

## Team Concept Launches “LuxFX” Decorative Print Designs with JETvarnish 3D Special Effects

Konica Minolta and MGI Co-Sponsor PRINTING United Exposition & Project Peacock Tour



Team Concept “LuxFX” JETvarnish 3D Samples

**MELBOURNE, FL USA (August 27th, 2019)** – For the last twenty-one years, [Team Concept](#), based in Carol Stream, IL, has been an innovative leader of the Chicagoland printing industry. In 2018, as a growth strategy to establish a competitive advantage for their customers and partners, they invested in an [MGI JETvarnish 3D](#) digital print enrichment press from [Konica Minolta](#). Now, one year later, they have announced a new brand of decorative and dimensional print solutions called “[LuxFX](#)” to maximize the impact of brand messages by delivering sensory print communications on a national level.

### **Profile of a Trade Printer**

In addition to offering a complete spectrum of direct commercial printing and finishing services, Team Concept has also specialized in serving and supporting their professional peers and colleagues in the business as a top trade printer able to provide outsourcing assistance on specialized applications, complex custom projects, long run offset production and short run digital work.

Their expertise and growth in developing JETvarnish 3D-based promotional marketing campaigns and packaging designs for clients led to the decision to expand the business and launch the LuxFX brand.

Tony Rouse, Team Concept President, stated, “Our LuxFX brand of specialty digital finishing services range from simple, flat 2D clear gloss highlighting to the most intricate and elegant of sculpted 3D dimensional textures. The embossed Variable Data Foil (VDF) options of the MGI JETvarnish system allow us to produce both alpha-numeric text and graphic images on a unique personalized or customized project basis with eye-catching optical reflections of light that capture people’s attention in a way that standard color printing cannot. We blend metallic colors and holographic films with the designs to create impressions that people remember. That’s what buyers, brands and agencies are looking for.”



### ***Project Peacock Premiere***

To celebrate the new LuxFX initiative and demonstrate how their JETvarnish 3D-powered digital special effects provide optical and sensory advantages that add value to a vast spectrum of print applications, Team Concept joined with Konica Minolta and MGI to create a special series of four commemorative souvenir boxes for attendees at the recent [Project Peacock Print Fair](#) held in Chicago.

In honor of the occasion, each of the small folding cartons were produced with different peacock bird designs, 3D textures and a variety of 4 different embossed metallic colored foils from [Crown Roll Leaf](#).

### ***The Brand Marketing Perspective***

Deborah Corn of the [Print Media Centr](#), created the Project Peacock program as an educational “*Printspiration*” platform of industry engagement to connect print buyers (brands, agencies, brokers & designers) with printers & vendors. The 2019 North American tour of print fairs has been a growing phenomenon of interest to all members of the printing marketplace ecosystem and supply chain with upcoming visits to Los Angeles (Sept. 12<sup>th</sup>) and Toronto (Nov. 7<sup>th</sup>) also scheduled.

Therefore, the Chicago Project Peacock Print Fair was a perfect opportunity for Team Concept to officially mark the debut of its LuxFX special effects portfolio by contributing some memorable examples of the accelerating market demand for dimensional design and sensory print production to participants.

### ***PRINTING United Exposition & BRAND United Conference***

Two sets of Team Concept’s “Peacock Boxes” featured promotions for the highly-anticipated inaugural [PRINTING United](#) exposition and [BRAND United](#) conference that will be held in Dallas, TX from October 23<sup>rd</sup>-25<sup>th</sup>. Konica Minolta and MGI are Diamond Sponsors of the PRINTING United event and have sponsored the entire U.S. tour of Project Peacock Print Fairs this year. PRINTING United will also be the exclusive venue for several Konica Minolta and MGI “world premiere” new product announcements and demonstrations. All members of the printing and packaging industries are encouraged to attend.

### ***GLGA & PIA Participation***

As a member of the [Great Lakes Graphics Association](#) (GLGA), regional affiliate of the national [Printing Industries of America](#) (PIA), Team Concept was joined at Chicago’s Peacock Print Fair by Joe Lyman, President of the GLGA. The GLGA also co-sponsored the event and distributed copies of a new official PIA publication called the “*Style it Up*” guide for print buyers and brands to become more informed about the advantages and value of adding digital special effects to print campaigns. This 16 page booklet was produced with JETvarnish 3D technology and co-sponsored by Konica Minolta and MGI.

For more information, please visit [www.mgiusa.com](http://www.mgiusa.com) and [www.kmbs.konicaminolta.us](http://www.kmbs.konicaminolta.us). Follow MGI on Facebook [@MGIonline](https://www.facebook.com/MGIonline) and Twitter [@MGI\\_USA](https://twitter.com/MGI_USA) for the latest printing industry technology news. Follow Konica Minolta on Facebook, YouTube, and Twitter [@konicaminoltaus](https://twitter.com/konicaminoltaus).

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**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.](http://www.kmbs.konicaminolta.us) 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 twelve 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 seven consecutive years. We partner with our customers to give shape to ideas and work to bring value to our society.

For more information, please visit [www.kmbs.konicaminolta.us](http://www.kmbs.konicaminolta.us) and follow Konica Minolta on [Facebook](#), [YouTube](#), [Linked In](#) and [Twitter](#).

**About Project Peacock:**

Print Media Centr launched Project Peacock in 2017 as a roadshow-and-tell for ad agencies, brands, and corporations to share the new possibilities available with digital toner, inkjet and wide-format printing. After meeting with more than 1000 print buyers and creatives over two years, in 2019 Project Peacock expanded to offer an on-demand video series and a Print Fair that travels with industry partners to vibrant event spaces across the US, with international events launching in 2020.

Visit [projectpeacock.printmediacentr.com](http://projectpeacock.printmediacentr.com) for information about their partnership programs.

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