



KONICA MINOLTA



REHMS DRUCK

MAKES UV INKJET THE REALITY

Giving Shape to Ideas



INTRODUCTION

Rehms Druck, of Borken, Westphalia, in north west Germany, has been a loyal Konica Minolta customer for many years using its toner-based system. However, the company realised in 2016, at drupa, that the time was right to invest in cut-sheet UV inkjet technology and, specifically, the AccurioJet KM-1.

Employing 110 staff and with a turnover of €18.5 million, Rehms Druck wanted a production system to enable it to grow into new markets. It wanted one digital inkjet technology in a team partnership approach using world-class expertise.

KEY BUSINESS DRIVERS FOR INVESTMENT

Before making the decision to invest, Rehms Druck set out a challenge for Konica Minolta to print a range of applications and to prove the ROI of moving to UV inkjet. The AccurioJet KM-1 team produced a range of applications that included direct mail and packaging. Various factors were compared to existing print processes, including:

- Colour consistency over a long run
- Media handling and flexibility
- Job turnaround
- Variable data handling
- Workflow integration with Rehms Druck's existing Kodak Prinergy system

Print quality had to match Rehms Druck's extremely high standards, and those demanded by customers. Rehms Druck also set out a challenge that the break-even point had to be low enough to move jobs from offset to the Konica Minolta AccurioJet KM-1 to allow them not only to save money but also increase their ability to turn jobs around quicker. Another key factor was to reduce the lead time customers waited for work to be printed and shipped.

This would enable the company then to split work to prioritise the longer run lengths on offset, with the new UV inkjet press producing lots of small jobs improving their customers' experience and at the same time increasing Rehms Druck profitability. A key saving was the ability to use the



“With any technology in a developing phase, you are going to have issues to deal with – and, let’s be clear, UV inkjet is still in a developing phase – but this has been a highly successful partnership with benefits on both sides.”

Alexander Brand,
Assistant to the Managing
Director & Project Leader at
Rehms Druck

same media the offset presses were using on the new inkjet system. This enabled the maximisation of purchasing power with paper merchants through the highly accurate colour capabilities of KM-1 to print and match their clients’ corporate colours. The result was not only increased efficiency, but jobs were proving to be highly profitable.

Rehms Druck also wanted to grow business opportunities in new markets and innovate its print offering to existing and new clients with the ability to print on a wide range of new media, including plastics.

CHANGING MANAGEMENT THINKING

Traditionally, Rehms Druck had changed its litho presses every 7-8 years, but the introduction of the KM-1 has transformed management thinking. “Even a few years ago our management was open to exploring digital technology,” said Alexander Brand, Rehms Druck’s Assistant to the Managing Director and Project Leader. “We have been watching the development of UV inkjet very closely, as well as water-based. But we felt that water-based technology only addressed a certain amount of applications that we produce. Now the print quality for digital is there and we haven’t looked back. The key benefit is not only printing on all types

“Our customers were very impressed by the results we delivered on the Konica Minolta AccurioJet KM-1. Choosing the KM-1 has offered us huge chances for business development. We’ve never looked back. And we’re confident of getting a return on investment in a couple of years.”

Daniel Baier, Managing
Director at Rehms Druck

of paper media, coated and non-coated, but it matched offset quality – this was criteria for our business. I can say without reservation that the AccurioJet KM-1 is a highly flexible, adaptable platform that has opened up a new huge world of opportunity for Rehms Druck.”



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

“The AccurioJet KM-1 is like a Swiss Army knife because it has so many uses. It ticks all the boxes and can be used for all kinds of substrates without the need for pre-coating. However, it’s not just about investing in a machine; it’s an investment in trust. Konica Minolta is a global innovator with world-class expertise across the world.”

Daniel Baier, Managing Director at Rehms Druck



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

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