



Andamento storico prezzi

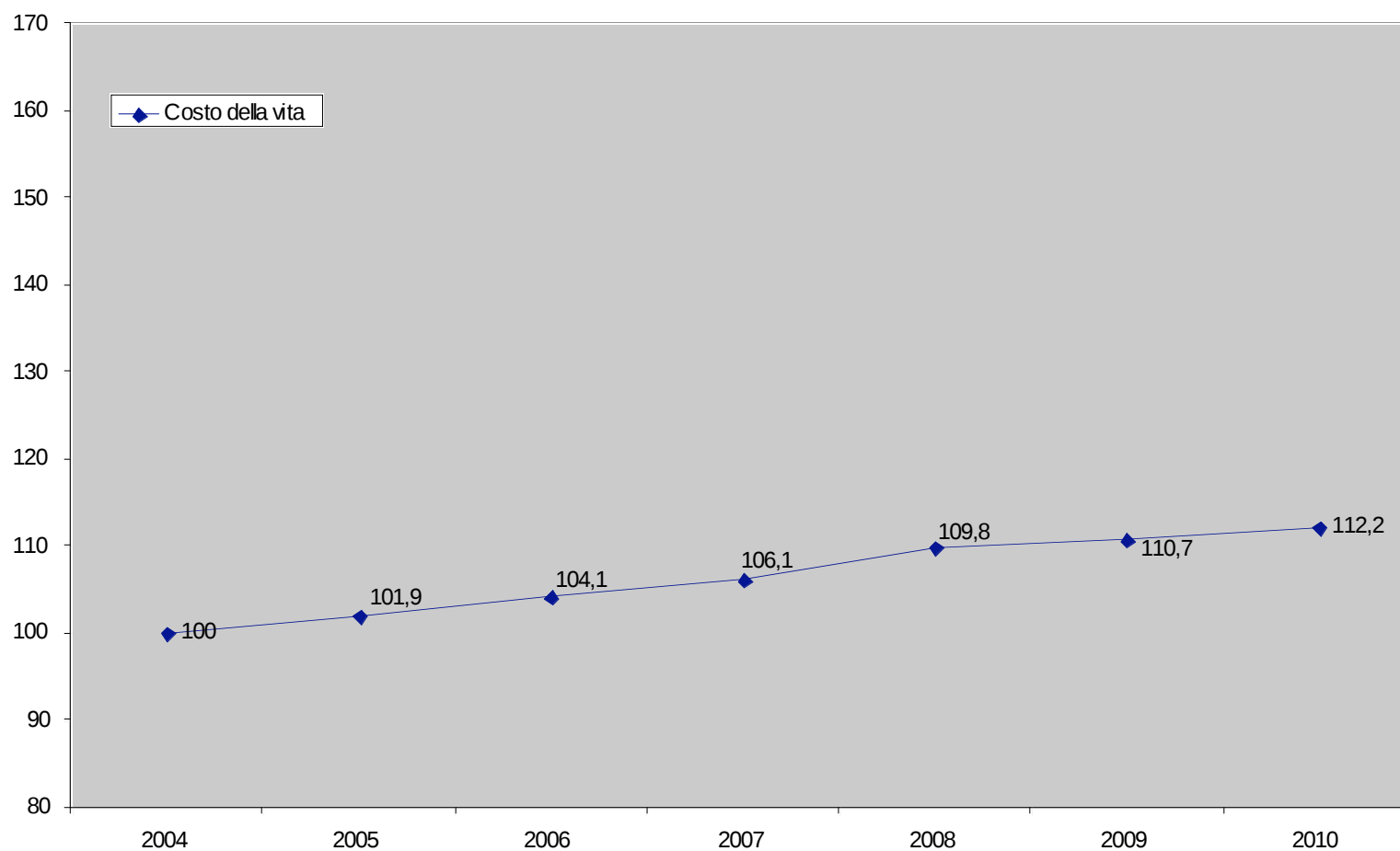
Inchiostri coldset offset

Massimo Bussola

