



*A NEW PARADIGM SHIFT*  
**Differentiate Your  
Print Value Chain  
With Embellishment,**

**Asia Print Awards 2024**  
*from Printing to Finishing...*



**Keynote Speaker :**

**M. Victor ABERGEL**

*Vice-Président Groupe MGI Digital Technology*



# *Welcome to a new Era...*

## *The Industrial Revolution*



***“Industry 5.0,***

*The Industrial revolution takes the automation of manufacturing processes to a new level by introducing customized & flexible mass productions technology and creating added-value.”*



Source:



# WHAT CHANGES DO THE COMPANY MAKE WITH INDUSTRY 5.0 ?

## CONVENTIONAL

Mass production of one static Product in Large Factories

Purchase & Planification organized based on anticipation & stock inventories

Cost reduction focus vs added-value solutions for higher margins

Rigidity of the Production

## INDUSTRY 5.0

Smart factories with flexible production of added value product at a competitive cost

Dynamic on-demand customized productions

Optimization of the ROCE: Profitability / capital used

Flexibility in the organization & Production

\*Return on Capital Employed



2024

# Challenges in Industrial Printing...

2023





2024

# Challenges in Industrial Printing...

2023

Including Graphic Arts, Packaging & Labels

1

## Human Resources

- ❖ Labour Shortage
- ❖ Attendance
- ❖ Recruiting
- ❖ Young Generation (Z)

2

## Energy

- ❖ Electricity, Gas & Oil
- ❖ Factory Footprint

3

## Inflation & Raw Materials

- ❖ Paper, Plastics, Aluminium, Inks & Others
- ❖ Prices go Up
- ❖ Longer Delivery Times
- ❖ No Availabilities Sometimes

4

## Ecology

- ❖ Produce the Most with the Least
- ❖ Plastic-Problematic
- ❖ Reduce Environmental Impacts
- ❖ Respect Recyclability
- ❖ Reduce Production Wastes

5

## Automation & Digitalization

- ❖ Industry 5.0
- ❖ Automated Production Lines
- ❖ IoT System

6

## Profitability

- ❖ Need to Reduce Production Costs
- ❖ Increase Profit Margins

# The 3 Key Challenges

In Technologies Development

For the **Packaging**

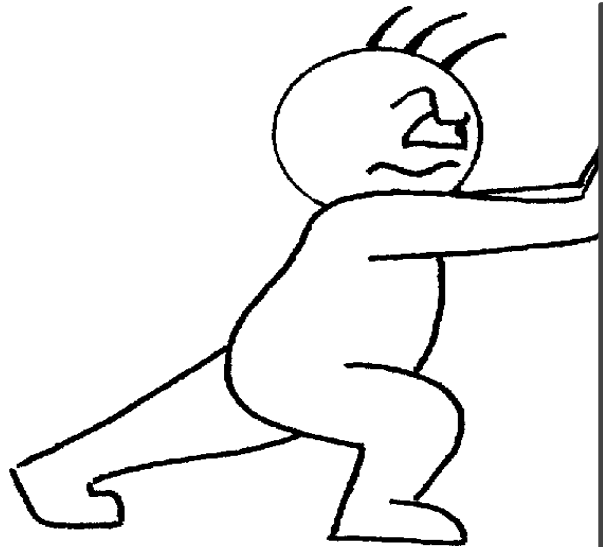
1. Reduction of the **Environmental Impact**
2. Production **Cost** Reduction
3. **Adding Value and Interactivity with Innovative Decoration**

*Source: The  
Future of  
Packaging &  
Label  
to 2024  
Smithers &  
Pira*

# Industrial Printing Market: The Challenges Continues!

*The New Paradigm Shift*

*Brands' Needs, Drive Adoption of Digital Print*



**Digital Printer  
Vendors Push**

*New printers  
New applications  
New Materials*

*Market for:  
Color  
Digitally  
Printed  
Packaging*



**Brands Pull**

*More short runs  
Leaner supply chains  
More frequent orders  
Differentiation*





**How to Differentiate Yourself?**





*Because Print  
is no Longer a  
Differentiator*



*“ Offering different sensorial experiences to consumers can increase brand impact and brand engagement by 70%.*

”

Source: According to Millward Brown's Brand Sense Research





**A NEW MARKET DRIVER :**  
**The Digital Embellishment a**  
**Generator of Profitability with**  
**Added-Value & Differentiation**

