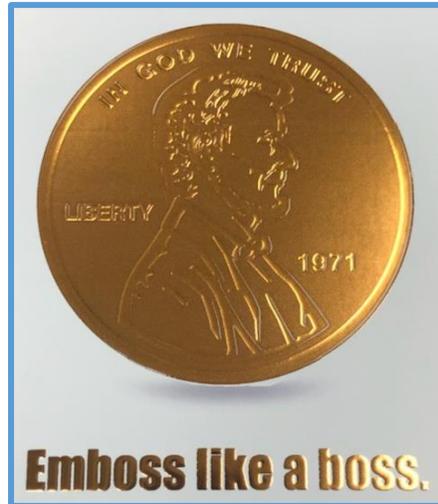


**Spark Printing Fuels Explosive 400% Growth with  
MGI JETvarnish 3D Special Effects**  
*Konica Minolta Digital Print Enrichment Solutions Ignite Brands  
at Inkjet Summit and Odyssey Expo*



*Spark 2019 FSEA Sourcebook Image*

**MELBOURNE, FL USA (June 9th, 2019)** – [Spark Printing](#), in Memphis, Tennessee, has lit a bonfire of new business opportunities with print buyers, brands and other fellow commercial print service providers over the last year with their [MGI JETvarnish 3D](#) digital print enhancement press from [Konica Minolta](#).

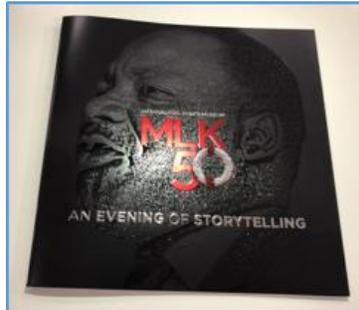
By taking a creative approach to decorative design and using an advisory-based method of delivering finishing services for promotional marketing campaigns, the firm has grown by 400% in the last year by developing partnerships with peers in the industry to make their JETvarnish 3D embellishment resources available to other printers and agencies on a national basis.

***A Campaign-based Printing Model***

Jeff Cowens, President of Spark Printing, summarized his experience with the JETvarnish 3D solution by stating, *“The beauty of this machine is discovering new special effects that we didn’t even know were possible before. This technology is turning traditional 2D graphic design into 3D fashion statements and it allows us to act as a brand consultant for our printing partners and customers in the industry.”*

In addition to their JETvarnish 3D digital special effects, Spark also offers brand management support for print campaigns with wide-format sign displays, direct mail programs and other traditional commercial printing applications produced by their Konica Minolta [AccurioPress C6100](#). A recent important project and success story involved their work to support the 50<sup>th</sup> anniversary commemoration of Martin Luther King, Jr’s tragic death for the [National Civil Rights Museum](#). Spark produced a variety of materials and

memorabilia for the notable historical event with recurring graphical citizenship themes that allowed the important non-profit organization to exceed its donor fundraising and member participation goals.



***Inkjet Summit Candy Boxes***

At the recent [2019 Inkjet Summit](#), the leading digital printing technology conference produced by [NAPCO Media](#) and co-sponsored by "[Printing Impressions Magazine](#)" and "[In-Plant Impressions Magazine](#)", Spark Printing contributed special souvenir chocolate candy boxes for attendees that showcased their JETvarnish 3D sensory and dimensional foiling capabilities. The boxes also featured a new clear glitter hologram foil from [Crown Roll Leaf](#) designed for highlighting corporate logos and brand messages on folding cartons, labels, mailpieces, and retail merchandising sign displays.



***FSEA Odyssey Expo Sourcebook Directory***

The biennial [Odyssey Expo](#), hosted by the [International Association of Diecutting and Diemaking](#) (IADD) and the [Foil & Specialty Effects Association](#) (FSEA), is the leading postpress industry forum for commercial printers, trade finishers and packaging converters. At the event, the elite craft of decorative print enhancement is catalogued for the marketplace with the publication of the [FSEA Sourcebook Directory](#), a compendium of member services available to print buyers, brands and agencies.

This year, Spark Printing contributed to the proceedings by producing a special duplex promotional insert in the FSEA Sourcebook that illustrates the high-impact brand value available to print buyers seeking to deliver targeted, personalized communications with JETvarnish 3D embossed Variable Data Foiling (VDF) techniques. This piece was produced using 3 different Crown Roll Leaf foils: Cherry Red, Penny Copper and Rainbow Hologram and utilized an Abraham Lincoln one cent U.S. coin image and a complex electronic circuit board design for maximum effect.

For more information, please visit [www.mgiusa.com](http://www.mgiusa.com) and [www.konicaminolta.com](http://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](http://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 7 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](http://www.CountOnKonicaMinolta.com) and follow Konica Minolta on Facebook, YouTube, and Twitter.

**About Spark Printing: *National Commercial Printing & Trade Finishing Leader***

Spark Printing specializes in a campaign-based approach to client relationships and offers traditional commercial applications expertise with wide-format signage and retail display promotions in addition to their digital print enhancement resources. They also provide trade finishing and bindery services to peers and colleagues in the industry seeking custom postpress solutions and outsourcing partnerships. For more information, please visit: [www.PrintwithSpark.com](http://www.PrintwithSpark.com).

**About Crown Roll Leaf Foil: *International Foil and Security Hologram Leader***

Founded in 1971, Crown Roll Leaf has grown dramatically into the world's leading manufacturer of user-friendly hot stamping foils, holographic diffraction patterns and affordable Retail-Vision™, Promo-Vision™, and Secure-Vision™ holograms. For more information, please visit: [www.CrownRollLeaf.com](http://www.CrownRollLeaf.com).

**About the Foil & Specialty Effects Association (FSEA): *International Print Industry Trade Group***

Since its inception in 1992, the Foil & Specialty Effects Association has worked toward industry awareness and growth. It serves as a resource and educational platform for decorating technologies, including foil stamping, embossing, cold foil technologies, specialty coatings, laminates and laser cutting. For more information, please visit [www.fsea.com](http://www.fsea.com).

**About NAPCO Media: *International Printing, Packaging & Marketing Information Provider***

Since 1958, NAPCO Media has been a leading information source in the many markets it serves. NAPCO Media continues to evolve with information distribution methods and specializes in the creation and cross-channel distribution of exceptional content. Their mission is to build community between our audience and our clients. For more information, please visit [www.napco.com](http://www.napco.com).

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