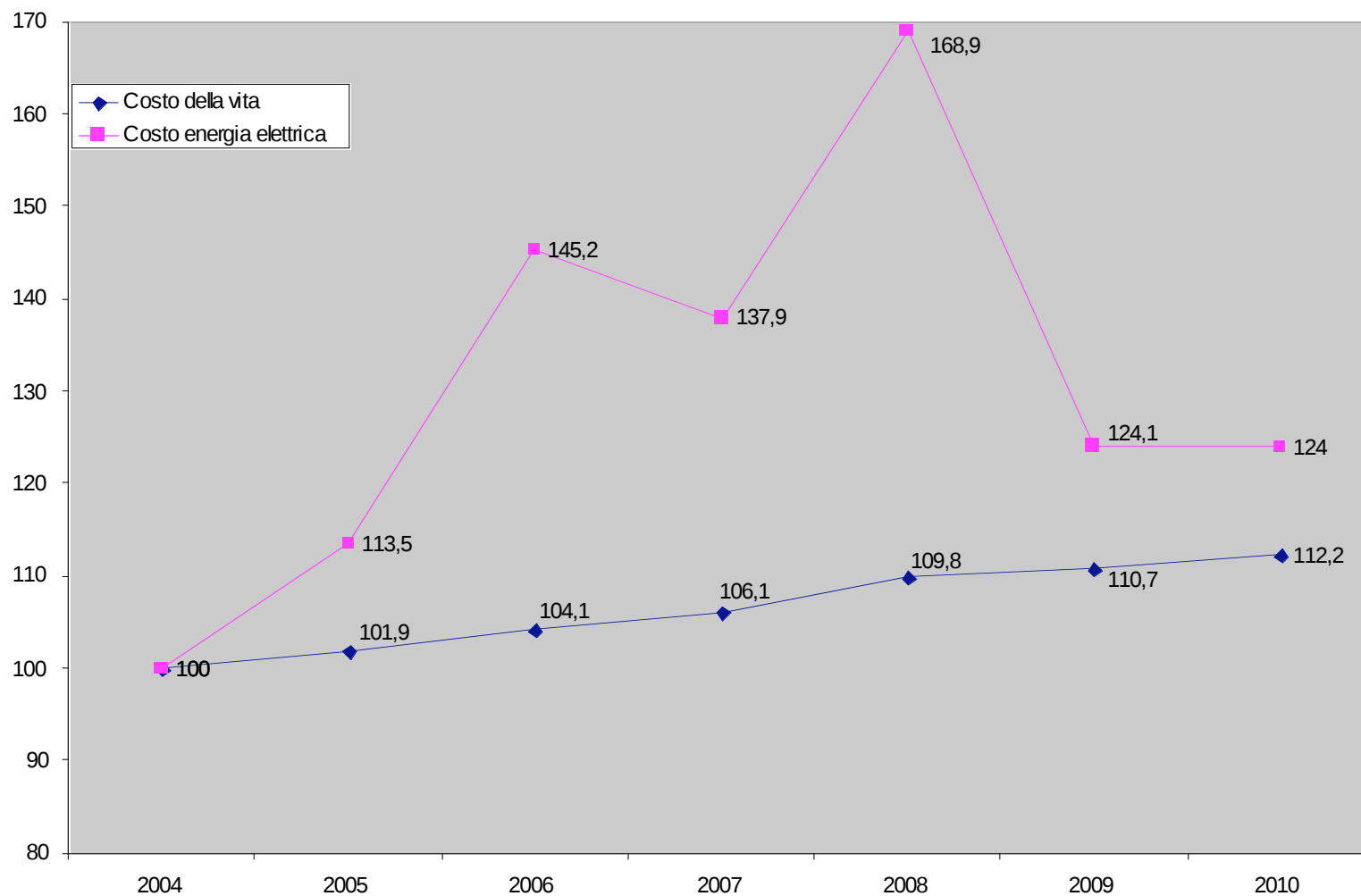
TecnoMeeting Roma 13-10-2010

Parametri di riferimento

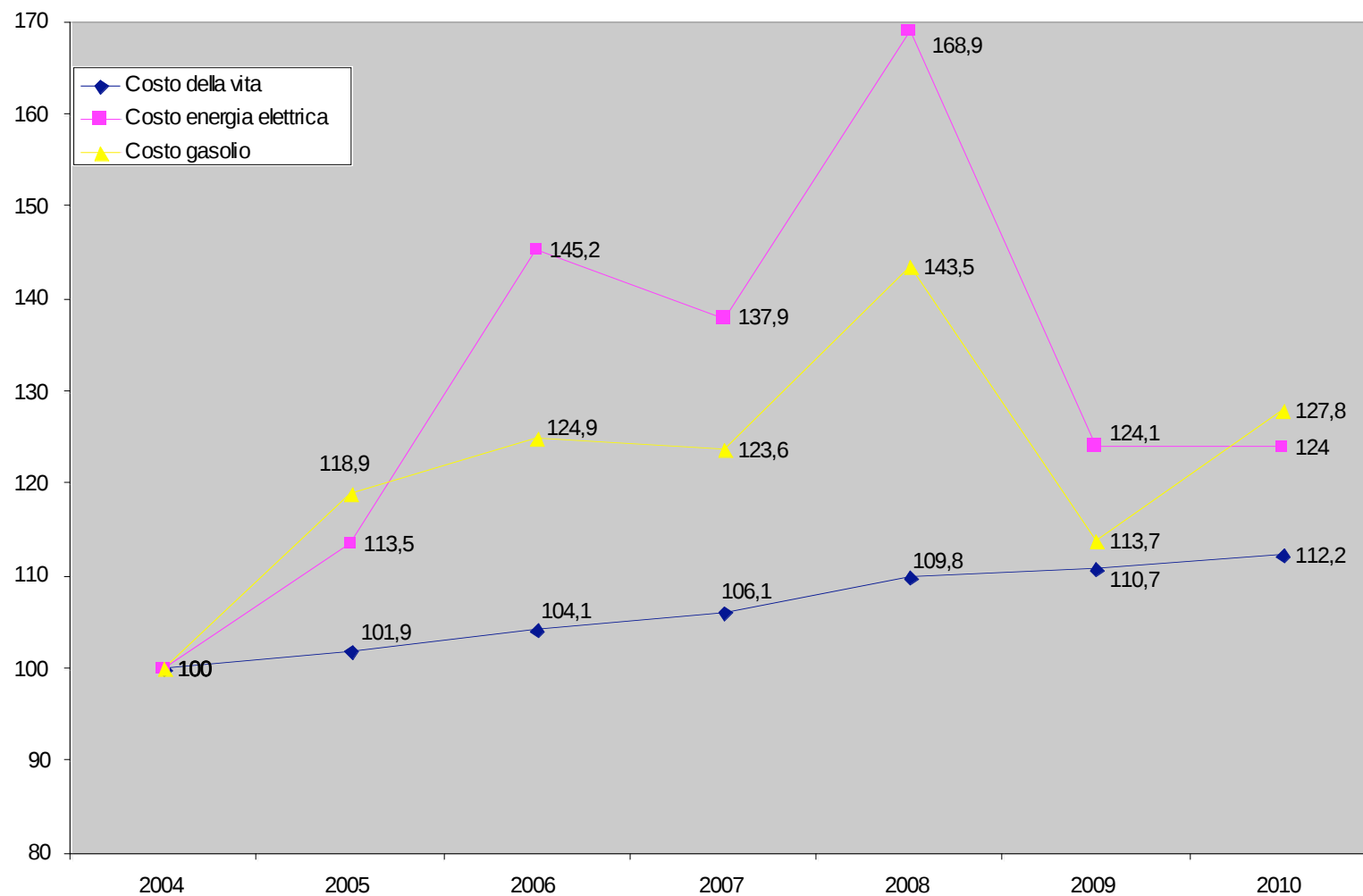