**MGI**  
Digital Technology

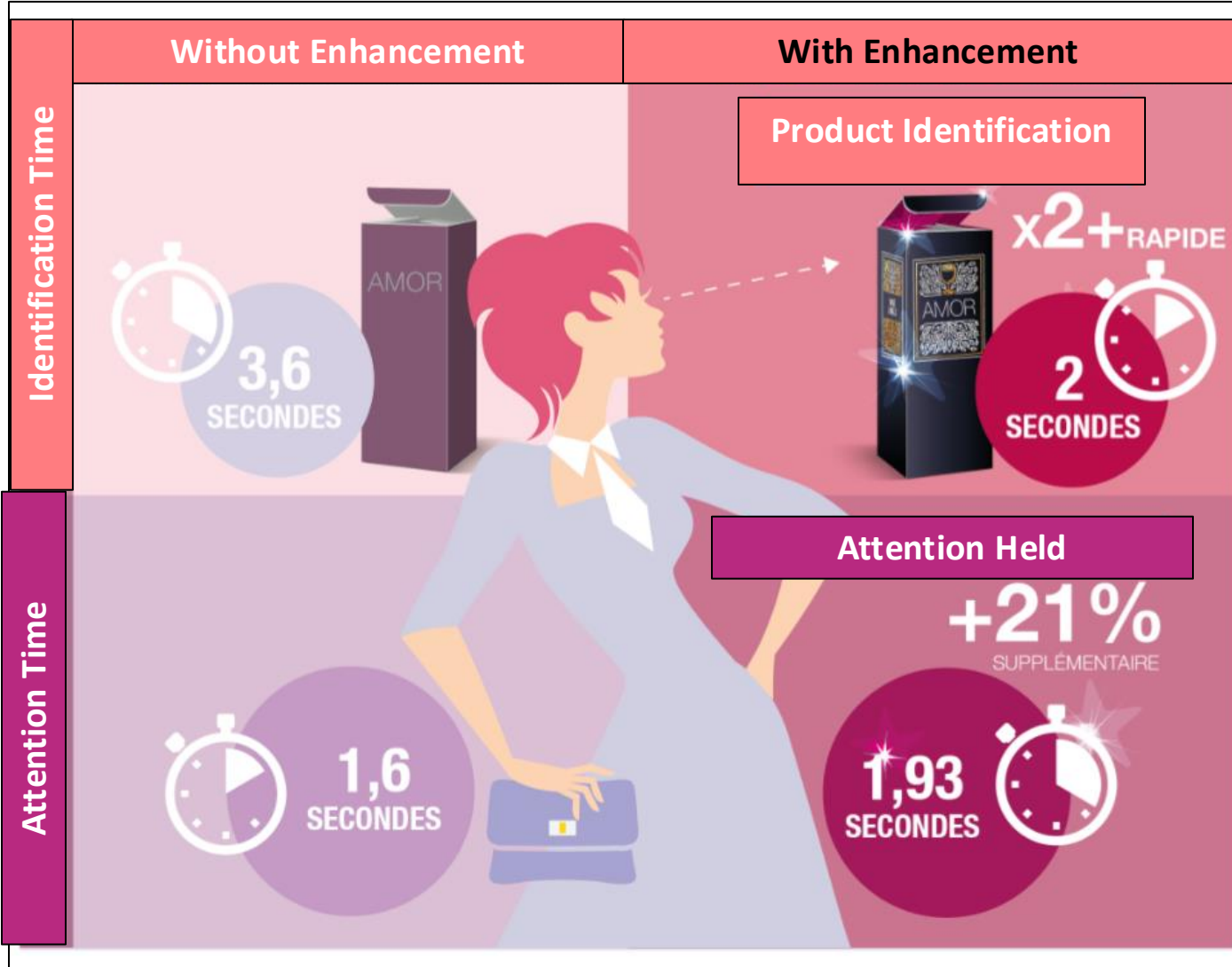


KONICA MINOLTA

INDUSTRIAL DIGITAL PRINTING

# THE EYE CATCHER!

*Embellishment Sensory Attraction!*



**Identify 2x FASTER**

**Attention held +21% longer**



\* Consumer Behavior Analysis From Chicago University

# Premiumisation allow the manufacturer to:

- Positionate its product in a higher price bracket
- Differentiate its offer
- Gives the impression of offering higher quality than its competitors at the same price just with decorative finishing

