



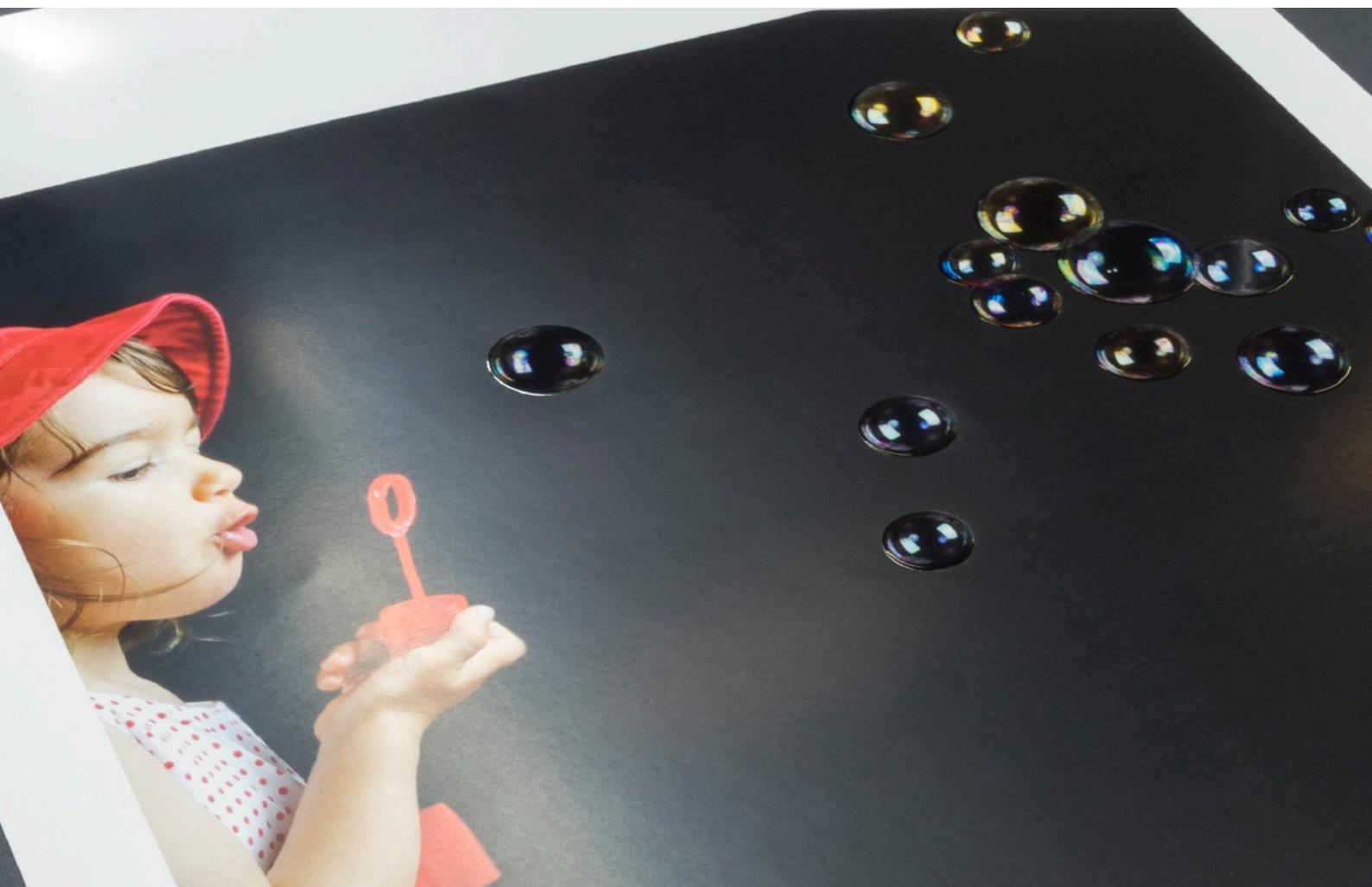
KONICA MINOLTA



MGIJETVARNISH 3DS HELPS CARTELAND'S PRINT SHINE

carteland
• ALL YOU PRINT IS LOVE •

Giving Shape to Ideas



EXECUTIVE SUMMARY

How do you stand out in the highly competitive greeting card market? French online print service provider Carteland decided the answer was by offering high added-value products featuring visual and sensorial effects with an MGI JETvarnish 3DS.

CUSTOMER PRESENTATION

Since its inception in 1996, Carteland, the French online print service provider has been offering national and international customers a varied catalogue of greeting cards and photographic products. All of which are accessible and fully customisable in just a few clicks. To support its online capabilities, Carteland wanted to find new creative solutions and eye-catching products that would elevate its portfolio of services. After carefully studying the various embellishment solutions available, Carteland opted for MGI JETvarnish 3DS technology.

