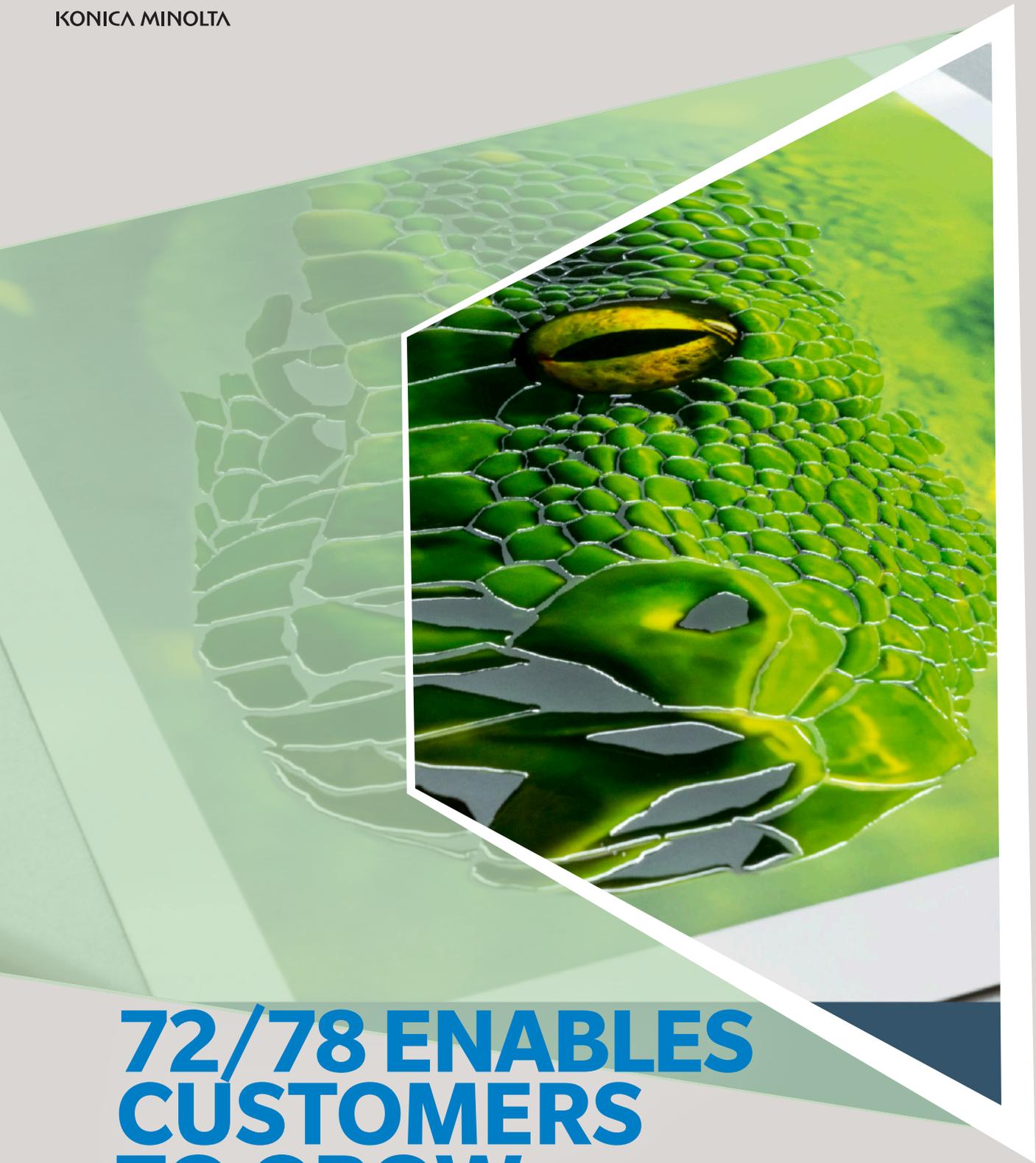


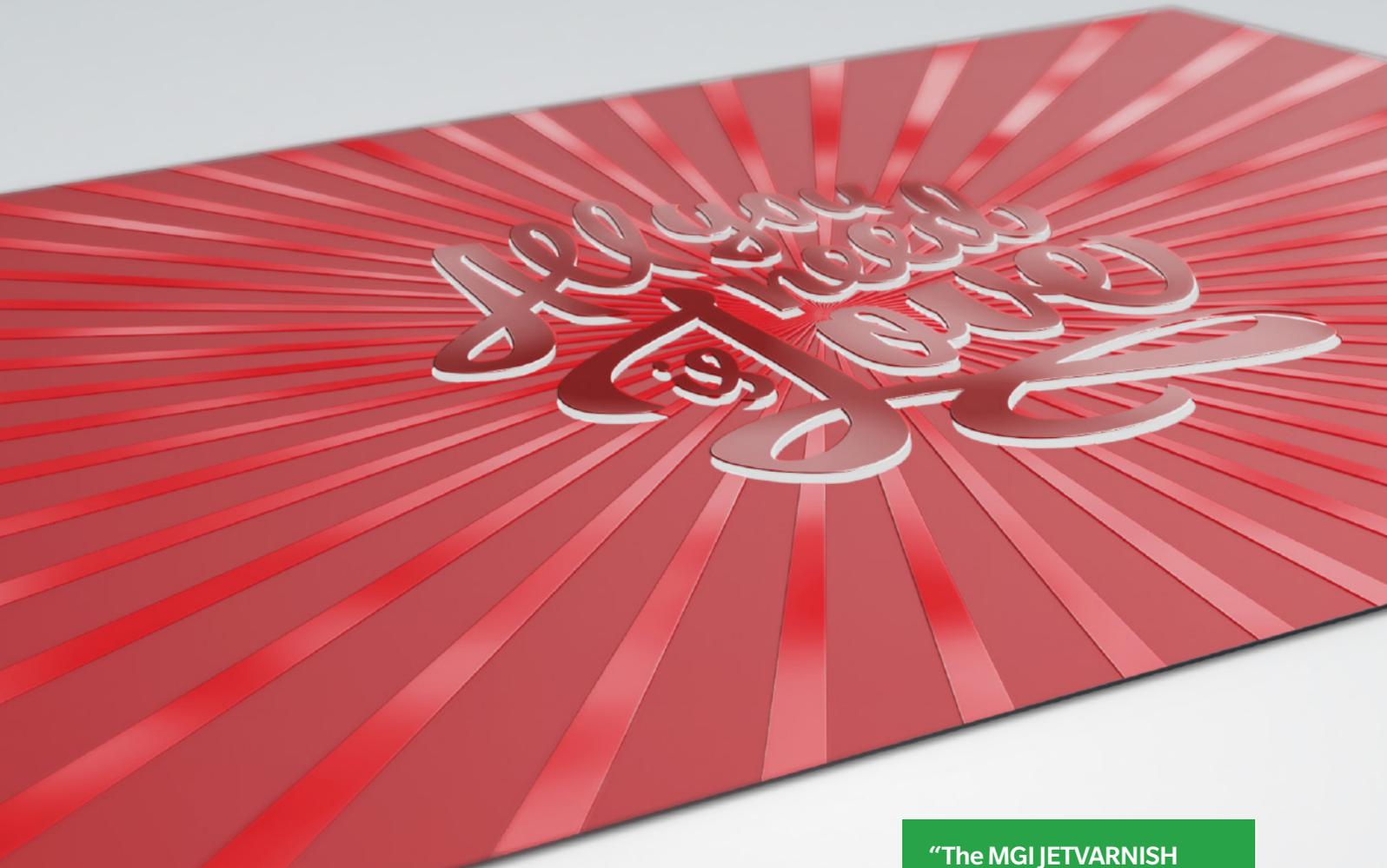


KONICA MINOLTA



# 72/78 ENABLES CUSTOMERS TO GROW

WITH MGI JETVARNISH  
3DS INVESTMENT



## EXECUTIVE SUMMARY

72/78 is always on the look-out for new innovative solutions to enhance its range of services and grow its business.

So, when it saw what was possible with the MGI JETVARNISH 3DS, it knew the investment would perfectly complement its business. The enhanced effects at a reasonable cost soon captured the attention of customers and orders were placed straight away.

## CUSTOMER PRESENTATION

The French commercial printer specialises in small and large format digital printing. It 25 employees and a turnover of 5 million euros.