*Source:  
The Future of Printing to 2024  
Smithers & Pira*

# The Digital Embellishment Revolution



Infotrends

**+27%**

**Market Growth for  
Digital Embellishment  
2023**

**+30%**

**of total  
(offset + digital) promotional  
color page volume receives  
enhancement effect**

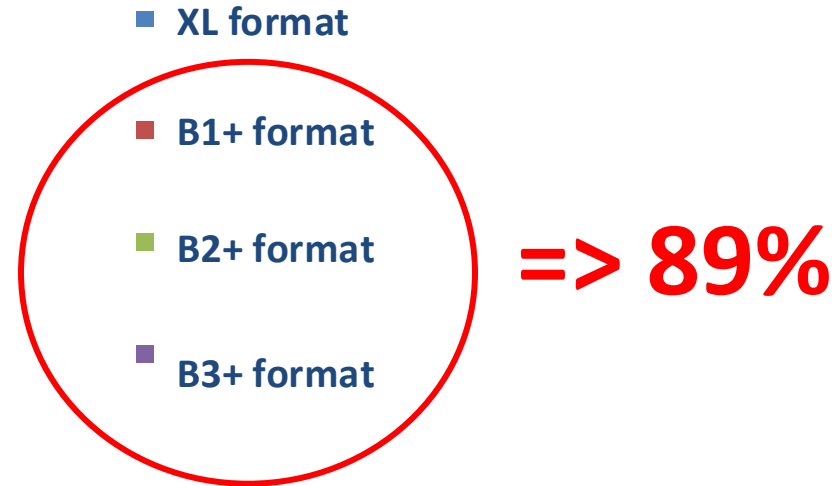
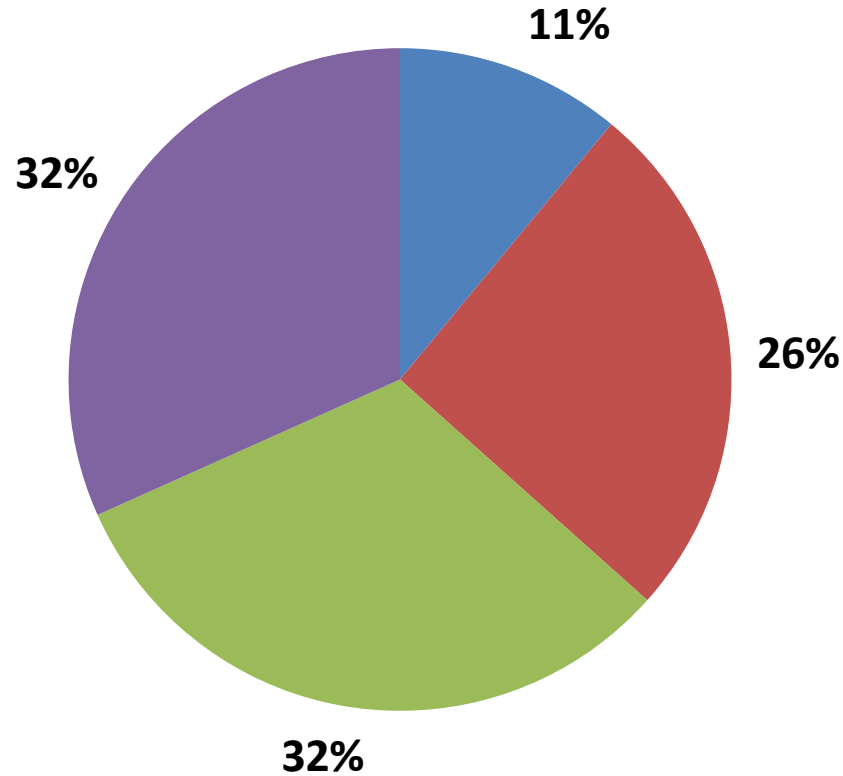


1<sup>st</sup> Part:

PSP  
Printers

# 58% of Embellished Jobs are B1- B2 Format

: What is the maximum sheet width you would need the digital print enhancement device to support?



