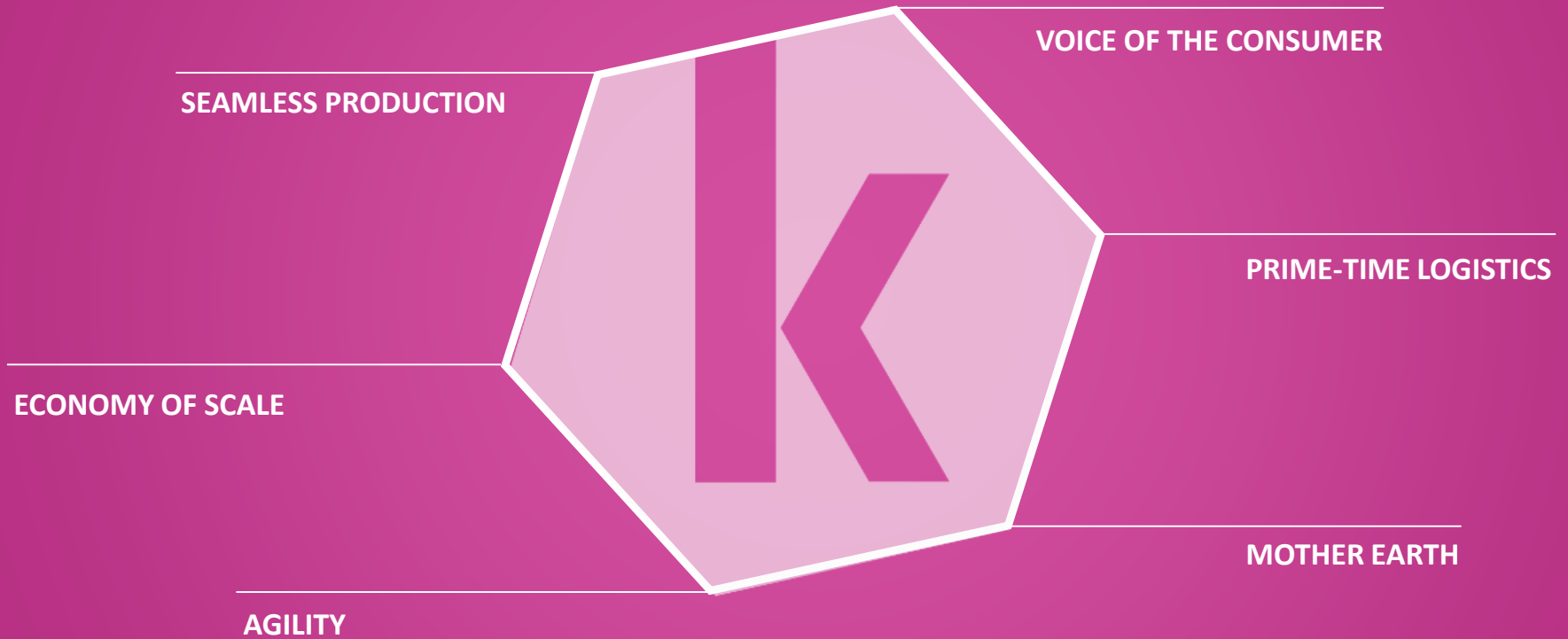


NORDSTROM

BONOBOS



CHANGE AGENT CRITERIA



DIGITAL TEXTILE PRINTING

On-Demand
Flexibility
Zero Inventory
Production Ownership
Scalable Growth
Consistent Quality
Resistant to External Forces



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