

European Photobook Leader Cewe Invests in 2nd MGI JETvarnish 3D Evolution
Market Demand for Digital Special Effects Creates New Variable Embossed Foiling Opportunities



Cewe Headquarters in Oldenburg, Germany

MELBOURNE, FL USA (May 29th, 2018) – [CEWE](#), the largest photo printing company in Europe, has installed their second [JETvarnish 3D Evolution](#) digital enhancement press for full-sheet, B1+ size applications (75x120cm / 29x47”). The strategic management decision to purchase another [MGI](#) solution was based on the rapidly growing demand of customers in the marketplace – especially from the millennial generation - for more personalization and decoration in the production of their printed memories, mementos and memorabilia.

A New Digital Business Model

CEWE, which installed its first JETvarnish 3D Evolution solution in October of 2017, quickly recognized the competitive and revenue advantages of offering premium MGI “Variable Data Embossed Foiling” services to its consumer and commercial customer base of thousands of dedicated users in 24 different countries. The debut of the new MGI options in their products offered online and via hundreds of retail brick & mortar stores was an immediate success and came alongside the production of their 50 millionth photobook last year.

Therefore, the executive management team decided to expand their JETvarnish 3D capacity by ordering another MGI digital press approximately six months after the first unit was installed. The commitment to build new digital print enhancement capacity reflects the technology-driven business growth model that has led to CEWE’s market dominant position in Europe.

CEWE Technical Director Michael Bühl said, "To effectively protect our competitive position as the leading provider of photo-related print services in Europe, we needed a digital print operation plan that could be truly responsive to new product design innovations. We found the perfect partner in MGI."

Bühl continued, "Our management team decided that we needed to enrich our books with additional effects such as Spot UV varnish and hot foil. These embellishments are eye-catching and unique. The MGI additions make a difference in the marketplace and help generate new sales opportunities. CEWE produces millions of photobooks - each one different from the other - on tight deadlines and for the best value. Therefore, we understood that traditional analog technologies could not provide the solution we needed. No other manufacturer offered the quality and performance of the JETvarnish 3D Series."

Variable Data Print Enhancement

Victor Abergel, MGI Managing Director, stated "CEWE had the vision to look towards the future of digital print technology and recognize the powerful variable data value of our solutions. Our intelligent and adaptive registration system, the [AIS SmartScanner](#), analyzes each piece as a distinct job to optimize quality customization based on individual names, numbers and images. This variable data management strength of the JETvarnish 3D Series allows a fully automated production process, which delivers maximum productivity and efficiency with the unique embellishment treatment of each printed piece."

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

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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 .

About CEWE: International Photo Printing Industry Leader

The CEWE PHOTOBOOK is one of the top-selling print items in the world and has been repeatedly designated as a Test Winner. It is Europe's most popular photo book. CEWE photo books come with countless covers and paper qualities in addition to 9 different formats. Ordering software to download personalized design are free. This includes the mobile CEWE Photoworld app for fast, quick orders. For more information, please visit <https://company.cewe.de/en/home.html> .

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