YOU ASKED FOR PRINT INNOVATION
WE MAKE INKJET THE REALITY TODAY
The print industry is changing fast on the back of digital communication, not only creating new opportunities but also new challenges. The essential question is how do you remain innovative?

**Build the business case for B2+ inkjet.**

At Konica Minolta, our vision has been and always will be about helping our customers to innovate their business approaches. We want you to be more successful and will help you grow your business by working closely together. Combining your knowledge and drive for innovation with our inkjet solutions and services makes for a powerful combination.

We first introduced the Konica Minolta inkjet technology to the fashion market, to help them innovate printing on textiles for product prototypes. Since then, we have come a long way and have gained extensive experience in inkjet printing.

Today, Konica Minolta focuses its inkjet activities in 3 main areas:

- Print head design and development
- Digital inkjet printing for the textile and fashion industry
- Ink development for commercial printing and textile industries

We combine our expertise across these areas to develop innovative technology for our customers in three key markets: Industrial printing for ceramics and product decoration; dye printing on fashion textiles and fabrics; commercial printing for the production of high-quality marketing collateral and folding carton packaging. Our research and development teams in Japan constantly refine our processes and technologies, seeking new ways to improve our approach to these key markets.

**Our vision is to explore and give shape to ideas.**
KONICA MINOLTA:
HISTORY IN INKJET PRINTING

1977
Development of the first inkjet head based on its inkjet patent „Kyser type“ (US3946398 A)

1983
Development and launch of inkjet printer „JM-241“ for offices

1990

1998
Launch of first digital inkjet textile printer „Nassenger1“

1998
Quickest drying photo paper „Konica Inkjet Paper Photolike QP“ on the market incorporating a unique multilayer, micro porous coating technology

1999
Forming of Inkjet Business Group: bundling knowledge of key components for perfect solutions in the field of industrial printing

2000
Prototype of digital inkjet wide format printer „IGUAZU“

2000
Development of the first inkjet head for OEM supply

2004
Launch of inkjet textile printer „Nassenger V“

2005
Launch of inkjet print head „KM512“

2010
Launch of inkjet print head „KM1024“

2012
Launch of inkjet textile printer „Nassenger PRO1000“

2016
Launch of digital book printing and packaging solution with a UV inkjet sheet system to print onto larger format B2 + „AccurioJet KM-1“
The basis for working with our customers and their clients is to clearly understand business opportunities and challenges in B2+ inkjet.

Constantly innovating and thinking of how to offer your clients added value is critical for you to keep ahead of the competition. But with all the digital print production methods out there, how will you know which one is best for your business?

As the print and communications market continues to change, understanding how this will affect your production processes is paramount. You know your business and your clients; our dedicated team of inkjet consultants advises you on what the industry is offering to help you stay ahead. Together, we will identify …

- How print is likely to evolve and change in a digital world and the impact on your client business.
- The efficiency to be gained from fully optimised print workflows.

These are just some examples of the opportunities we will help you identify.

The world of digital communication creates new challenges and opportunities. Knowing which ones to focus on will help you develop your business.

What are your opportunities out there?

**Saving money**
- Analyse which production process is best for your client’s job – optimise profitability by removing costly processes such as prepress, make ready and plates.
- Avoid purchasing expensive digital paper stock – utilise current offset media! Not requiring pre-coating reduces costs for managing media.
- Gang jobs up on a larger sheet format – maximise efficiencies through using smart imposition templates.
- Reduce production time and costs – digital UV inkjet prints can be instantly finished, need no curing or drying time.
- Reduce wastage – print and calibrate to one sheet rather than with the traditional offset process, which wastes multiple sheets.

**Increasing profit**
- Increase the range of applications you offer your clients: Digital UV inkjet has a wide media latitude capable of printing on thin substrates, textured media and heavy board stock for applications such as personalised folding cartons for packaging.
- Automate processes to enable your customers to submit jobs directly into the production workflow.
- Develop new digital marketing solutions such as augmented reality to unlock profitable print opportunities.
How the printing industry is changing

The production printing industry and communication market continue to change. To ensure that your business will continue to thrive, you need to understand how future developments will impact your business and how to identify newly emerging customer demands.

Many companies experiencing changes in the number of jobs, run lengths and lead times requested to have a job delivered.

**Run lengths**

- Increased: 15.9%
- Stayed the same: 31.1%
- Declined: 44.5%
- Not applicable: 5.6%

Source: drupa Global Trends, March 2015

**Number of jobs**

- Increased: 9.9%
- Stayed the same: 34.7%
- Declined: 45.2%
- Not applicable: 6.3%

Source: drupa Global Trends, March 2015

**Lead times**

- Increased: 9.9%
- Stayed the same: 34.7%
- Declined: 45.2%
- Not applicable: 6.3%

Source: drupa Global Trends, March 2015

**Digital print**

Digital print output is forecast to grow from 8% market share in 2012 to 14% in 2017.

**Traditional print**

Traditional print is forecast to fall by 0.5% per annum to 2017.

Source: drupa Global Insights, August 2014
Build your business case for B2+ inkjet

Having defined potential new opportunities together with you, we continue to advise you on what is practical, cost-effective and most urgent supporting the business case for changing your production methods.

