**Design Innovation – The use of Creative Graphic Design**

* Is Design Innovation a facet of a comprehensive overall Innovation strategy of your company? If yes, how do you engage your customer in a design innovation journey?
* For the specific job, how did you increase the package appeal/shelf impact? How is your solution helping that product to catch the eyes of the target customers more effectively? Did you use innovative graphics, messages or both?
* For the specific job, how did you also offer an innovative user experience? What were the insights (i.e. real drivers) that guided you to such innovation? Did you emphasize/elevate the unique product attributes, the brand or you increased customer engagement?
* How that specific design innovation satisfied the needs and ambitions of your customer?

**Conversion to Flexo - Conversion from other print processes**

* Is Printing Process Conversion a facet of a comprehensive overall Innovation strategy of your company? If yes, how is your company promoting printing process conversion and encouraging customers to give it a try?
* For the specific job, had your customers to come to difficult compromises when switching to flexo? If No, why not? and if Yes, in which areas?
* For the specific job, how does your Print Quality, Time to Market, Overall Cost, Environmental Impact, etc. compare with the previous printing method used by your customer?
* Why you or your customer decided to convert from offset, gravure or digital and what have been the advantages and benefits for you and your customer?

**Process Improvement - Print production workflow efficiency**

* Is Process Improvement a facet of a comprehensive overall Innovation strategy of your company? If yes, how much are you looking at optimizing (i.e. improve and make more efficient) your internal processes vs. how much are you helping your customers breaking through and reach a much higher level of printing performance?
* For the specific job, could your customers benefit from your innovation? If No, why not? and if Yes, can you explain the benefit (e.g. workflow, efficiencies on press, etc.)?
* For the specific job, can you provide evidence that could demonstrate you’re your innovation could reduce your time-to-market and drive costs down?
* Is your customer asking for more help in sustaining a high level of printing performance?

**Sustainable Printing - Commitment to sustainable print**

* Is Sustainable Printing a facet of a comprehensive overall Innovation strategy of your company? If yes, are you openly and proactively communicating your company’s sustainability goals and objectives?
* For the specific job, was your customer ready to pay you and extra for your sustainable offering? Were you able to take full advantage of that opportunity?
* For the specific job, how your innovation could help your customer use more sustainable materials, improve sustainable processes, reduced waste, etc.?
* Are you nourish a dialogue amongst your partners - tradeshops (repro houses), printers, suppliers and print buyers - on all the sustainability topics that concern everyone to form a more responsible supply chain?