Costo della vita



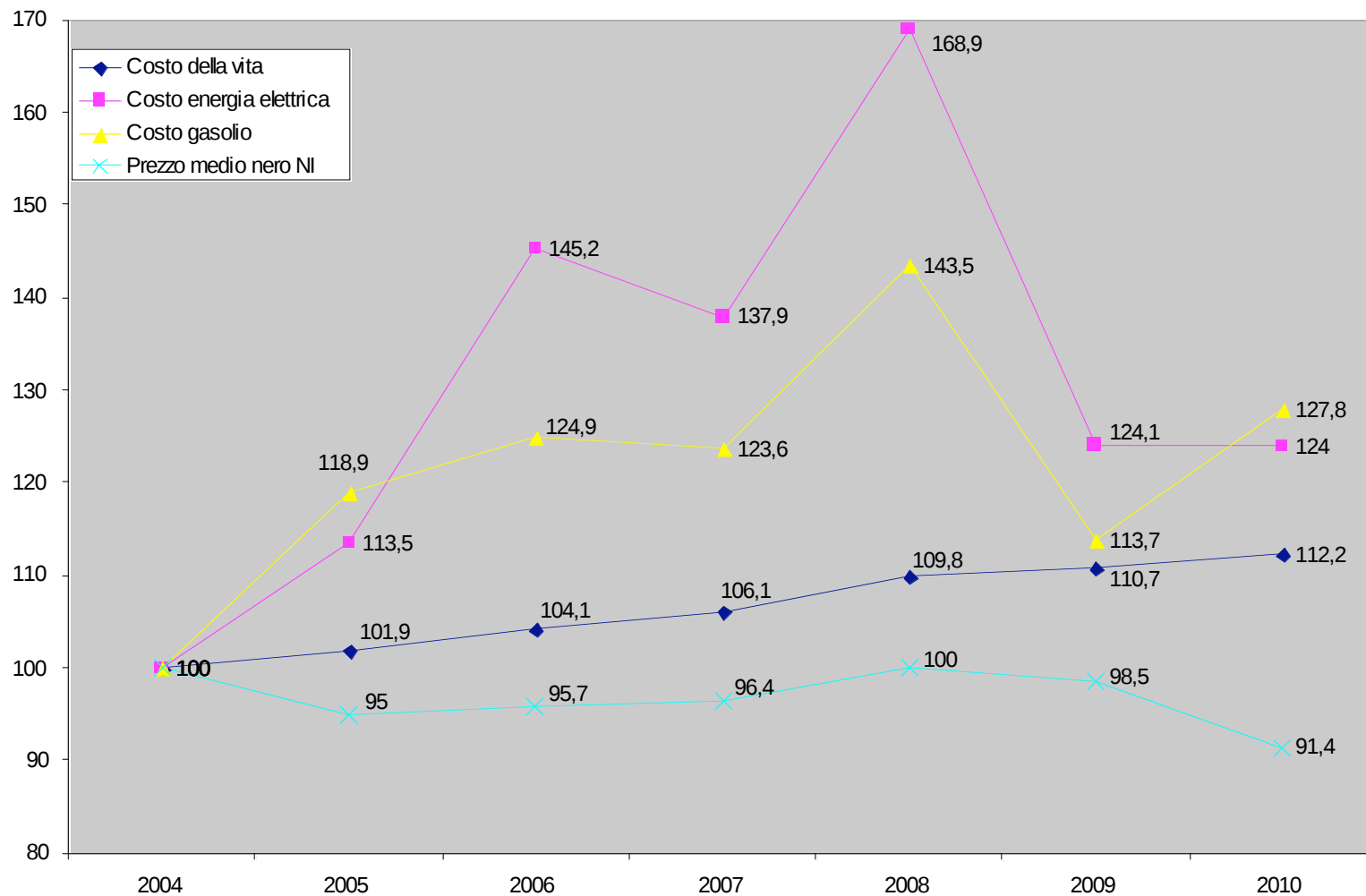
Parametri di riferimento



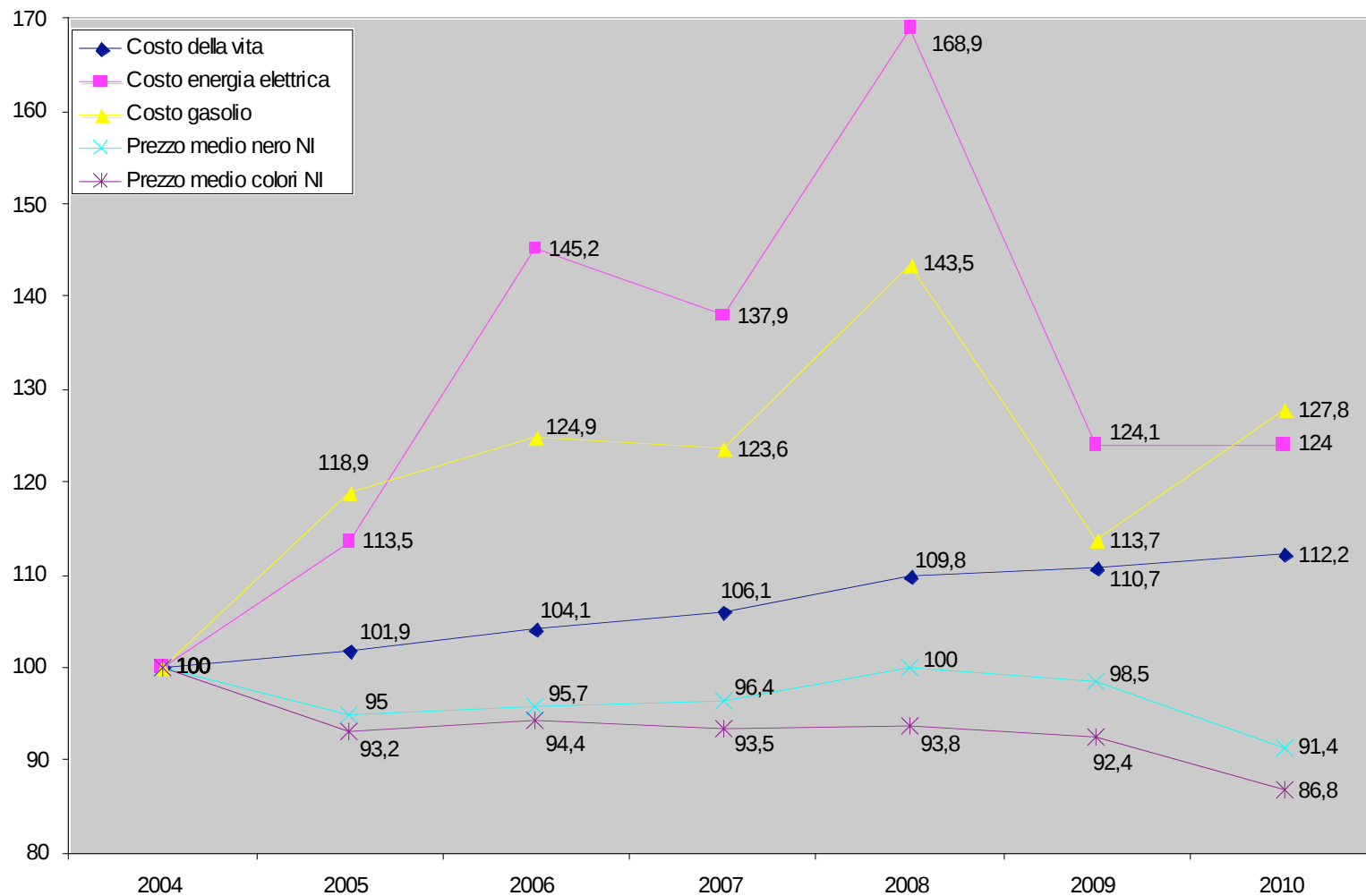
