

INDUSTRIAL DIGITAL PRINTING

Konica Minolta and MGI to Present JETvarnish 3D Digital Special Effects at Odyssey Expo 2019

New Print Enrichment Business Growth Strategies for Buyers and Brands



JETvarnish 3D Matte Silver Foil & UV Raindrop Leaf

MELBOURNE, FL USA (April 29th, 2019) – MGI and global partner [Konica Minolta](#) will play a leading role at [Odyssey Expo 2019](#) in Atlanta, Georgia, May 1-3. Sponsored by the [International Association of Diecutting and Diemaking](#) (IADD) and the [Foil & Specialty Effects Association](#) (FSEA), the biennial postpress finishing conference will host attendees from around the world and feature experts from the commercial printing, packaging and trade finishing industries.

Digital Embellishment Technology

During the event, Konica Minolta and MGI will demonstrate the latest advances in digital print enhancement and decorative finishing to create high-value print experiences. Their exhibit will feature live demonstrations of [JETvarnish 3D](#) technology, a portfolio of sheet-fed and web-fed digital solutions for 2D/3D UV dimensional textures and embossed variable data foiling (VDF).

Jeff Peterson, FSEA Executive Director, stated *“Konica Minolta and MGI are helping to create a landscape of new print finishing business opportunities that can create a powerful ROI for brands, print buyers, agencies and the creative design community.”*

Educational Business Program

Jack Noonan, MGI Marketing Manager and Dawn Nye, Konica Minolta Solutions & Services Marketing Manager, will deliver an educational program entitled *“Digital Decorating with Spot Coatings and Foils”* to highlight ways to add value and profit to production print projects with a wide range of new special effects applications.

The informative session will also cover:

- Elements of graphic design for different print applications
- Print media substrates, lamination films, coatings and foils
- Brand owner versioning for multiple SKU packaging benefits
- Personalization and customization of names, images and data
- Digital advantages for short run printing and job management
- Print Buyer ROI values for increasing and expanding new work

Marketplace Opportunities

As members of the FSEA, Konica Minolta and MGI have also co-sponsored the FSEA's prestigious annual [Gold Leaf Awards](#), the world's premier decorative print finishing honors program. Special souvenir IADD/FSEA Odyssey-branded samples featuring unique hologram foil embellishments will also be available to all attendees.

"In an omni-channel, data-driven world, the advancement of dimensional inkjet technology to provide decorative commercial print communications and enhanced brand packaging to consumers can open up many profitable new application areas and business growth opportunities," stated Noonan. *"Our goal is to help printers, trade finishers and converters create high-impact print experiences for their customers that produce stronger brand and print buyer relationships."*

Konica Minolta and MGI's exhibit will be located at Booth 117. To register for Odyssey Expo, visit www.odysseexpo.org.

For more information, please visit www.mgiusa.com and www.konicaminolta.com. Follow MGI on Facebook [@MGIonline](#) and Twitter [@MGI_USA](#) for the latest printing industry technology news. Follow Konica Minolta on Facebook, YouTube, and Twitter [@konicaminoltaus](#).

About the MGI Group: International Printing Industry Leader

Founded in 1982, the MGI Group is a public company with offices around the world and is registered on the Euronext/Alternext stock exchange (ALMDG). The MGI Group is a global digital printing technology leader composed of MGI Digital Technology, headquartered in Paris (Fresnes), France and KÖRA-PACKMAT, located in Villingendorf, Germany and CERADROP, located in Limoges, France.

MGI USA, based in Melbourne, Florida, is a fully-owned subsidiary of the MGI Group that supports the North & South American, Caribbean, Indian and Asia Pacific markets. For more information, please visit www.mgiusa.com.

About Konica Minolta: International Printing Industry Leader

Konica Minolta Business Solutions U.S.A., Inc. is a leader in industrial and commercial printing and packaging solutions. With a comprehensive portfolio of production print offerings, it delivers the latest innovations in printing, applications and expertise. Its All Covered IT Services division offers a range of IT strategy, support, and network security solutions across all verticals. Konica Minolta has been recognized as the #1 Brand for Customer Loyalty in the MFP Office Copier Market by Brand Keys for 11 consecutive years and is proud to be ranked on the Forbes 2017 America's Best Employers list. Konica Minolta, Inc. has been named to the Dow Jones Sustainability World Index for six years in a row. We partner with our customers to give shape to ideas and work to bring value to our society.

For more information, please visit: www.CountOnKonicaMinolta.com and follow Konica Minolta on Facebook, YouTube, and Twitter.

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