We will help you assess which of your clients could benefit from B2+ inkjet, analysing the type of application, media type, and production costs, as well as new applications that you can create.

We understand the need to have our experts support your business! They are able to advise you on the most effective way to produce your customers’ work. Print is evolving, but if positioned correctly, is still be a vital part of the communication mix. That’s why we have invested in business managers and consultants who understand marketing, production processes and supply chain management to assist you.

Find out what works for you

Traditional offset versus UV Inkjet

As run lengths continue to drop while the number of jobs is increasing, it’s essential for you to know which device or technology to use to produce your clients’ print products and maintain profitability at the same time. Our dedicated teams carry out this assessment and provide you with an accurate analysis you can use to evaluate your return on investment.

Application development

Creating innovations in print can be hard when you are managing the daily needs of your business. How do you inspire innovation to create new ideas? We assess and advise in numerous ways – from innovation workshops helping you decide which ideas can be turned into useable offerings, to media testing to evaluate new substrates and media.
Customer profiling
Linking customer profiles to vertical markets allows you to quickly identify whom to target with B2+ inkjet products. We provide your sales force with tools and trainings to make most out of your investment – by matching the right application to the right customer type.

Adding new services
Assess how data is driving a lot of production print changes; managing complex data can deliver significant benefits to a client for personalised campaigns and brand appeal.

Workflow flexibility
Implementing hybrid workflows by integrating digital with traditional offset production is an increasingly important factor. Our dedicated workflow team will support you in assessing your processes and provide suggestions on how to remove costly production steps. A high degree of automation helps maintain real efficiency across the entire production facility.

Colour management
Not only can consistent colour control and accreditation win you additional business – with it, you also create new value. Major brands not only expect such controls to be implemented but will select a supplier based on his ability to demonstrate that he has the necessary processes in place to manage his client’s corporate identity. Working with Konica Minolta sensing, our solutions and services can easily match and maintain accurate spot and process colours within the large colour space of AccurioJet KM-1. Our solutions are capable of supporting the entire production facility for offset, toner and inkjet devices.
Konica Minolta has invested in support teams that work with you to help maximise your return on investment. Each stage of the implementation process is carefully mapped out so that you always know which team will be looking after you.

**Business planning and pre-sales**

Our dedicated Business Development Managers and consultants know how to create individual customer business reports. These highlight where business opportunities are to be found, and explain how to grow your approaches from the analysis gained in profiling customers and vertical markets.

We also define potential returns and give you the necessary suggestions to support an investment into B2+ inkjet. These might include advice on training your employees, application development, sales and marketing as well as new solutions that could help unlock new markets. Our intention is to provide you with a complete 360-degree view in an easy-to-understand report highlighting where all the opportunities exist within your business.

**Professional services**

Once you have made the decision to invest, our teams work with you to map out a schedule of implementation that allows you to see when work will be carried out. All our professional services consultants are highly trained and fully appreciate the need to work with your IT teams to ensure a smooth installation.

**Training**

Our customer training development teams support your learning and development, providing you with detailed feedback to help you measure the progress of your team.

This is crucial as the time to train individuals is critical to seeing the new solutions and services generate a profitable return. Any feedback given is in confidence; and we work with you to ensure that all of those being trained have a learning plan to help them develop their skills in accordance with your investment. The design of AccurioJet KM-1 enables operators to change many of the parts and carry out maintenance as well. With a full training plan matched to each employee’s experience, your operators learn quickly how to always maintain the press at optimum performance.

**Service**

Our trained software service teams and service technicians are highly skilled and have a network of call centres to fall back on. As part of our on-going support, we regularly carry out service reviews. This provides us with the opportunity to work closely with you, gaining valuable insight into your business and being able to support you when one of your customers places specific demands on you.
IMPLEMENTING A SUCCESSFUL INKJET BUSINESS

WORKING WITH YOU BEFORE, DURING AND AFTER IMPLEMENTATION

Hundreds of customers know that our dedication focuses not just on successful projects but also on achieving long-term gains for our clients.

This is why we continue to work with you during and after implementation so that you can keep benefitting from our knowledge, expertise and innovation. To ensure and ease your smooth adaptation to changing market conditions, our team of business consultants will continue to support your investment, suggesting new ideas and regular innovation. We will periodically offer you the option to review your situation, and to participate in workshops and programmes that are designed to help you grow your business.

SALES TRAINING
We train your team.

BUSINESS PLANNING
We provide you with a powerful concept.

MARKETING PLANNING
We advise you on the right marketing mix.

GROWING PROFITABLE PRINT VOLUME
We generate new application ideas for you.

VALUE CREATION
We work with you to develop new strategies.

MARKETING NEW SERVICES
We propose new paths you can take, e.g. augmented reality.
In business it is reassuring to know that you have a global network of like-minded individuals, who all share one common objective – to connect, learn and grow their approaches.

Konica Minolta is a proud supporter of the independent user association PROKOM, which offers its members the ability to connect with industry consultants and gain valuable insight. Structured learning programmes will support all elements of your companies’ business. From business planning through sales and marketing advice, as an AccurioJet KM-1 customer, you will be given the opportunity to link in with the PROKOM team via a paid membership programme, connecting you with companies across both Europe and North America.

For more details about PROKOM and how it can support your business, please visit www.prokom.org.
Your Konica Minolta Business Solutions Partner: