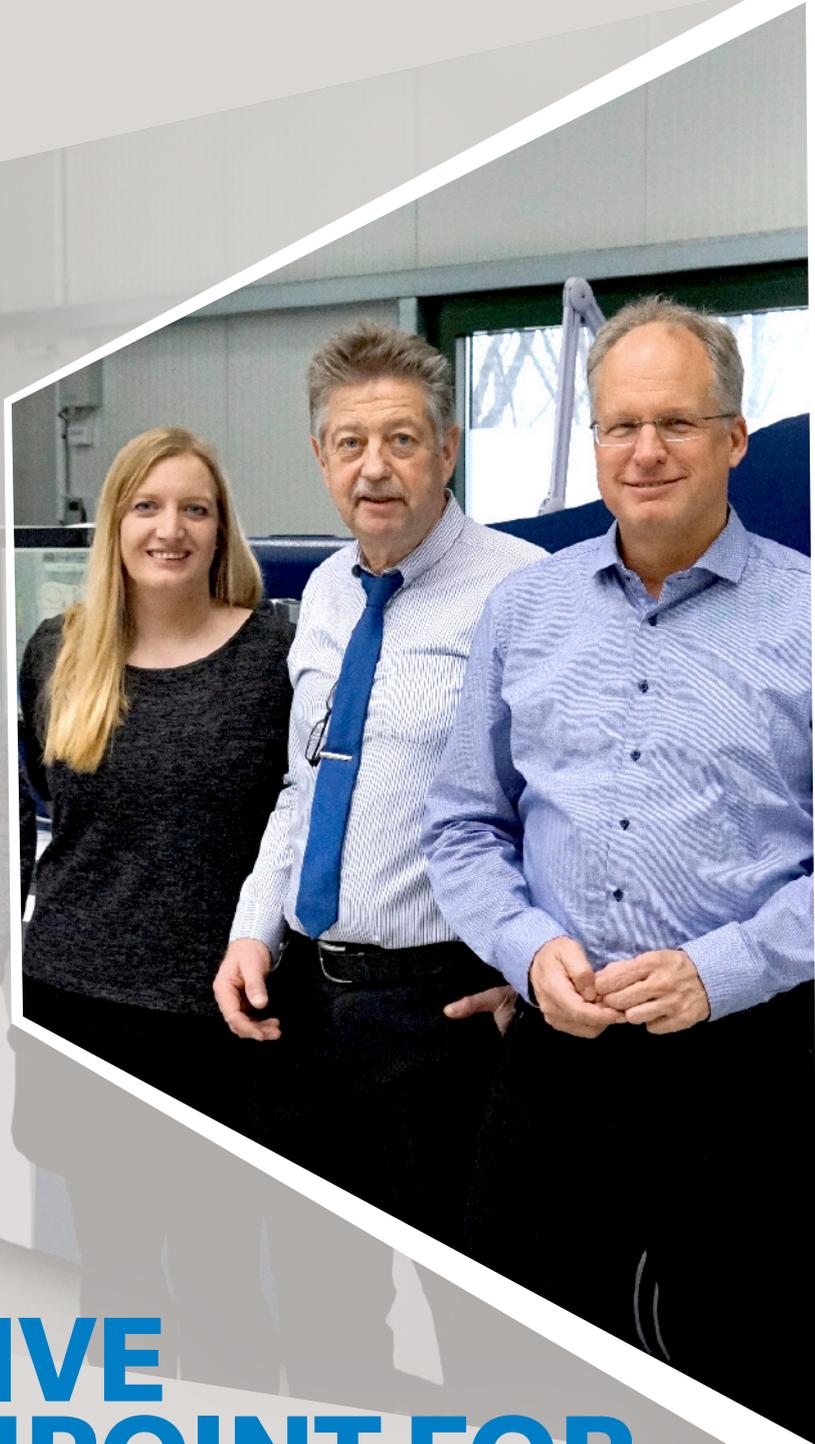




KONICA MINOLTA



CREATIVE TOUCHPOINT FOR DRUCKPARTNER

TO BUILD MARKET SHARE

Giving Shape to Ideas



EXECUTIVE SUMMARY

Druckpartner Druck- und Medienhaus is a highly successful print provider that has developed into new markets by embracing the latest technology advances. Founded more than 40 years ago as a book and offset printer, the company has grown steadily and has considerably expanded its range of services. Its turnover is now over €20million.

With more than 120 employees, the company, based in Essen, Germany, is a respected full-service provider for clients from both commercial and marketing industries. Solutions are tailor-made for customers, of which half are agency business and the rest direct customers.

KEY BUSINESS DRIVERS FOR INVESTMENT

Druckpartner was looking for different ways of marketing itself to an increasingly important customer base for its business, namely marketing and advertising companies. It is a sector where employees do not really consider print or the process, but look at the output and the product they can "sell". Sending specific samples with variable data, including foiling, and providing a great emotional experience was identified as an important way to target this specific audience. The prospect of investing in technology to provide specialist effects became an important strategic initiative to win new customers. It was an important new marketing tool to open new business doors.

