

INDUSTRIAL DIGITAL PRINTING

Spectrum Printing Enriches Direct Mail with MGI JETvarnish 3D Special Effects

Konica Minolta Delivers Digital Decorative Print Solution for High-Impact Postal Campaigns



Spectrum Printing JETvarnish 3D USPS Mailpiece

MELBOURNE, FL USA (February 28th, 2019) – Since 1986, [Spectrum Printing](#) in Tucson, Arizona, has been delivering high-quality commercial printing services to the Southwestern United States. In 2016, they acquired an [MGI JETvarnish 3DS](#) digital enhancement press from [Konica Minolta](#) to distinguish their [Idealliance G7-certified](#) color management skills with the extra added-value impact of eye-catching 2D/3D textures and variable embossed foil on the widest possible variety of printed materials.

Delivering Mail Value

One of their most important application areas to utilize their JETvarnish 3D technology was in the arena of direct mail. The physical touchpoint value of postal print applications to create and strengthen customer relationships is dramatically increased by adding dimensional decorative effects and personalized embossed foil. The results have improved customer campaign response rates, increased both retail in-store and e-commerce sales conversions and given their client brands a powerful new vehicle to connect with new audiences via targeted database-driven communication programs.

A Marketing Mail Mission

Spectrum’s founder George Stewart decided that developing a strategic growth plan for the future would involve focusing on core strengths that could leverage his staff’s years of applications expertise. The result was a dedicated specialty Direct Mail practice that provides consultative, advisory services for print & mail campaigns linked to omni-channel engagement activities. From creative graphics support to cost-saving knowledge of [United States Postal Service](#) (USPS) mail preparation regulations, the Spectrum Mail Team plays a key role in helping corporate brands and non-profit organizations take advantage of the “Power of Postal Print” to deliver high impact U.S. Mail experiences.

Addressing New Opportunities

For example, leaders of the Spectrum Mail Team receive advanced training from the postal industry gold standard of excellence through certification as “[Mailpiece Design Professionals](#)” (MDP) by the USPS itself. This allows them act as brand consultants and marketing advisors to their print-buying customers and play an active partnership role in generating new client marketing and sales campaigns. Such knowledge and influence helps to develop repeatable business models, customer references, industry referrals and re-occurring jobs on an ongoing basis.

That same dedicated printcraft expertise has also earned them numerous industry awards over the years from the [Western States Printing Alliance](#) (WSPA), affiliate of the [Printing Industries of America](#) (PIA), the largest print industry trade association in the world.

With the addition of their JETvarnish 3D technology to their print production skills, they can now elevate flat 2D CMYK color printing with 3D tactile, sensory impressions that feel and look different from everything else in a mailbox. The addition of colored metallic foils to embellish a mail recipient’s personalized name with variable data messaging maximizes the enhanced postal print experience.

A Stamp of Approval

Ken Huizenga, Spectrum Production Manager, explained that “*The JETvarnish 3D produces “feelable” and “touchable” mailpieces that stand out and get people’s attention. Our digital print strategy is to offer unique solutions that add prestige to our client communications. Customers that have embraced our “JETvarnished” prints keep coming back for more.*”

“We create designs that get held longer in someone’s hand than just plain color prints. Those extra seconds and minutes of engagement when someone runs their finger over a textured logo or sees their name in bright gold foil make all the difference in the world for our clients. It gives them an added extra-long opportunity to communicate the value of their brands and products. Each mail moment matters.”

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 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 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. Konica

Minolta, Inc. has been named to the Dow Jones Sustainability World Index for six years in a row. We partner with our customers 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.

About Spectrum Printing: *National Printing & Mailing Services Leader*

Since 1986, Spectrum Printing Company in Tucson, AZ has been a one-stop-shop for a full-range of printing, mailing, and direct mail marketing solutions. They partner with clients to develop business solutions and offer valuable resources that contribute to corporate and non-profit customer success. As a full-service digital and offset press printing company, they offer: extensive design, print, and mail solutions for every industry; cross-media marketing and direct mail marketing campaigns; in-house binding/finishing, direct mail and fulfillment services with a variety of green printing solutions.

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