



KONICA MINOLTA

# PRINT BUSINESSES NEED TO BE **SUSTAINABLE**

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**CORPORATE SENIOR VICE PRESIDENT DIVISION**  
**PRESIDENT OF PROFESSIONAL PRINT BUSINESS**  
**KONICA MINOLTA, INC.**



# Agenda

- 1. Introduction**
- 2. Disadvantages of mass production**
- 3. Sustainable print usage and supply chain**
- 4. Challenges in today's print supply chain**
- 5. Necessary approach**
- 6. Example of DX in the industry**

# History of products

- **1873**  
Founding business is stone-lithography



- **2003:**  
High-speed digital color MFP  
「8050」



- **2015:**  
Single pass IJ textile printing machine  
「NASSENGER SP-1」



- **2016:**  
IJ digital printing machine  
「AccurioJet KM-1」



- **2020:**  
「AccurioPress C14000」



## Long term history to contribute to printing industry

Today : Automation, labor-saving and skill-less with Digital technology



- **1879**  
First stone lithography machine made in Japan

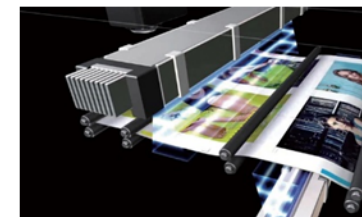
- **1987:**  
Simple color proofing system  
「Konsensus」



- **2010:**  
「bizhub PRESS C8000」



- **2017:**  
Auto-quality optimization unit  
「IQ-501」

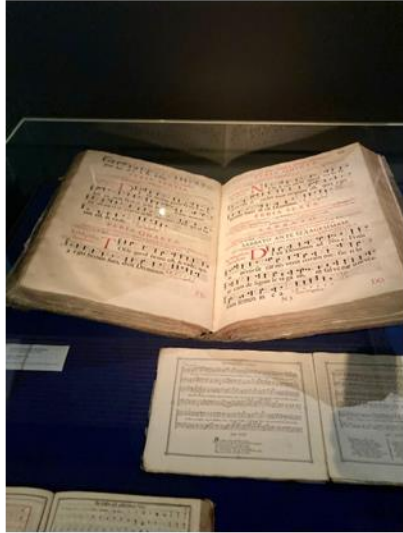


- **2022:**  
Label printing machine  
「AccurioLabel 400」



# Print has important role in our life

1455



Today

## Commercial Printing



## Industrial Printing

Packages



Label

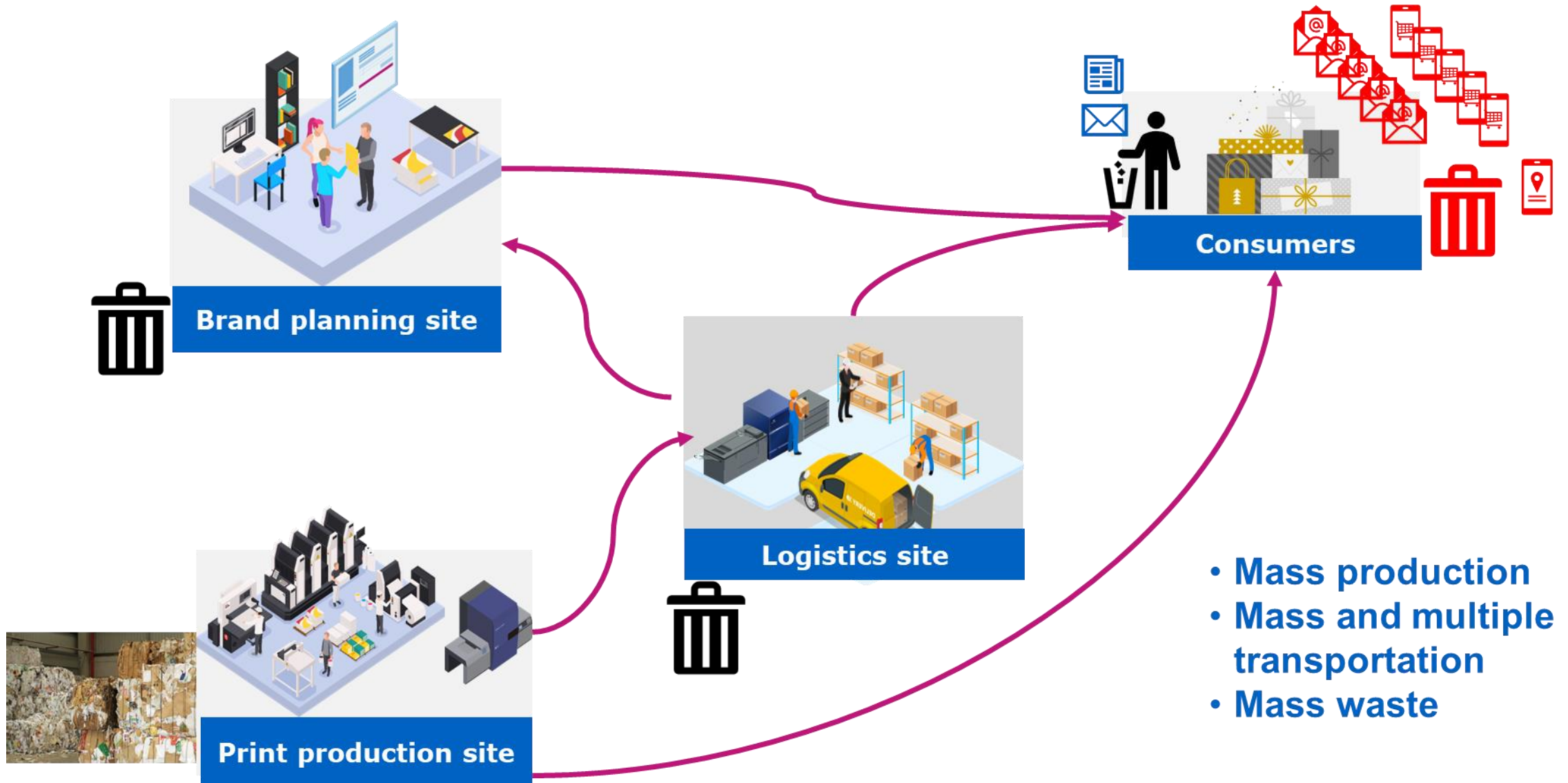


Textile









# But, today's print supply chain is not sustainable.

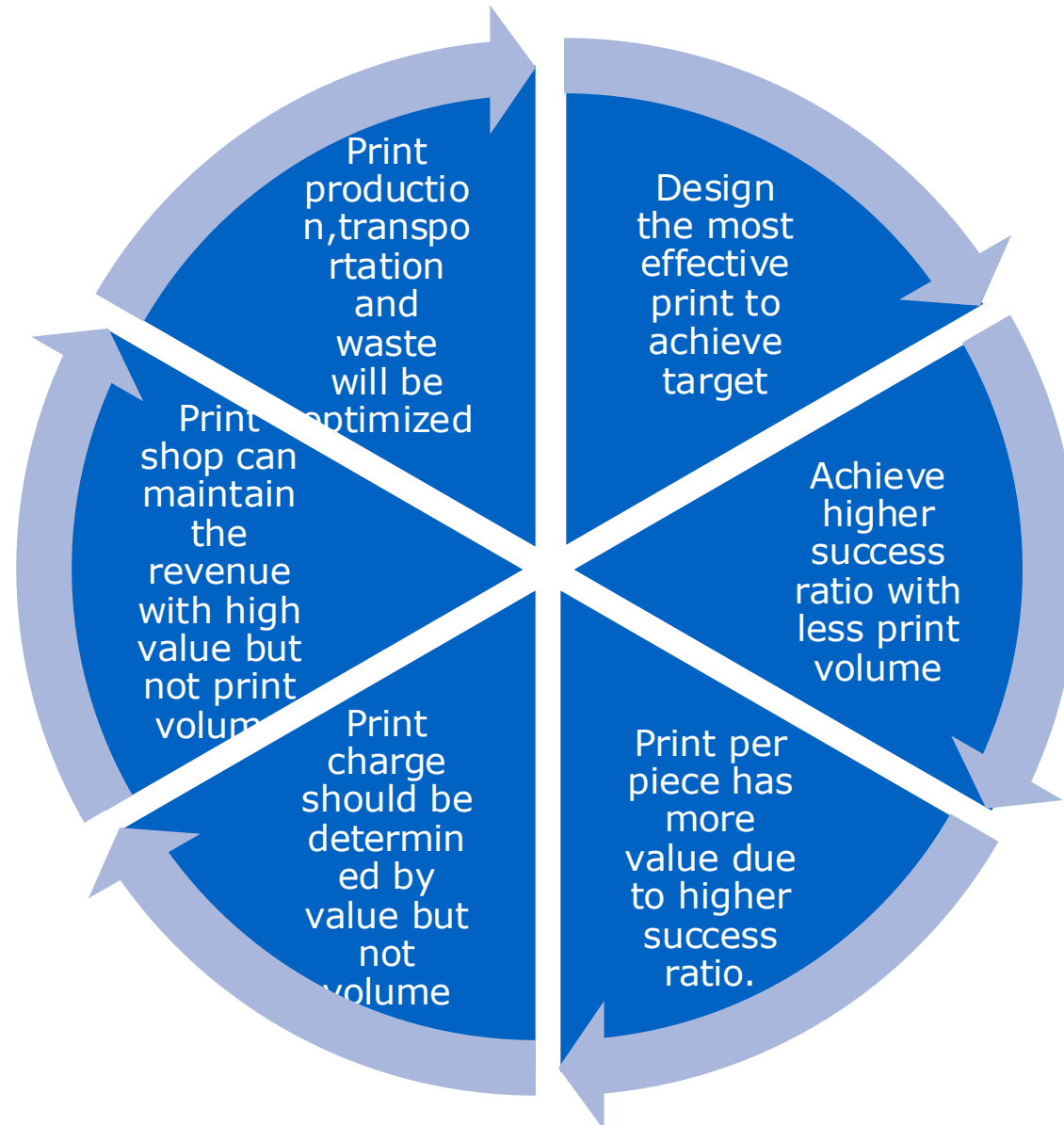


- Mass production
- Mass and multiple transportation
- Mass waste

# Disadvantages of mass production, transportation and waste

<b>Printing company</b> 	<ul style="list-style-type: none"><li>• Keeping surplus capacity</li><li>• Buying surplus materials such as paper, ink and others</li><li>• Keeping surplus space to store the materials and prints</li><li>• Difficulties to keep the skilled staff</li></ul>
<b>Brand</b> 	<ul style="list-style-type: none"><li>• Buying surplus prints even if they do not use</li><li>• Response ratio is still too low even if they send the prints to their clients</li></ul>
<b>Consumer</b> 	<ul style="list-style-type: none"><li>• Receiving many email and SMS message regardless his interest</li><li>• Receiving the prints which is out of his interest</li><li>• Need to throw away without reading</li></ul>
<b>Society</b> 	<ul style="list-style-type: none"><li>• Multiple transportation for unnecessary prints cause CO2 emission</li><li>• Many waste at printing company during print production</li></ul>

# What will be the sustainable print supply chain



# Good for all stakeholders with ideal print supply chain

Many printers invested in digital printers, but challenges are not limited in the production.

## Brand Owner (Buyer)

Better to have same result with fewer print sent. It helps to minimize transportation cost and waste.

## Printing company (Seller)

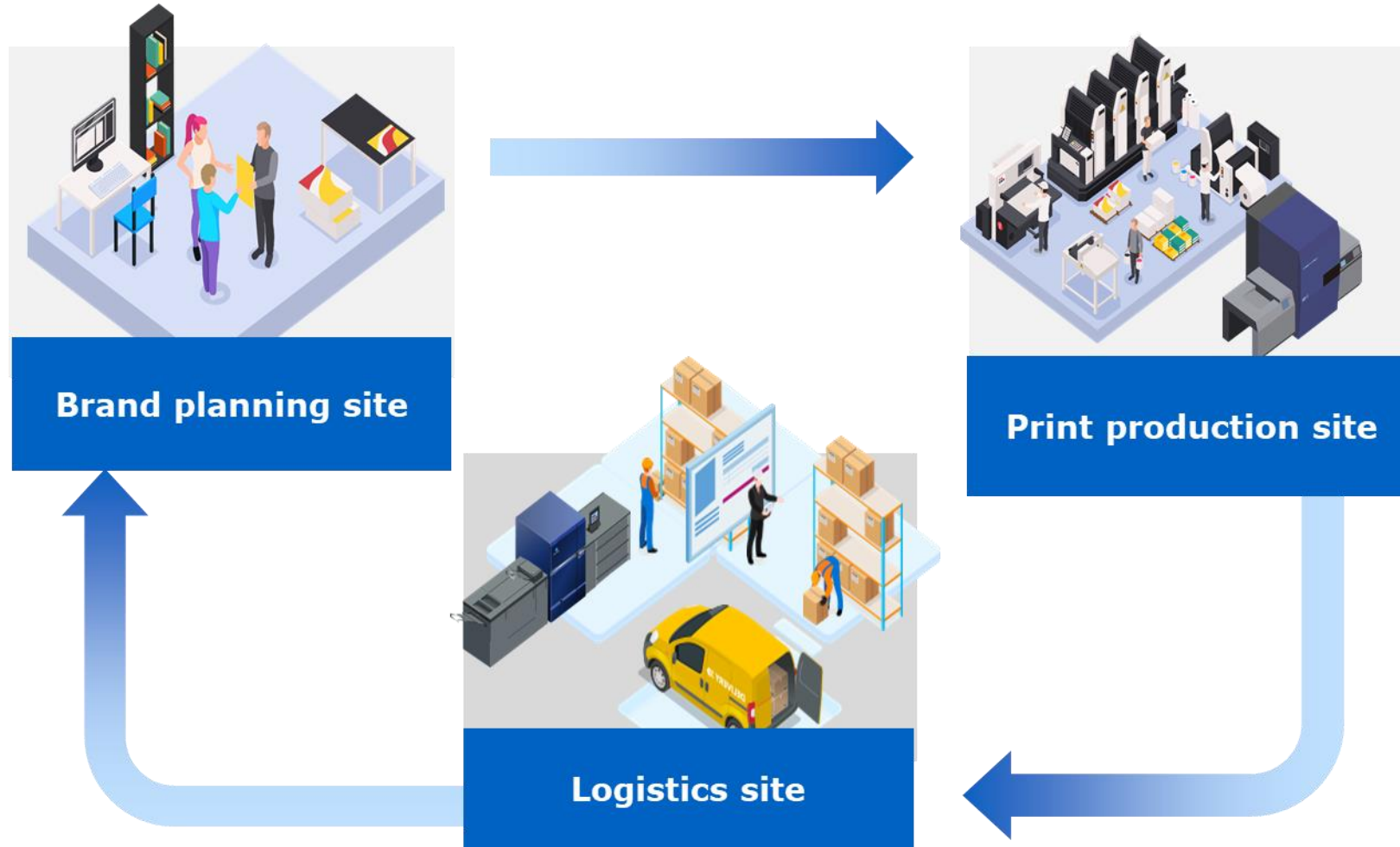
Better to have the same revenue with fewer print volume. It helps to minimize material purchasing and manage the shortage of labor. It make better cashflow.

## Society

Better to minimize the transportation and waste for environment

**Sanpou Yoshi(=Good for three stakeholders)**







# Many challenges and necessary actions

	Challenges	Necessary action
<b>Brand</b>	<ul style="list-style-type: none"><li>• Does not have enough knowledge to utilize the effective print?</li><li>• CRM need to be cleansed</li></ul>	<ul style="list-style-type: none"><li>• Providing the effective usage of digital print such as personalize, region and version.</li><li>• Help the client to clean the CRM to be utilized for personalized communication.</li></ul>
<b>Printing site</b>	<ul style="list-style-type: none"><li>• Digital print is used as a cost-effective solution just for short-run job.</li><li>• Limited knowledge to increase the value of print.</li><li>• No staff to shift the business model from price per piece to price per value.</li></ul>	<ul style="list-style-type: none"><li>• Capability to propose effective print</li><li>• Capability to produce effective print on demand</li><li>• Capability to change the business model and commercial practice.</li></ul>
<b>Logistic site</b>	<ul style="list-style-type: none"><li>• Difficult to allocate additional work for personalized print</li><li>• Mail and delivery cost is higher due to the labor shortage and high energy</li></ul>	<ul style="list-style-type: none"><li>• Provide easy solution to eliminate complicated work.</li><li>• Utilize e-commerce packet to eliminate the cost of print only delivery</li><li>• Utilize warehouse as additional print service site.</li></ul>

