

INDUSTRIAL DIGITAL PRINTING

DMS Color Launches “Feel Your Print” Campaign with New MGI JETvarnish 3DS Digital Embellishment Press

*Konica Minolta Delivers Industrial Print Solution & Support
to Assist Growth of National Web-to-Print Leader*



New DMS Color “Feel Your Print” Campaign

MELBOURNE, FL USA (December 12th, 2017) – Fast-growing printing technology firm, [DMS Color](#), based outside Birmingham, Alabama, has been integrating digital software and hardware with client business strategies for over 10 years. The success of their proprietary [DigiFLO](#) online workflow system has made them one of the largest Web-to-Print service providers in the United States. Now, they’ve expanded their applications portfolio for brands and print buyers by investing in a new [MGI JETvarnish 3DS](#) digital enhancement press from [Konica Minolta](#).

Marketing Promotion & Open House

To celebrate the availability of the new MGI decorative capabilities, they are promoting the value and impact of sensory 2D/3D textures and variable embossed foil with a national advertising campaign called “*Feel Your Print*”. Industry professionals interested in learning more about the new JETvarnish 3DS capabilities can receive free customized print samples and attend a debut Open House workshop on Wednesday, December 13th.

Packaging & Postal Print Portfolio

DMS Color Partner, David Rula, explained “*With the JETvarnish 3DS digital finishing solution, we can offer entirely new ways to improve the effectiveness of omni-channel communications like direct mail, fulfillment and transpromo statement services. We’re also now entering new luxury markets and*

connecting with consumer packaged goods companies. This new technology allows us to stay ahead of our competitors and maintain our leadership position as the print solutions leader in the Southeast U.S. We will be launching a major marketing push to leading package goods companies and advertising agencies with our 'Feel your Print' campaign."

A Rising Tide of Alabama Printing

In 2017, DMS Color was recognized by [Inc. Magazine](#) as one of America's Fastest Growing Private Companies for the 4th year in a row. It was also named one of America's Top 100 small printers in 2017 by [Printing News Magazine](#). Their diverse and impressive customer list includes elite craft breweries, franchise food service networks, pharmaceutical, financial and healthcare companies.

Konica Minolta & MGI Partnership

The award-winning MGI JETvarnish 3D Series offered by Konica Minolta worldwide includes digital enhancement solutions for every segment of the print, packaging and finishing industries. The Konica Minolta Industrial Print business engagement program also includes a spectrum of software, services and the Accurio line of production inkjet and toner presses.

Barry Nickerson, Konica Minolta Regional Vice President of Production Print, stated *"The DMS Color 'Feel Your Print' initiative is an excellent fusion of creative design, strategic marketing and digital technology. It perfectly captures and expresses the value of enhanced print to create meaningful customer relationship touchpoints."*

Kevin Abergel, MGI Vice President of Marketing & Sales, concluded *"DMS Color is a technology-driven company whose expertise with Web-to-Print software development will allow the true digital power of the JETvarnish 3D Series to be utilized online by businesses across the country. The personalization and customization of paper-based customer communications with 2D varnish, 3D textures and variable embossed foil represents the omni-channel future of our industry."*

For more information, please visit www.mgiusa.com. Follow MGI activities on Facebook @MGIonline & Twitter @MGI_USA for the latest MGI printing 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 Konica Minolta: *International Printing Industry Leader*

Konica Minolta Business Solutions U.S.A., Inc. is reshaping and revolutionizing the Workplace of the Future™ (www.reshapework.com). With our comprehensive portfolio, we deliver solutions to leverage mobility, cloud services, and optimize business processes with workflow automation. Our 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 10 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 five years in a row. We partner with our customers to give shape to ideas and work to bring value to our society. Follow Konica Minolta on Facebook, YouTube, and Twitter @KonicaMinoltaUS. For more information, please visit www.konicaminolta.com.

About DMS Color: *National Printing Leader*

DMS Color is a technology company with sophisticated printing capabilities. From marketing asset management and graphic design to statement processing and direct mail, DMS is the digital print company of choice for forward-thinking businesses across the country. For more information, please visit www.dmscolor.com.

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