



KONICA MINOLTA

# Press Release

**Konica Minolta and MGI help customers rethink what's possible at Labelexpo in collaborative approach**

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**Konica Minolta's accelerated growth path within industrial printing achieves another landmark today with the announcement of the 450<sup>th</sup> installation around the world of its AccurioLabel presses at Labelexpo in Brussels, Belgium.**

Providing world-class service and support that is provided locally, along with delivery of parts and consumables, Konica Minolta's digital toner-based technology represents a success story in label printing that began after successful trials less than four years ago.

The 450<sup>th</sup> installation milestone will be marked at Labelexpo by live demonstrations of the AccurioLabel 230, the newest model in the toner label press family from Konica Minolta, which is a central feature on its stand, C12/C19 in Hall 8. Important enhancements include a 73% speed increase, improved productivity, an option for overprinting, no warm-up required between jobs, less waste and more accurate print registration.

Today, on its stand, Konica Minolta is showing one of its AccurioLabel 230s with a flexo station for printing white inline for the first time. Offered by Danish company Grafisk Maskinfabrik (GM), its development and manufacturing partner in Europe, this option will be coming soon. Existing users can also have their systems retrofitted to enable inline white printing. Labelexpo also showcases important advances in software from Konica Minolta using augmented reality (AR), as well as displays of embellishment and finishing workflow with MGI technology on the joint stand. A special focus will be on the MGI JETVarnish 3D WEB Color+ embellishment for label and flexible packaging. Stand visitors will see the complete production of a label from pre-press to the finished product.

One fun part of the Konica Minolta offering is the chance to win personal fitness trackers by guessing how many meters will be printed on the two Konica Minolta AccurioLabel presses at Labelexpo over the four days of the show.

Konica Minolta's overall theme for Labelexpo Europe 2019 is "*Around the world, around the clock*". This underlines how Konica Minolta AccurioLabel presses help hundreds of print providers around the world to move their business forward, which is in line with Konica Minolta's global new branding framework, "*Rethink What's Possible*".

Edoardo Cotichini, Team Manager Industrial Printing, Konica Minolta Business Solutions Europe, said: "Labelexpo is a perfect opportunity for us to involve customers in industry-first insights and synergies to inkjet printing and AR solutions, as well as demonstrating practical ways of growing business opportunities."

"In a true collaborative approach as a relationship-orientated company, we actively source expertise from customers and partners for inkjet and toner-based printing solutions. This enables us to develop with our customers, using their inputs for future developments of our world-class technology, not just pushing out what we think is best for the markets. One example is how we work with IJ (Industrial Inkjet Ltd), which has developed its print engine concept further to include a range of standard press-adaptors for common flexo label presses."

He added: "Around the world, around the clock - we help shape ideas for our customers in a partnership approach, as we continue to accelerate our growth path within labels and industrial print in general. Just as the world of work is constantly evolving, we constantly change the status quo, making customers' future our focus to rethink and redefine. We offer imaginative approaches, innovative technologies and world-class solutions. It's time to rethink what's possible."

#### **About Konica Minolta Business Solutions Europe**

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a wholly owned subsidiary of Konica Minolta Inc., Tokyo, Japan. Konica Minolta enables its clients to champion the digital era: with its unique imaging expertise and data processing capabilities, Konica Minolta creates relevant solutions for its customers and solves issues faced by society. As a provider of comprehensive IT services, Konica Minolta delivers consultancy and services to optimise business processes with workflow automation. The company further offers its customers solutions and

managed services in the field of IT infrastructure and IT security as well as cloud environments. With regard to its office printing solutions, 'IDC MarketScape: Western Europe Smart Multifunctional Peripheral 2018 Vendor Assessment' stated that Konica Minolta is 'recognised globally as a leading smart MFP provider of note'. As a strong partner for the professional printing market, Konica Minolta offers business consulting, state-of-the-art technology and software and has established itself as the production printing market leader for more than a decade in Europe, Central Asia, the Middle East and Africa (InfoSource). Its Business Innovation Centre in London and four R & D laboratories in Europe enable Konica Minolta to bring innovation forward by collaborating with its customers as well as academic, industrial and entrepreneurial partners. For its solutions that combine 'smart service with smart technology', Konica Minolta was awarded the prestigious 'Buyers Lab PaceSetter Award for Outstanding Serviceability 2018/2019' from Keypoint Intelligence. Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in more than 80 countries in Europe, Central Asia, the Middle East and Africa. With almost 10,300 employees (as of April 2019), Konica Minolta Europe earned net sales of over EUR 2.39 billion in financial year 2018/19.

For more information, please visit <http://newsroom.konicaminolta.eu/> and follow Konica Minolta on Facebook, YouTube and Twitter @KonicaMinoltaEU.

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