

MGI Scores JETvarnish 3D Triple Play with 3 New Israeli Press Sales

*Trio of Leading Packaging, Label & Commercial Print Service Providers
Acquire New Digital Embellishment Presses*



Heret Package & 3 Recent Israeli Sales of Roll & Sheet-fed JETvarnish 3D Presses

MELBOURNE, FL USA (August 10th, 2018) – In a land rich with ancient culture and history, the Israeli printing industry has always been a leading force for adopting new advanced technology. That trend was recently confirmed when a trio of the country's foremost service providers implemented three different new MGI [JETvarnish 3D](#) digital embellishment presses in the packaging, label, commercial print and trade finishing market sectors.

One of the firms, [Heret Printing & Packaging](#), headquartered in Yavne, has upgraded and expanded its operations with a new [JETvarnish 3D Evolution B1+](#)/Full Sheet platform (29x47") after successfully using their original JETvarnish 3D press B2+ around the clock for the last three years.

[Skitza](#), a top trade finishing house in Tel Aviv, acquired a [JETvarnish 3D B2+](#) press to help them add value to both offset and digital prints across a spectrum of commercial printing applications. Additionally, another major packaging printer and converter that specializes in developing brand campaigns and new product launches with both label and flexible packaging designs purchased a roll-fed [JETvarnish 3D Web](#) press. (At the customer's request, the company name is being withheld until later in the year.)

Building Brands with Boxes

Since 1936, Heret Printing has delivered world-class production printing and packaging solutions to a wide variety of industries. Heret provides dedicated design, distribution and supply-chain services to international brands such as Soda Stream, Ahava, Sabon, The Body Shop and many more. While

producing many different applications, Heret has a specialized expertise for providing luxurious and brand-centric folding carton and label solutions to the cosmetic, beauty and healthcare markets.

In March 2015, Heret Printing invested in an MGI JETvarnish 3D to add value to all of their digital and offset presses – including their HP Indigo 30000, which was the first installation of that product worldwide. To achieve all the advantages and benefits of a completely digital production workflow, they organized their operation so the JETvarnish 3D would be able to add valuable finishing effects to both the HP press and their legacy offset printing equipment.

Now, three years of successful high-volume production later, they've upgraded to a brand new B1+ [JETvarnish 3D Evolution](#) (Evo) to further increase their capacity to deliver dramatically decorative print embellishments – and expand their sales and service capacity to even greater national levels. The JETvarnish 3D Evo was the first B1+/Full sheet digital enhancement press in the world when it was launched at [Drupa 2016](#) and has since been installed in many countries and on four continents.

JETvarnish 3D Sheet & Roll Solutions

MGI JETvarnish 3D presses produce digitally decorated special effects such as detailed 2D spot gloss highlights, artistic 3D dimensional textures and richly embossed foil applications. The JETvarnish 3D Series also offers powerful variable data processing capabilities to produce personalized and customized images and alpha-numeric text on every piece and job.

Each JETvarnish 3D system also possesses an intelligent and adaptive registration system, called the [AIS SmartScanner](#), that treats each printed piece as a separate unique job, thus insuring optimum quality and accuracy for the even the most intricately detailed of designs.

- [JETvarnish 3D](#): Sheet sizes up to 20x42"/52x105cm with speeds up to 3,000 B2 sheets per hr.
- [JETvarnish 3D S](#): Sheet sizes up to 14x40"/36x102cm with speeds up to 3,000 A4 sheets per hr.
- [JETvarnish 3D Evolution](#): Expandable sheet options up to 29x47"/75x120cm at 3,300 B2s per hr.
- [JETvarnish 3D Web](#): Roll-fed labels & flex packaging up to 16.5"/42cm at 8,220ft/2,520m per hr.

Labelexpo Americas & Print 18 Demonstrations

In collaboration with MGI's Global Business Partner, [Konica Minolta](#) the JETvarnish 3D Series will be demonstrated live at the upcoming [Labelexpo Americas](#) (Sept. 25-27th) and [Print 18](#) (Sept. 30-Oct. 2nd) trade shows in Chicago. All interested members of the graphic arts industries are welcome to contact Konica Minolta and MGI to arrange for a personal briefing on the digital power and revenue production benefits of the JETvarnish 3D Series during these autumn events.

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](#).

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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
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