Parametri di riferimento



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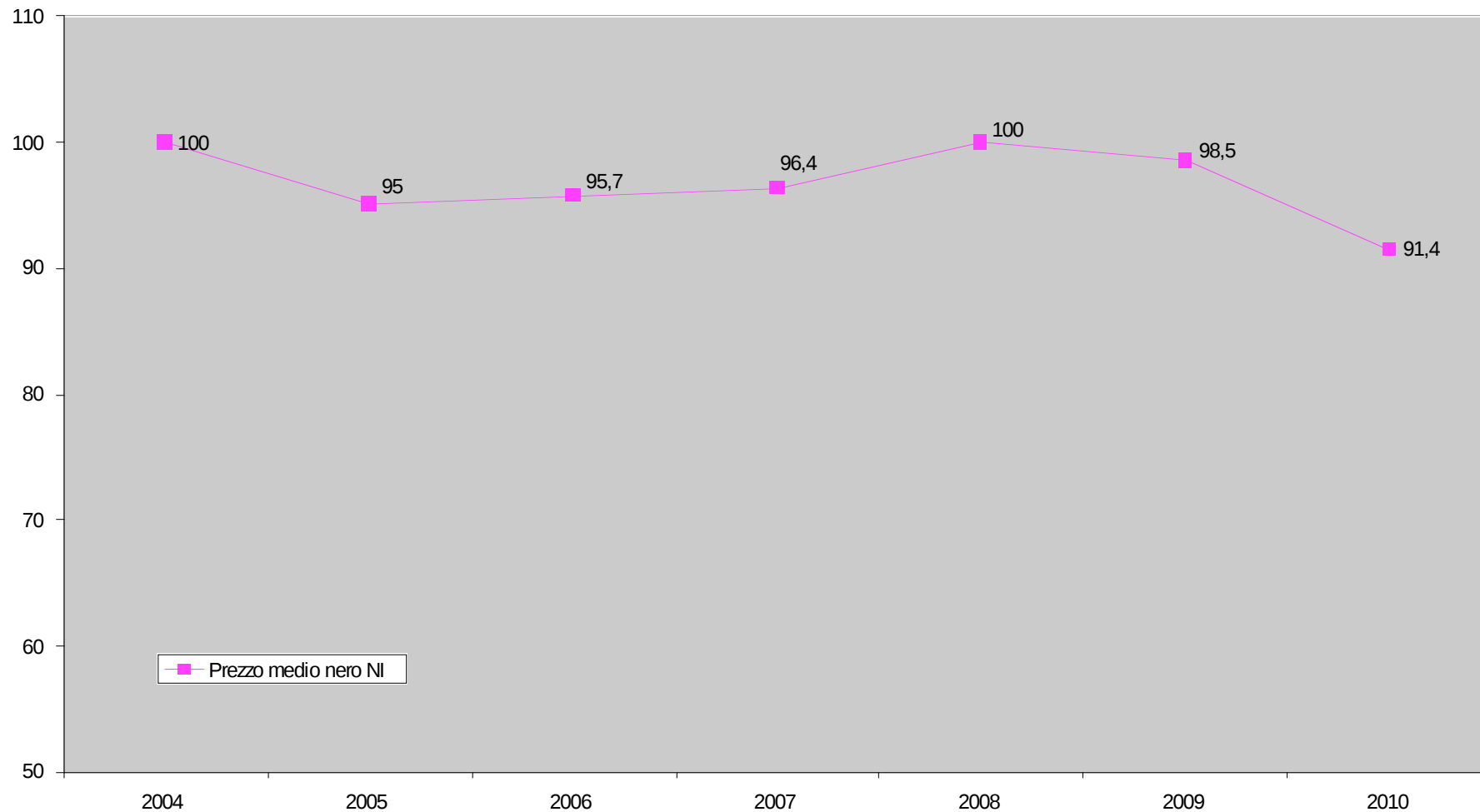


