

Feiereisen Trade Finishing Partners with MGI & Konica Minolta to Provide NextGen Digital Print Enhancement Services

Customized 2D/3D Foil Special Effects, Faster Job Completion and Improved Production Processes are Key Benefits for Printers



The JETvarnish 3D Features AIS SmartScanner Intelligent Registration

MELBOURNE, FL, USA (October 16th, 2017) – Founded in 1933, Iowa-based [Feiereisen](#) Trade Finishing has been helping printers, mailers and packaging firms achieve postpress excellence for generations. Now, they've developed a partnership with [MGI](#) and [Konica Minolta](#) to bring [JETvarnish 3D](#) digital print enhancement services to their client base of 500+ printers and advertising agencies around the United States. Their goal is to help customers "Finish First" by optimizing the success of print campaigns and marketing projects with creative new 2D/3D special effects and variable embossed foiling options.

Printers as Customers

Owner Greg Ortmann explained "Our goal in acquiring the MGI JETvarnish 3D system was to expand our industry trade business by providing printers a unique range of new, attention-getting embellishment services. At the same time, we can also take advantage of the MGI digital technology to streamline operations more effectively and increase the flexibility of our project management infrastructure."

"The JETvarnish 3D special effects make offset and digital prints worth noticing and looking at. There is a benefit to adding a "personal touchpoint" of sensory texture to accent both design and ink color. The result is to engage end-users in more direct, meaningful and dynamic ways. The whole client brand conversation becomes a different story when that happens. Printers appreciate our business development support of demonstrating new embellishment possibilities to their buyer client base."

A Trade Finishing Business Model

Ortmann continued “We’re helping printers and agencies strengthen supply chain relationships by showing the power of graphical ideas with endless varieties and formats – such as different colored foils, embossing highlights and raised background patterns. The MGI digital treatment gives brands, packages and prints new life with 3D customization and individual, piece-based personalization.”

“The MGI system helps support our partnership with printers by creating samples that serve as sales tools. We show the new concepts to our printers and they pass on the information to their clients. This process helps demonstrate the potential for new ideas and helps us act as a business advisor and project consultant to printers. If we help them add value to jobs, we’ve also helped them increase their profits.”

Increased Turnaround Times & Project Management

The rapid prototyping benefits, short run turnaround times and high-volume production capabilities of the MGI solution also allows Feiereisen to pursue different and larger jobs with more flexibility. From an operations perspective, it also helps complete jobs more quickly and effectively. This is extremely important to printers looking to outsource finishing work with tight timeframes and short deadlines.

Ortmann summarized “The JETvarnish 3D digital solution helps us move from project to project quickly and organize the work schedule more effectively. The ability to quickly switch and change jobs throughout the day offers a lot of advantages to managing our operations, staff, time & materials. It also increases and improves our ability to produce more customized, short-run solutions for our client base.”

“For example, complex foil die stamping jobs that used to take a few days can now be done in a couple of hours – and the JETvarnish 3D variable texture build and lift options have never been possible or available before with traditional screen techniques.”

“We are business partners with the printers we serve. With the JETvarnish 3D system, we can easily adapt to different job requirements and generate both high quality and large quantity work on demand. For printers looking for a long-term trade finishing partnership with outsourcing flexibility, that kind of project support is very important.”

MGI & Konica Minolta Solution Support

Jeff Perkins, Konica Minolta Regional Vice President of Production Print, stated that “Feiereisen has an illustrious history of traditional craft work that’s been inspired and energized by adding the digital JETvarnish 3D. They’ve blended quality and creativity in producing new decorative finishing techniques for the industry that are striking in originality. Their work creates a new experience of print for clients.”

Kevin Abergel, MGI Vice President of Marketing & Sales, concluded “Greg Ortmann and the Feiereisen Team have consistently demonstrated a commitment to delivering the most advanced finishing solutions to the commercial printing, mailing and packaging industries. We’re honored to support their business strategy and look forward to a shared future of digital postpress success.”

For more information, please visit www.mgiusa.com and www.konicaminolta.com. Follow MGI activities on Facebook & Twitter @MGI_USA for the latest MGI printing technology news. Follow Konica Minolta on Facebook, YouTube, and Twitter @konicaminolta.

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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 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 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. For more information, please visit www.CountOnKonicaMinolta.com Follow Konica Minolta on Facebook and Twitter @KonicaMinoltaUS.

About Feiereisen Trade Finishing: *National Postpress Print Bindery Leader*

This family-owned and operated business has been providing high quality finishing services to the printing industry since it was first established in 1933. Services include digital enhancements, die cutting, embossing, foil stamping, pocket folders, tab dividers, UV coating, film lamination, scoring and perforation and detailed project management of complex print, mail and packaging projects.

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