# Purpose to make print business sustainable



# Case study

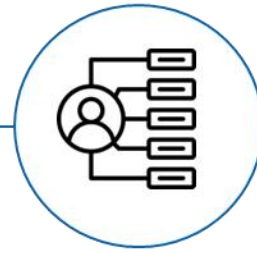
- 1. Increase the power of print**
- 2. Eliminate barrier to utilize effective personalized print**
- 3. DX in print business**



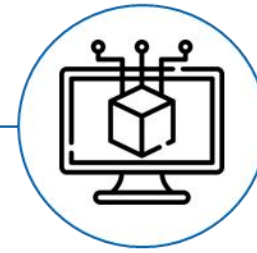
Neuro-Science  
**mechanism**



Image  
Analysis  
**Algorithm**



Optimized by  
**real human  
data**



Providing  
EX kansei



**EXPLAINABLE  
KANSEI**

EX Kansei stands for  
"EXplainable sensibility"

It's **transparent model, not black box.**  
So, we can **explain** it.



Applicable for **videos**, making it possible to quantify elements  
like **varnish or foil shine in a retail setting**, for example.



It utilizes **human cognition mechanisms.**  
It applicable to **any medium without  
constraints.**



Ads



WEB



In-store



Package

etc.

## Clients / Over 100 cases



## Media



## Detail Cases



Publishing and Printing company

Proposal acquisition

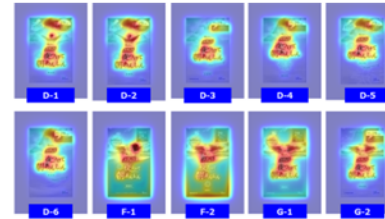


Design Proposal for competitions, etc. with powerful evidence.



household goods company

Screening during diaper design renewal



30% reduction in workload of evaluation



beverage company

Beer Packaging Design Decisions

Validate with EXkansei whether the **new design approach to package is correct or not.**



Sales are **1.3 times** higher than planned, driven by flavor, concept, and marketing, with design likely playing a key role as well.



日本エンドレス株式会社

# Paper communication with a focus on "humanity"!

Personalized DM that paid attention to "human to human" even in B2B and increased L TV

Kaori Saitou  
Yuji Suzuki  
NIPPON ENDRESS Co., Ltd.

Sanitary product  
Rental product

- #1 to 1 DM
- #BtoB
- #Turn customers into fans

## 1. Challenge before co-creation

✓ Since the market for rental mats is quite small, the company thought it difficult to acquire or nurture more new customers. Against this background, the challenge was **how they should communicate with their customers.**

## 2. Trigger for engaging in co-creation

✓ The AccurioDX looked promising because the company expected it to bring a different outcome from before by **making a strong impression through unique DM that leverages the strength of analog communication.**

## 3. Outcome and future prospect

	非1to1DM	1to1DM	
✓ QR response rate	19%	→ 30%	1.6 times
✓ Inquiry rate	3%	→ 12%	4 times
Purchase rate	0%	→ 2.3%	Cost-effective!

