

Konica Minolta Launches Digital Print Enrichment Press



Konica Minolta Business Solutions U.S.A. Inc. has announced the official launch of the MGI JETvarnish 3D One, a simple, compact and affordable digital embellishment press that provides sensory print applications for printers of every size.

With projected growth for decorative embellishment for 2017 through 2022 at more than 10% CAGR, Konica Minolta invested in the press as part of its mission to create

opportunity for printers to increase and diversify their revenue streams. The press was first unveiled last October during PRINTING United, alongside four other new products including a high-volume, toner-based production press, digital label press, desktop multipurpose embellishment solution and a corrugated box printer.

"Growth in the decorative embellishment area will be a real differentiator for many commercial printers who will be able to charge a high margin for the service," said Dino Pagliarello, vice president of product management and planning, Konica Minolta. "In a recent study by NAPCO, brand owners said that on average they pay a 40% premium for 3D variable data textures, and this product is an affordable solution for printers to offer these services."

The MGI JETvarnish 3D One digital print embellishment press represents a major new advancement in bringing digital special effects to the mainstream of the commercial printing, finishing and packaging industries. This new press utilizes key components of the JETvarnish technology – including the intelligent and adaptive AIS SmartScanner registration system – and is designed for a compact, cost-effective, entry-level solution for all printers.

The small operational footprint of the JETvarnish 3D One allows printers, finishers and converters to have an in-house full production and prototyping print embellishment system without screens, dies or plates. The all-purpose patented varnish formula allows both flat 2D Spot UV highlighting and sculptured 3D raised special effects on a wide range of substrate stocks and up to 450gsm, from offset and digital inks to lamination films and aqueous coatings.

The JETvarnish 3D One provides printers with the ability to generate more high-impact printed communications and profitable decorative embellishments on all commercial and in-plant applications including booklets, brochures, business cards, mail pieces, book covers, sheet-fed labels, small folding cartons, retail display signs and posters. Sheet sizes range from 14-by-29.5 inches and the LED 2D/3D effects reach 116 microns in a single pass.

This expansion of MGI's JETvarnish 3D Series digital print enhancement technology offers a full spectrum of 2D/3D spot coating and dimensional textures for everyone. The cost-effective price point and automatic inkjet head cleaning technology, along with the AIS SmartScanner intelligent registration system, creates a simple, convenient path for developing new digital finishing applications and diverse new application-based revenue streams.

The new JETvarnish 3D One joins Konica Minolta and MGI's existing series of sheet-fed and roll-fed digital special effects presses, which feature 2D/3D UV dimensional textures as standalone finishing hubs for digital, offset, gravure and flexo printed materials. Other enhancement presses include: JETvarnish 3D Evolution (29-by-47 inches), JETvarnish 3D Web (17-inch roll width) and the JETvarnish 3D S (14-by-40 inches), which also features embossed variable data foiling capabilities.