

MGI Presents Digital Embellishment Tech at Xeikon North American Café
Three Day Conference Creates Convergence of Print, Packaging & Label Technologies



The MGI JETvarnish 3D Digital Enhancement Press Series

MELBOURNE, FL USA (May 16th, 2018) – As a result of continued rising demand for its digital printing and embellishment solutions across all major segments of the worldwide graphic arts industries, [MGI](#) is proud to co-sponsor the North American [Xeikon Café](#) event outside Chicago from May 15-18th. The international conference brings together a wide range of participants to analyze print technology trends and discuss new business growth strategies.

A Dynamic Spectrum of Industry Applications

The visual and sensory special effects of MGI's [JETvarnish 3D](#) inkjet print enhancement solutions will be on full display during the three day event. The JETvarnish 3D Series of presses add value and profitability to offset, flexo and digital print output by serving as standalone finishing hubs that produce 2D spot UV coats, dimensional 3D textures and embossed Variable Data Foiling (VDF) embellishments.

The transformational power of MGI technology to enrich traditional commercial print, packaging & label applications with highly profitable, eye-catching decorative effects will be presented to all attendees.

Expert Advice & Educational Content

The impressive roster of print industry leaders, analysts and experts speaking at the event includes: Marco Boer, [IT Strategies](#); Barb Pellow, [Pellow & Partners](#); Andy Paparozzi, [Idealliance](#); Dan Muenzer, [TLMI](#); Bob Leahey, [KeyPoint Intelligence](#) (InfoTrends); Deborah Corn, [Print Media Centr](#); Jeff Hayes, [Hayes Assoc.](#); and Vicki Strull, [Strull Design](#). Former [Chicago Bears NFL](#) player and fan favorite Matt Mayberry delivered the keynote address to provide motivational inspiration for implementing new business relationship strategies in the print supply chain.

Complementary Digital Toner & Inkjet Solutions

The product portfolios of MGI and Xeikon include both sheet and label-fed digital presses that utilize a variety of inkjet and toner-based technologies. The MGI presence at the North American Xeikon Café event follows the successful exhibition and demonstration of the [JETvarnish 3D Web](#) press at the European Café forum held earlier this year in March at Xeikon's Belgium global headquarters.

For more information, please visit www.mgiusa.com. Follow MGI on Facebook [@MGlonline](#) and Twitter [@MGI_USA](#) for the latest printing industry 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.

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