"To be honest, I didn't expect it to be that effective. So, I'm very happy with this measure and want **to apply it to other products.**" (Ms. Saito)

"Through co-creation with Konica Minolta, I've learned an important lesson – **it is critical to have a mindset to try first even if it's a small start.**" (Mr. Suzuki)

### Front side



企業からではなく  
ヒトからのDMを意識

顧客接点で獲得した情報を  
加えたメッセージ

担当営業の顔写真

### Back side



### Verified the effectiveness of the 1to1 DM focused on messages from sales staff, not from the company



# Evolution by leveraging information from customer touchpoints ?

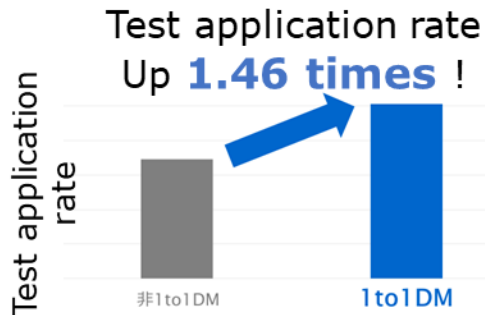
## 1. Challenge before co-creation

✓ The school want to increase applicants of nationwide exams with their students. They used DM to beverage several touchpoints with clients.

## 2. Trigger for engaging in co-creation

✓ The school wanted to deliver different message to each students because characteristics vary between 42 schools in the Tokyo metropolitan area. **1to1 tailored message to students and parent were very effective.**

## 3. Outcome and future prospect



"As for the early-grade students, it was surprising to see that the 1to1 campaign made a big difference, with an **increased** test application rate **by 1.46 times** compared to DM with static content. (Mr. Shimomura, Nichinoken)"

Koji Shimomura  
Nichinoken Kanto,  
K.K.

Education

Takahide Akiyama  
Isao Kurahashi  
Sanyo Printing Co.,  
Ltd.

Cram school

#Attracting customer

#BtoC

#1to1DM



**Verified the effectiveness of the 1to1 DM showing appreciation to every student's action**



# Rediscover the value of 'paper' in customer nurturing

1to1 DM that boosted membership registrations for the coupon service **4.8** times

Takahiro Sato  
Takeaki Enomoto  
**MEC DESIGN INTERNATIONAL CORP.**

Hosing  
Interior

- #1to1DM
- #BtoC
- #Customer nurturing

## 1. Challenge before co-creation

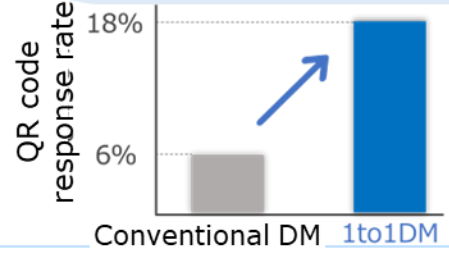
✓ The company was seeking a fundamental and effective way of customer nurturing that differs from just providing coupons or gifts.

## 2. Trigger for engaging in co-creation

✓ Believing in the power of paper, the company found it attractive to be able to verify the effectiveness of paper -digital-mixed marketing (1to1DM). We put the photo of interior with clients condo's image,

## 3. Outcome and future prospect

- QR response rate: Up **3** times
- Membership registration: Up **4.8** times

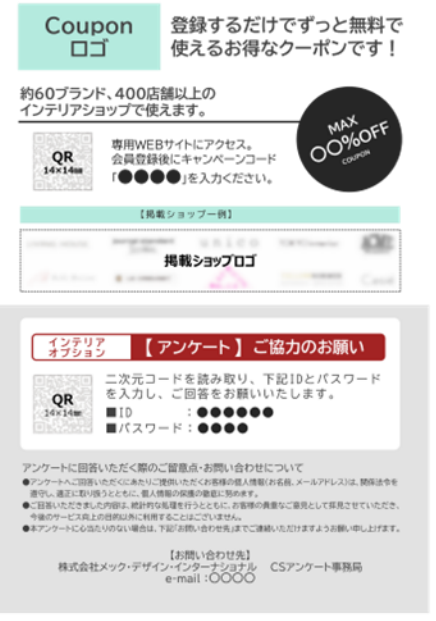


"I used to think that DX is to introduce new smart system for improvement. But I've learned that we can start DX from ground work tenaciously." (Mr. Enomoto)

### Front side



### Back side



**Verified the effectiveness of the 1to1 DM aimed at boosting the membership registrations for the interior coupon service**

# TUSCANY

イタリアワイン専門店

## Customers are happy with inserted flyers ! Product sales are up, too !

Ippei Yoshida  
Akiko Yoshida  
Taichi Sawamura  
Tuscany, Inc.