"Nowadays, print is taken for granted and it's not really something that excites or interests many people, particularly those in the advertising, marketing and creatives sector."

Peter Zimmermann,
Manager Digital Printing,
druckpartner

SOLUTION

After a thorough evaluation, Druckpartner chose Konica Minolta strategic partner MGI's JETvarnish 3D Evo-lution high-end B1 spot UV varnishing and foiling device. Crucial was the machine's ability to create attractive print products that are more vivid and tactile. It provides an easy way to spot coat digital and offset prints, highlight defined areas or add tactile 3D effects. Glamorous effects become possible when combined with the inline hot foiling module.



KEY BENEFITS

The introduction of the MGI JV3D Evolution created a unique selling point for Druckpartner, as well as simplifying the production process. Being able to print and embellish in-house instead of outsourcing this work, has cut down order times by two days with every job. Intermediary logistics with external logistics have become unnecessary.

All kinds of applications have become possible, but the ideal job on the MGI JV3D Evolution for Druckpartner will typically involve less than 1,000 sheets, with job orders worth between €200 and €500. It has also addressed the market looking for new customers for standard offset jobs.

Recent larger-scale jobs have involved special effects for a major insurer's maxicard sent to customers, as well as a major retailer's personalised birthday card for customers. But the MGI JV3D Evolution is mainly used for smaller-scale brochure work, book covers and has opened the door into luxury packaging markets. In addition, it will also have seasonal benefits such as at Christmas.

But the biggest benefit has been opening new doors in advertising, marketing and creative markets. In 2017, Druckpartner had more than 200 meetings with companies in these sectors, which is a massive increase compared to previous years, driven by the MGI system investment.

“If we were able to create more than 200 high quality contacts, looking at our overall customers this is a huge percentage of our customer base and a great success rate. And you never know what will happen in the future – we’re certainly hoping it will be a lot more. Our return on investment could be as little as three years with more throughput.”

Klaus Schotte, Sales and Consulting, druckpartner

“Perhaps we can be considered more of a technology evangelist showing our customers what is possible for print. For example, we created sample boxes because touching different varnish structures is a great emotional experience and sent them to potential customers. In a follow-up call, they were interested in how it’s done, so we offered to show them. Once you have a meeting you can show all kind of other things such as the variable data capabilities in combination with foil effects, which they also love.”

Nadine Strotmann, Sales and Consulting, druckpartner



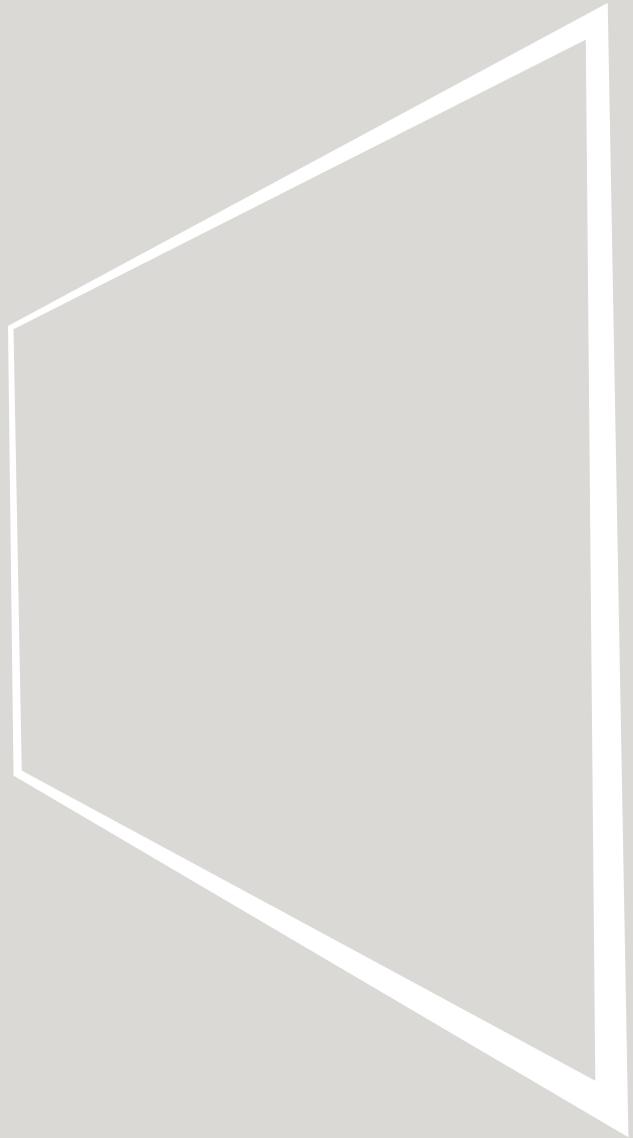
KONICA MINOLTA

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

“Ultimately, it all comes down to the question of whether the customer wants to spend extra money for special effects. The MGI JV3D Evolution is an important new business driver and has set us apart big time from other companies. There is hardly any competition. And now we’ve brought in-house a lot of work ourselves that speeds up the logistics by around two days per job.”

Gerd Florian, Production Manager, druckpartner



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

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