Parametri di riferimento

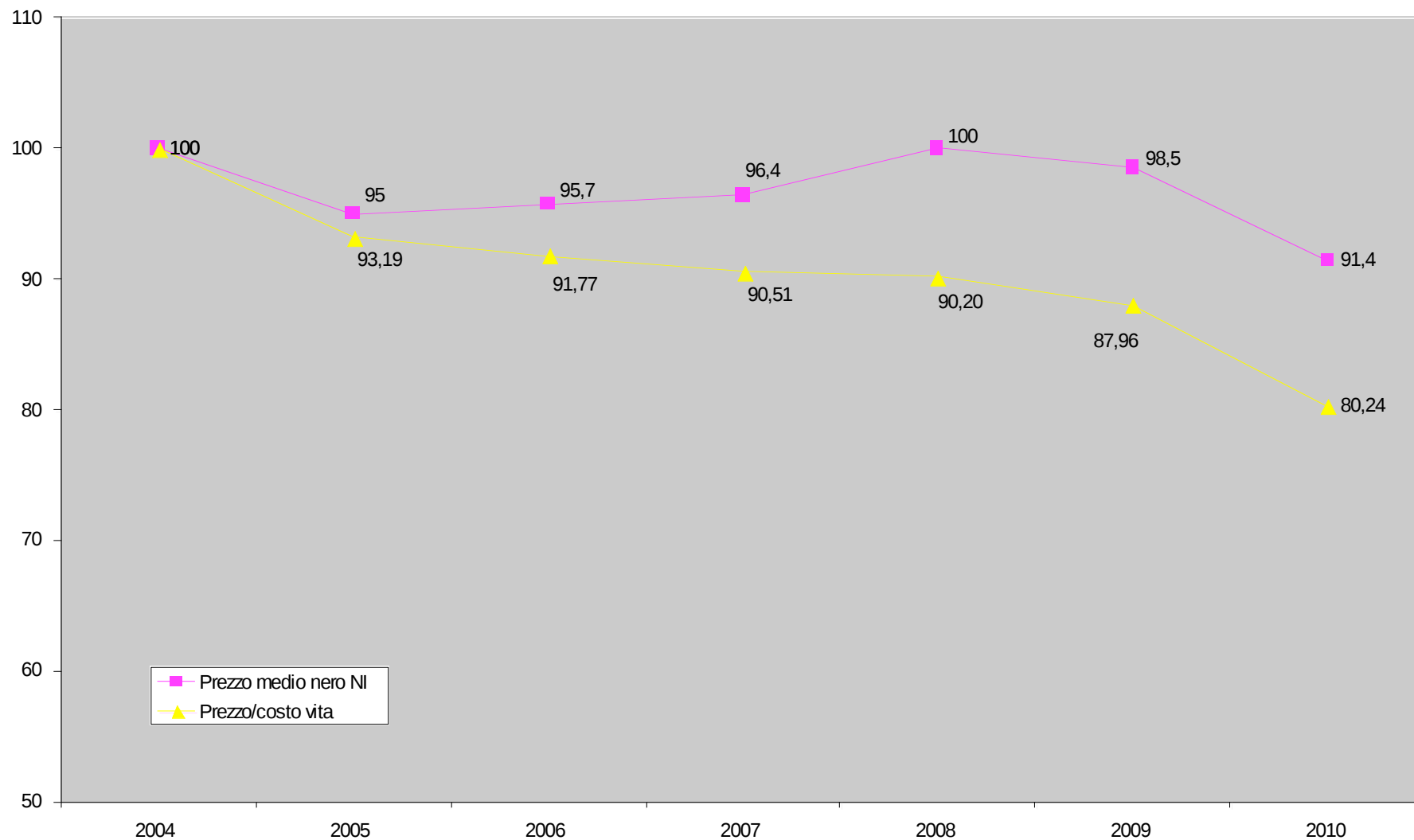


Inchiostro nero vs. volume mercato

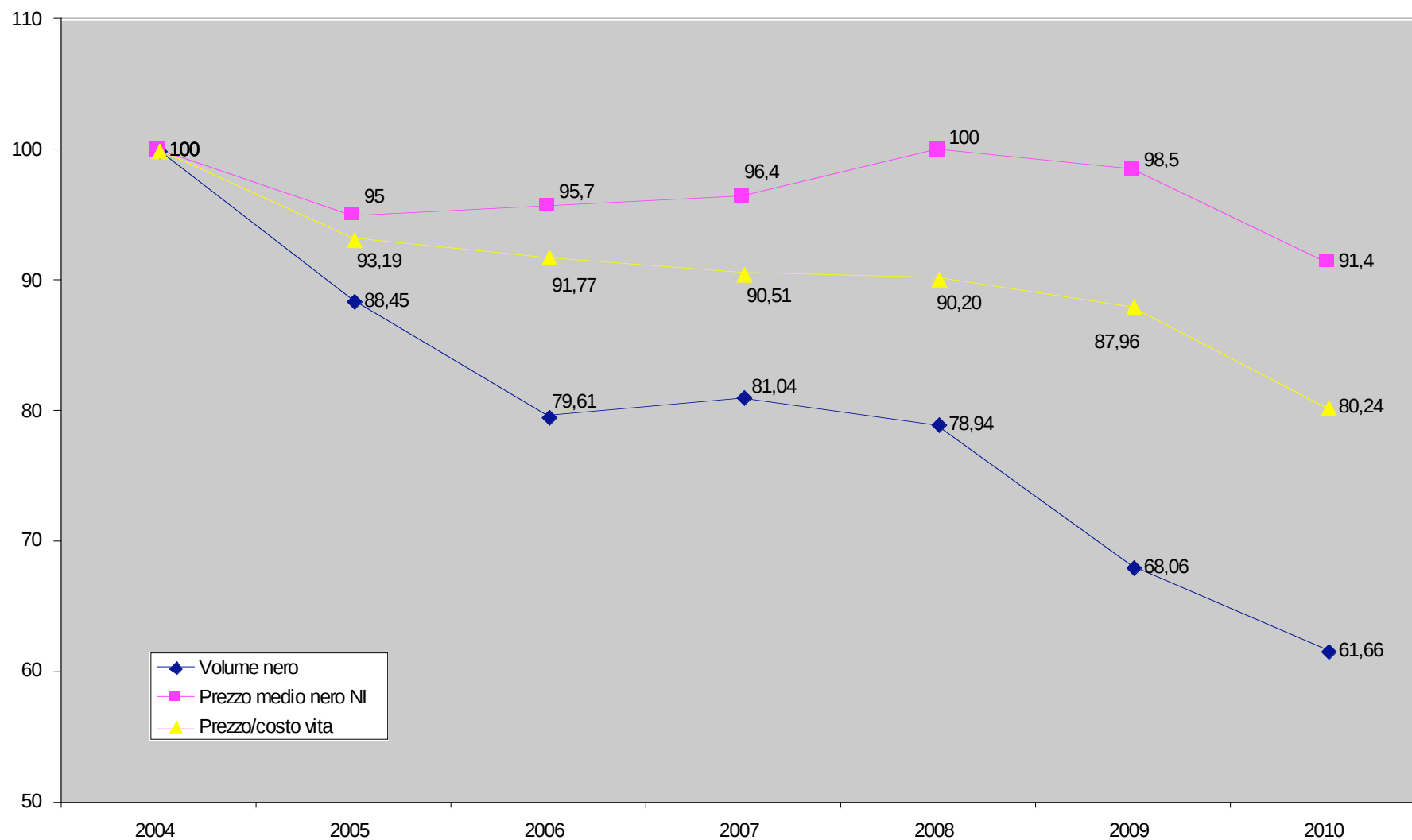
Prezzo medio nero NI



Inchiostro nero vs. volume mercato

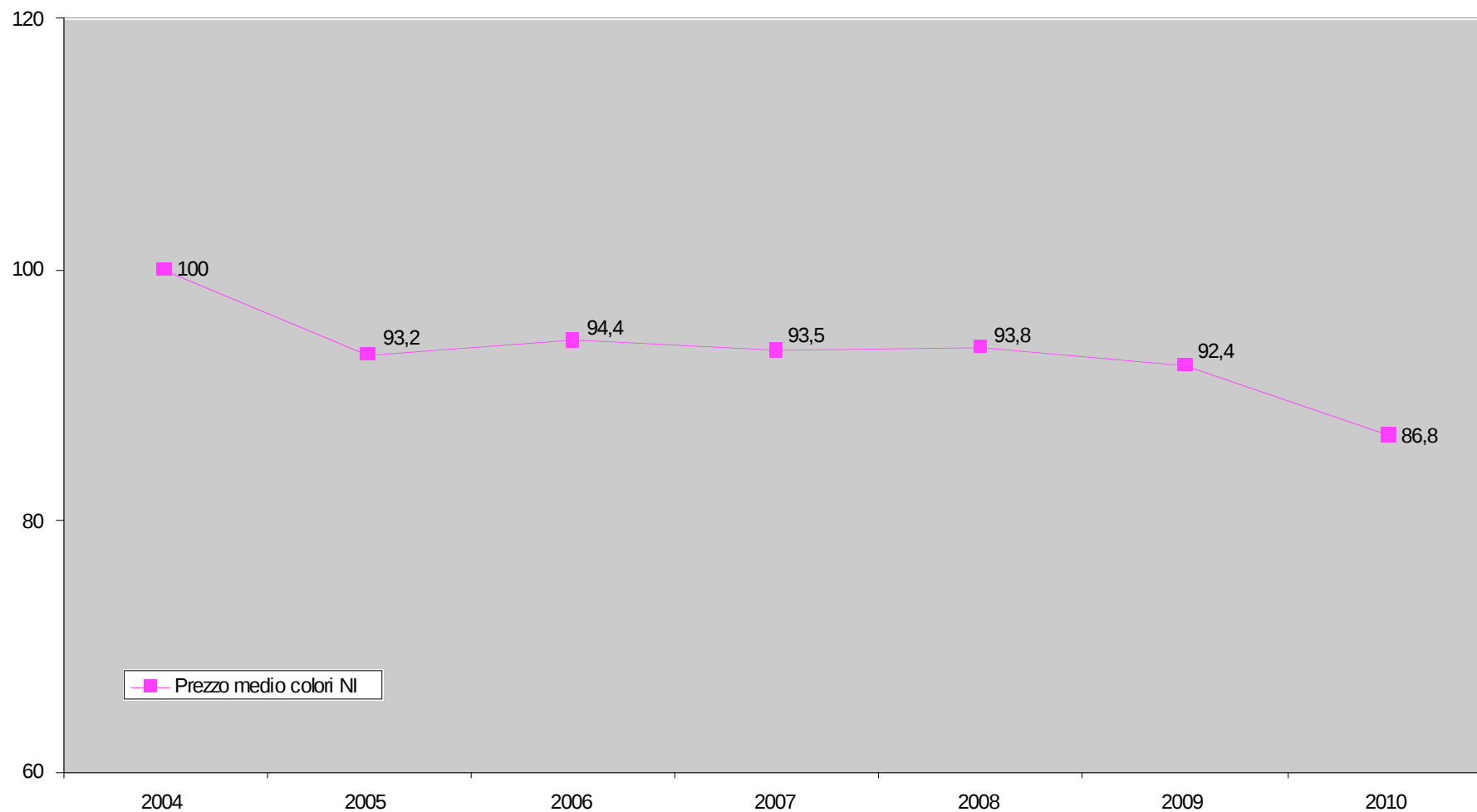


