

INDUSTRIAL DIGITAL PRINTING**Brodnax Leverages JETvarnish 3D Special Effects and Data Analytics for Customized Marketing Campaigns**

Konica Minolta Provides MGI Digital Print Enhancement Solution to Texas Printing & Information Technology Firm



Brodnax President Jim Singer & JETvarnish 3D

MELBOURNE, FL USA (September 12th, 2018) – In the connective, converging world of omni-channel customer communications, [Brodnax 21C Printers](#) of Dallas, TX has established a special unique expertise to help brands and print buyers create highly customized marketing campaigns based around sophisticated use of information technology (IT), market data analytic models and customer knowledge.

To support the business development goals of their national client base, they developed their own Web-to-Print (W2P) software platform called “[VariDoc](#)”. It delivers targeted, variable data print services based on their clients’ revenue relationship objectives, market research and specifically tailored product communications.

The culmination of that initiative was to install a new [JETvarnish 3D](#) digital embellishment press that can optimize the impact of customer images and messages for critical print, packaging & mail touchpoints in the value chain and customer revenue relationship lifecycle. The results have been so successful that a new business model is emerging called “Embellish on Demand” (EoD) and it’s attracting new prospective clients from around the country.

Craft Printing & Computer Coding

For sixty-one years, Brodnax has delivered “High-Definition” offset lithography and digital printing services. Their areas of application expertise span the spectrum of traditional commercial printing document formats - with additional options for folding carton packages, sheet-fed labels, wide format signage, promotional merchandise and, now, the unique digital decorative special effects only available with the MGI JETvarnish 3D.

The Brodnax VariDoc system delivers data reports that provide business insight and decision-making guidance to client management teams. The sophisticated use of database modeling techniques and business profile analysis allows Brodnax to artfully target the right audience for the right message. Then job requests are reviewed to evaluate how print, mail and marketing campaigns can benefit from the extra VIP treatment of applying eye-catching, sensory JETvarnish 3D special effects.

A Dramatic Print Campaign Success Story

An example of how Brodnax used its JETvarnish 3D solution to generate new business opportunities for its customers involves a local Texas health club organization seeking to expand its membership base and increase their annual renewal rates. As a loyal and longtime Brodnax customer, they were willing to listen to the suggestion of opening up their standard corporate marketing mailpiece design to incorporate JETvarnish 3D embellishments.

The Brodnax print team then designed and applied a 3D dimensional heart in silver metallic foil to a series of 10,000 postcards. The concept was meant to express the quality care of the health club for its members and to use the tactile, dimensional nature of the JETvarnish treatment to engage end-users more effectively when they received the mailpiece. The result was a remarkable 400% increase in new customer and renewal offer conversions. Since the revenue of even a single new 1 year membership would have paid for the entire cost of the mailing, the Brodnax client was thrilled with the results.

JETvarnish 3D Technology Impact

Jim Singer, President of Brodnax, stated, "We love the craft of printing, especially when our customers tell us that they love the results too. We're a \$20 million dollar printer doing business with billion-dollar brands. These days printing pretty pictures is not enough. Fortune 500 companies want a business advisor for their customer campaigns, not just a printer. So, we invested in the people, computers and printing equipment that would help us become a partner in the business development and customer relationship strategies of our clients."

Singer commented, "The profit margin on JETvarnish 3D output is something that we've never experienced before. The MGI decorative print process saves time, gives clients a better product and helps us generate more revenue by improving our service portfolio."

Kevin Abergel, MGI Vice President of Marketing & Sales, stated, "The work of Brodnax represents a new business model for printers and mailers in an omni-channel, digital data-driven world. They are a true technology firm that had the vision and expertise to develop an IT, print & mail infrastructure that provides valuable customer insights and powerfully customized campaigns to even the largest U.S. corporations. We're inspired by their strategic utilization of our JETvarnish 3D solution to create new and even more significant print & pixel experiences for their clients in the future."

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 - Booth #5721) and [Print 18](#) (Sept. 30-Oct. 2nd - Booth #1611) 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](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).

~*~

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 its expansive smart office product portfolio from IT Services (All Covered), ECM, Managed Print Services and industrial and commercial print solutions. 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. The World Technology Awards recently named the company a finalist in the IT Software category. Konica Minolta, Inc. has been named to the Dow Jones Sustainability World Index for six consecutive years. It partners with its clients to give shape to ideas and work to bring value to our society.

For more information, please visit: www.CountOnKonicaMinolta.com and follow Konica Minolta on Facebook, YouTube, and Twitter.

~*~

MGI Americas/Caribbean/India/Asia Pacific

Media Contact:

Jack Noonan
Marketing Manager
MGI USA, Inc.
j.noonan@mgiusa.com
+1 321-751-6755

MGI Europe/Middle East/Africa/Russia

Media Contact:

Clemence Mathieu
Marketing Manager
The MGI Group
c.mathieu@mgi-fr.com
+33 (0)1 45 21 06 60

Konica Minolta North America

Media Contact:

Stacey Sujeebun
Director of Marketing Communications
Konica Minolta Business Solutions
+1-201-236-4272
PR@kmbs.konicaminolta.us