



KONICA MINOLTA



KM-1 BRINGS BOOKS TO LIFE

FOR TREND-SETTING [TOTEM.COM.PL](https://www.totem.com.pl)

Giving Shape to Ideas



CUSTOMER PRESENTATION

Today, Totem.com.pl delivers extensive digital print book production capabilities – both cut sheet and continuous feed. Ranked by publishers as top digital printer in Poland, the award reflects its ethos of continuously seeking new ways to innovate its offering to support customers. Totem.com.pl, which was founded in 1995, has been a Konica Minolta customer for 14 years and is considered a trendsetter in Poland and further afield. It has now moved into inkjet production by investing in its AccurioJet KM-1.

KEY DRIVERS FOR INVESTMENT

With digital book production a big growth trend in a highly competitive world of book publishing, Totem.com.pl saw important new business opportunities by replacing toner systems and moving offset work to the Konica Minolta's AccurioJet KM-1 B2 inkjet printer. The big challenges were ensuring super-high quality, achieving improvement efficiencies and a highly stable colour reproduction on a wider variety of substrates. Totem.com.pl needed a machine and back-up support to extend its range of services for

customers, two being augmented reality (AR) and real print on demand. From a profitability point of view, generating lower production costs was also a requirement.

“The AccurioJet KM-1 prints not only on standard offset printing media like coated paper, but also non-standard media stiff cardboards, media with a metallic finish and non-absorbent substrates like plastics and others. The AccurioJet KM-1 machine is the future.”

Michał Stasiak
R&D Manager



KONICA MINOLTA SOLUTION

Part of rigorous testing over more than two years involved printing the most difficult substrates on Konica Minolta and competitor systems. Only the AccurioJet KM-1 delivered fast, high resolution, stable quality, reliable and consistently on the widest range of media. The machine, which is largely powered by Konica Minolta's unique Dot Freeze Technology™, is essentially using the same technology as offset, printing offset-like quality with superior stability on a much broader spectrum of both uncoated and coated stocks. Not only paper, but also different kinds of plastics – all delivering 'uncompromised quality'.

“Since we have this uncompromised quality now, we can compete directly with offset printers. The new possibilities that the KM-1 gives help us gain many new publishers. The whole Konica Minolta team – from our local Polish contacts through to European and Tokyo headquarter teams – have provided fantastic support. It’s been a true partnership.”

Michał Rejnowski
CEO

The AccurioJet KM-1, dubbed the “Swiss Army Knife” because it has so many uses, combines the speed and flexibility of offset presses with the digital benefits of variable data printing and zero make-ready. The ability to digitally print books in bigger sizes and provide album applications, as well as the unique merge of the two technologies, is a breakthrough for the inkjet book production market, according to Totem.com.pl.

IMPROVEMENTS AND BENEFITS

- With the AccurioJet KM-1 fast, innovative, UV LED system, Totem.com.pl can be very responsive to print run requirements and the need for publishers to use a wider range of substrate choices.
- Totem.com.pl benefits from offset-like quality production and lower costs. The ability to print on standard offset media as well as cardboard, metallic grades and plastics allows it to support publisher creativity and it can also print bigger sizes, supporting a broader portfolio of solutions.
- The AccurioJet KM-1 has significantly broadened Totem.com.pl's customer portfolio, and the company now competes successfully against publishers who print using offset. The new technology has also shaped Totem.com.pl's pioneering digital and print project with publisher / language school Deep. It enables elements of Augmented Reality to be added to text books so that students retrieve content using an App from Totem.com.pl or from the website of the online course.
- In one particularly difficult job, a cookery book with a lot of detailed, colourful pictures and with a lot of big, block colour background, every element was reproduced perfectly on the AccurioJet KM-1.
- The relationship has continued long after installation as Totem.com.pl shares input from a live working environment. Staff are provided with ongoing training and work with Konica Minolta's research and development experts in Tokyo on substrate testing. The operators are also fully supported, helping them grow in confidence.



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

“Quality, speed, paper size and format are all important, as is the merger of offset and inkjet technology. If I even had the chance, I wouldn’t go back to offset because I have learned to appreciate the many advantages of digital. They include printing on coated media and glossy jobs, it’s all very precise on the KM-1.”

Tomasz Chudy
Operator



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
www.konicaminolta.co.uk/en-gb/professional-printing

- Some of the product illustrations contain optional accessories.
- Specifications and accessories are based on the information available at the time of printing and are subject to change without notice.
- Konica Minolta does not warrant that any prices or specifications mentioned will be error-free.
- All brand and product names may be registered trademarks or trademarks of their respective holders and are hereby acknowledged.

Konica Minolta Business Solutions, Miles Gray Road, Basildon, Essex, SS14 3AR

info@konicaminolta.co.uk | www.konicaminolta.co.uk | 0800 833864

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