THE CHALLENGE

The greeting card market is highly competitive and Carteland wanted to find the best way to stand out. It decided embellishment was the way forward and with the MGI JETvarnish 3DS, it could offer unique and high added-value products by creating new visual and sensorial effects.

“With the MGI JETvarnish 3DS, we can offer unique and high added-value products by creating new visual and sensorial effects.”

Stéphane Rambaud, CEO, Carteland



KONICA MINOLTA SOLUTION

The MGI JETvarnish 3DS applies a high precision spot UV varnish on runs from one copy up to thousands. It combines MGI's tried and tested UV coating technology with Konica Minolta's inkjet print heads. The stunning brilliance of the UV varnish combined with the ability to precisely vary the thickness of the coating on each sheet and the use of camera-based detection technology helps create sublime prints.

When combined with the iFOIL S inline hot-foiling module it opens up the hot-foiling and digital embossing markets.

"In the highly competitive greeting card market, embellishment is now one of the best ways to stand apart from competitors."

Stéphane Rambaud, CEO,
Carteland

Ideal for small and medium volume runs, the MGI JETvarnish 3DS is easy to integrate and highly flexible when it comes to substrates. Setup is speedy, it accepts formats up to 36.4 cm x 102 cm and there is no more need for films or negatives. Variable data hot-foiling also adds new customisation opportunities for powerful and innovative communication achieved in ever shorter times.

The quality of Carteland's relationship with Konica Minolta was also important and it valued the team's availability, understanding and professional attitude.

IMPROVEMENTS AND BENEFITS

For Carteland the MGI JETvarnish 3DS

- Delivers a new way to stand out in the highly competitive greetings card market
- Offers unique and high added-value products by creating new visual and sensorial effects
- Adds customisation capabilities for powerful and innovative communication achieved in ever shorter times

"Variable data hot-foiling also adds new customisation capacities for powerful and innovative communication achieved in ever shorter times."

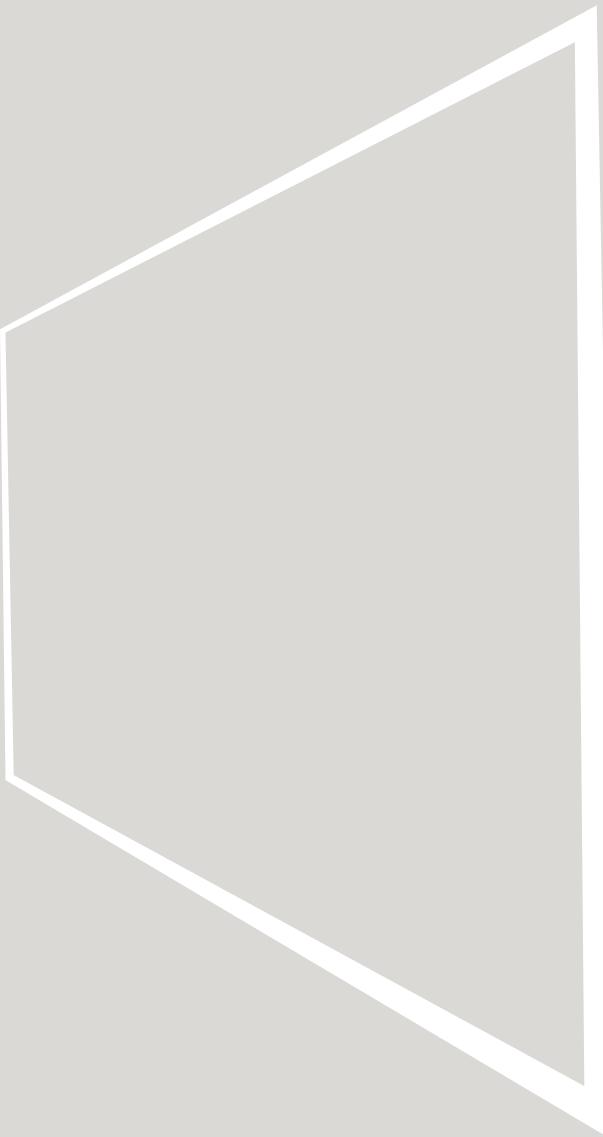
Stéphane Rambaud, CEO,
Carteland



KONICA MINOLTA

ENHANCE PRINTING SERVICES TO YOUR CUSTOMERS

Transform your print and bring your customers products to life Konica Minolta provides innovative digital printing and inkjet solutions to help expand your business



LET'S TALK

Contact us to find out how we can support, protect and optimise your business today and in the future:

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[www.konicaminolta.co.uk/en-gb/
professional-printing](http://www.konicaminolta.co.uk/en-gb/professional-printing)

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