Food  
E-commerce

- #1to1 packing
- #BtoC
- #Subscription

### 1. Challenge before co-creation

✓ As some customers wanted to have **detailed information on the purchased wines**, the company wanted to put the **information's**.

### 2. Trigger for engaging in co-creation

✓ The company hoped that the co-creation project would enable the company to proceed with the processes from **flyer creation to inserting while minimizing additional work at the warehouse**.

### 3. Outcome and future prospect

Promotional campaigns enabled the company to **get new order and positive recommendation are listed**

QR code on the flyer drove the sale of wine



In the customer reviews, positive feedback about the inserted flyer !

★★★★★  
同梱物の対応が丁寧で良い！  
またリピートします！

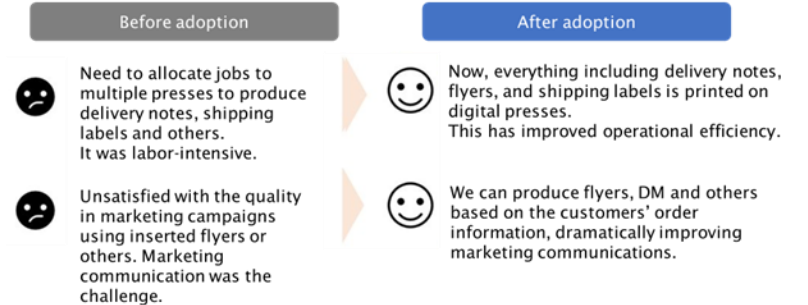
“As the biggest benefit of the value co-creation with Konica Minolta, we were able to **create value with an eye on the entire business including marketing campaigns** as well as to expand our printing capabilities”



Digital presses playing an important role in the e-commerce distribution center

TUSCANY  
Akiko Yoshida  
Tuscany, Inc.

“Even before the adoption, Konica Minolta had been the only one that closely worked together to handle matters related to not only press performance but also press utilization and actual operation.”



	<b>Before</b>	<b>After</b>
Print only transportation	Once	Zero
Waste	Many	Almost Zero
Kitting work for print	For each packet	Zero
SNS evaluation	Good	Excellent
Print cost		30% reduction

## 1. Challenge before co-creation

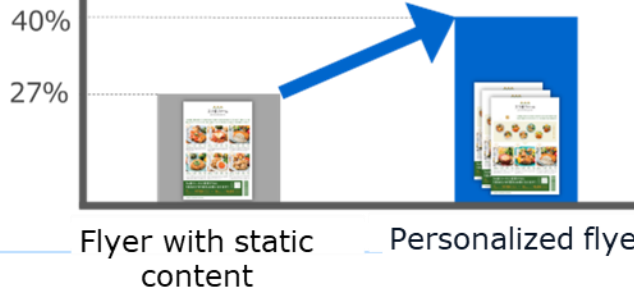
✓ Wanted to insert personalized flyers when shipping frozen side dishes but hesitated to do it due to a concern over **possible complexity of the logistics workflow.**

## 2. Trigger for engaging in co-creation

✓ The company **fully agreed to the co-creation project that encompasses the entire supply chains** including a logistics firm to deliver personalized flyers leveraging customer data.

## 3. Outcome and future prospect

Website visits up **1.67** times



"Surprised to see **personalization has made a distinct difference.** It also proved to be **effective in customer retention.**"



inglewood



株式会社 アイズ

"High expectation for **delivering new value to shipping companies.**"



**Verified the effectiveness of the inserted 1to1(one-to-one) flyers through AB testing**

## **Today : Digitalization in Printing industry**

In most case, Digital print is used as production method for short run.

## **Need Digital Transformation**

It is a strategy of enabling **business innovation. DX is defined as the act of transforming businesses digitally from end to end** – from operations to infrastructure, together technology, processes and people.

**We believe the power of digital print.  
Need to innovate the print business with DX.**

**Innovated print business model can avoid mass  
production, transportation and waste.**

**As a result, we can realize better supply chain and  
make the print business more sustainable.**



**KONICA MINOLTA**