Inchiostro nero vs. volume mercato

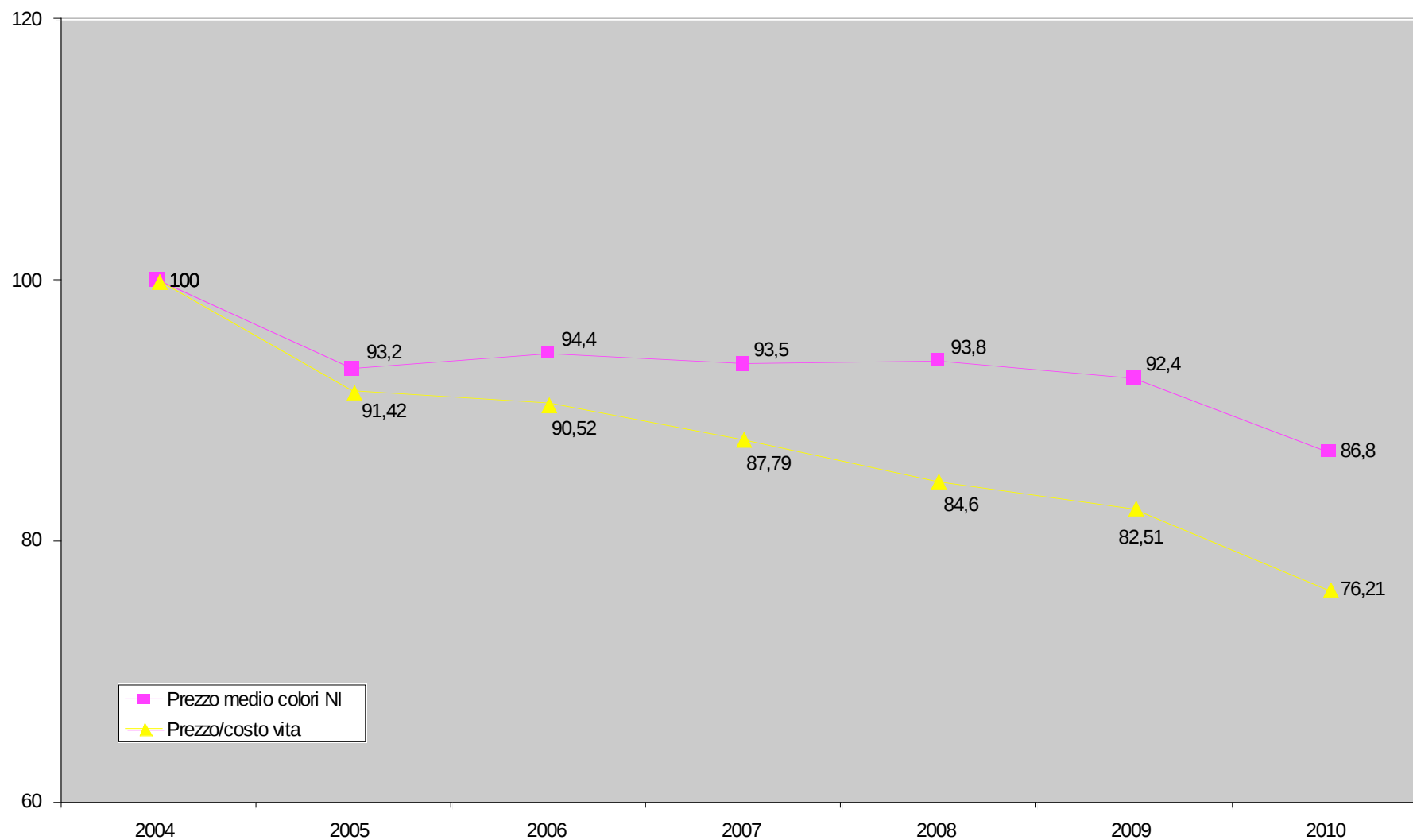


Inchiostri colore vs. volume mercato

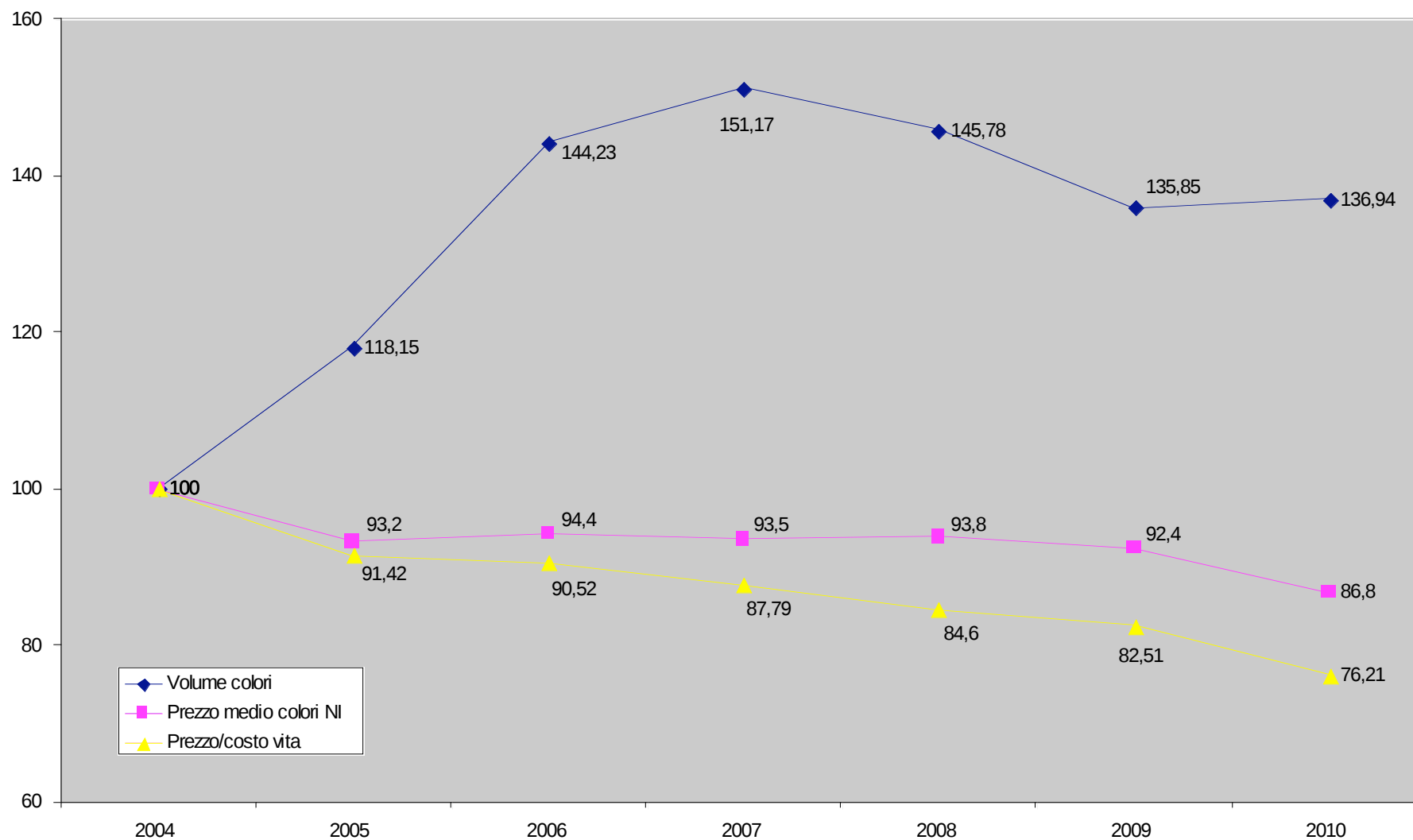
Prezzo medio colori NI



Inchiostri colore vs. volume mercato



Inchiostri colore vs. volume mercato

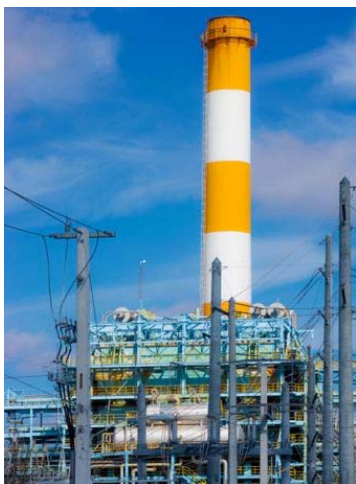


Uno sguardo ai costi...

Elementi principali che influenzano il prezzo degli inchiostri:

✓ Costi materie prime

- Pigmenti, resine (es: colofonia) ed additivi



✓ Costi produzione

- Energetici, strutturali, organizzativi ecc.

✓ Costi distribuzione

- Mezzi, autostrade, gasolio ecc.



... ed al futuro



Alla luce di quanto illustrato è fondamentale per i produttori rivedere la politica dei prezzi di vendita degli inchiostri coldset offset.

GRAZIE !!

Per l'attenzione