## THE CHALLENGE

The operation was looking for a way to produce prints with a higher quality finish, to recreate emotions on paper and deliver a more accurate communication. It wanted to offer high end, sophisticated effects and manage variable data. From magazine covers to invitation cards, brochures to packaging, it wanted to enhance production.

**“The MGI JETVARNISH 3DS is enabling us to offer enhanced effects at reasonable prices and thus grow our business by standing out from other providers on the market.”**

Sébastien Fleury  
Head of 72/78

**“The need is there and our customers are delighted with the result.”**

Sébastien Fleury  
Head of 72/78



## KONICA MINOLTA SOLUTION

The MGI JETVARNISH 3DS allows 72/78 to offer spot UV coating UV coating, with 2D or 3D raised effects, textured, Braille and silkscreen quality printing on volumes from runs of one to several tens of thousands. All without the overhead of conventional processes and within timeframes that are up to 70% shorter. Also important for 72/78 was the trust it has in Konica Minolta. Installation was fast and easy and the support from Konica Minolta's team was efficient and highly professional.

## IMPROVEMENTS AND BENEFITS

Now 72/78's customers can stand out from their competitors through added value communication and advertising agencies can give free rein to their creativity. The MGI JETVARNISH 3DS frees the operation from deadline and budget constraints to make small runs and even single prototypes feasible.

The final convincing element was the fact that the machine is compact, easy to use and the range of formats supported perfectly matched the needs of 72/78.

**"We are now seriously looking at acquiring the iFOIL module to further enhance our offer."**  
**Sébastien Fleury, head of 72/78**

Klaus Schotte, Sales and Consulting, druckpartner



**"The MGI JETVARNISH 3DS is enabling us to offer enhanced effects at reasonable prices and thus grow our business by standing out from other providers on the market."**

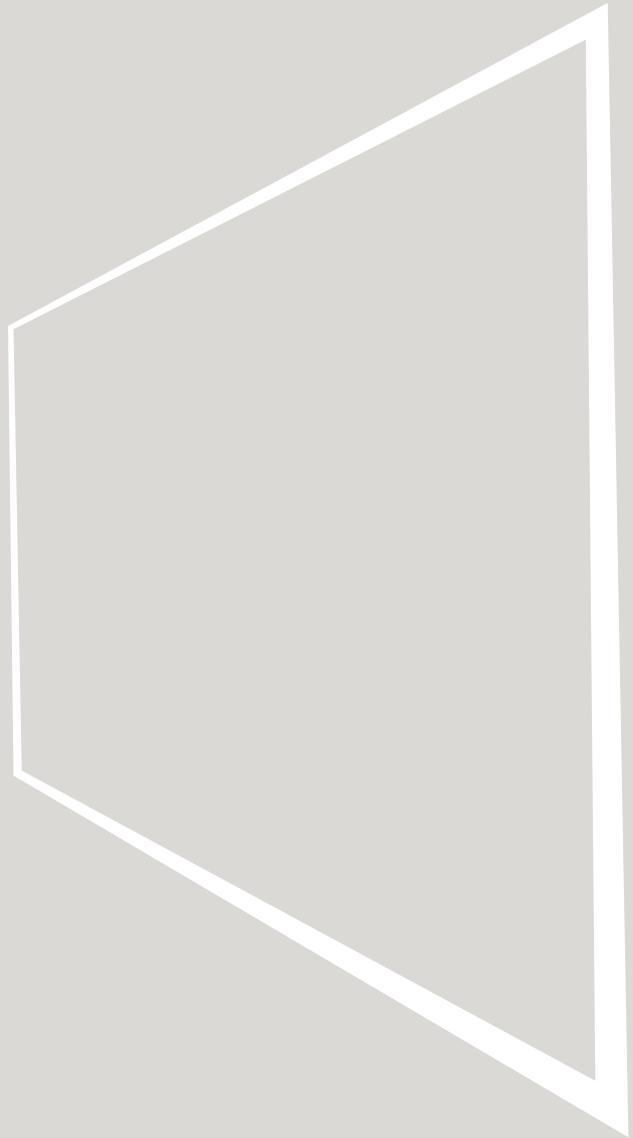
Sébastien Fleury  
 Head of 72/78



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:

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

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- Specifications and accessories are based on the information available at the time of printing and are subject to change without notice.
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Giving Shape to Ideas