PSPs who do CMYK plus some enhancement in their 4-color offset printing

**=> 89% of Embellished Format**

are covered by



INDUSTRIAL DIGITAL PRINTING

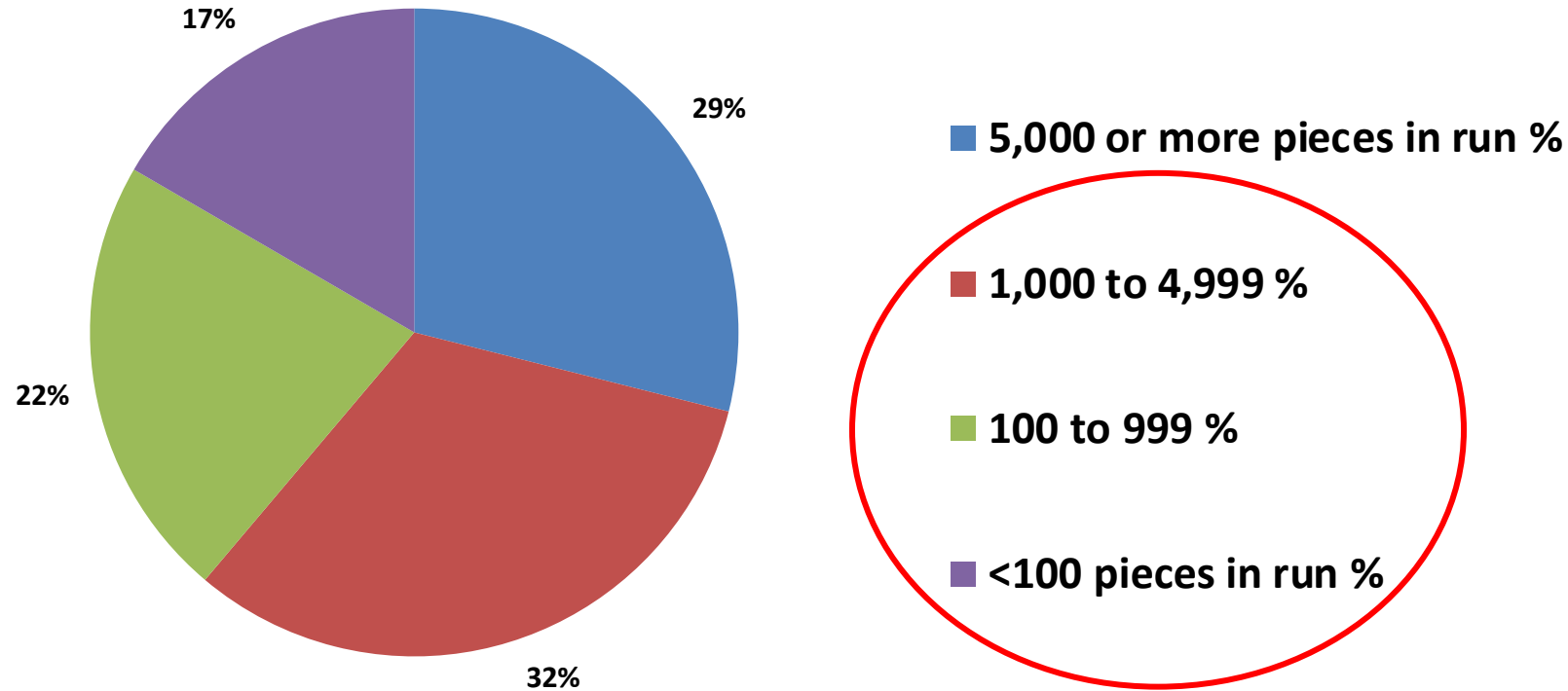
**Technologies**



# Offset Embellished Jobs: Short-Medium Runs

Print Suppliers Survey .

Approximately what % of offset jobs that are enhanced are in the following run lengths? By run length we mean # of pieces in the job.



*When Produced  
with Traditional...*



PSP Respondents who do CMYK plus some enhancement in their 4-color offset printing

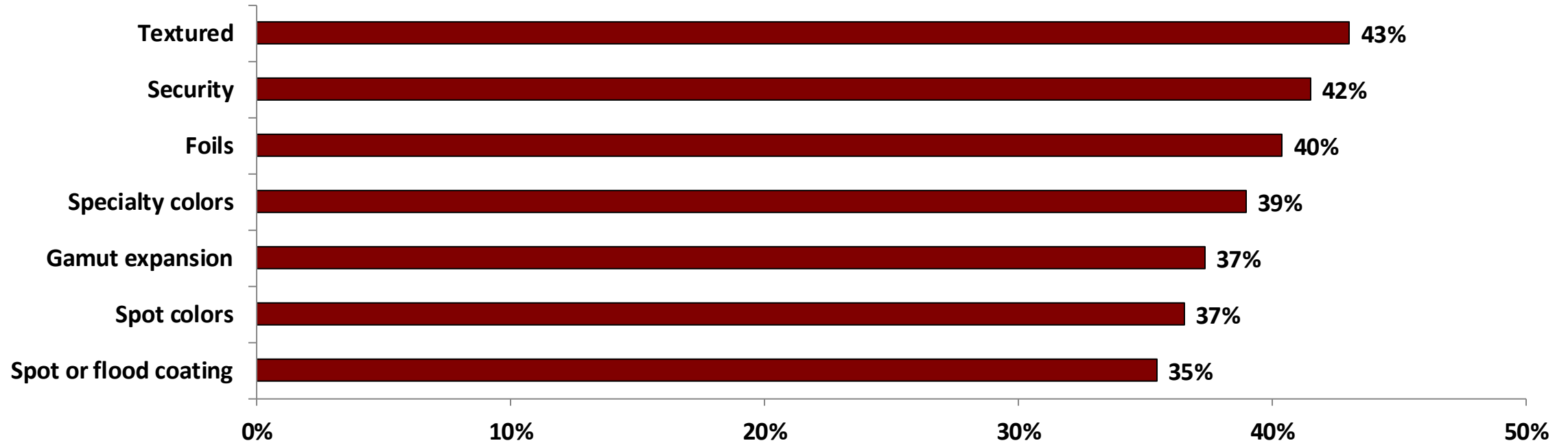
⇒ Short & Medium runs:

**71% of Embellished Offset Jobs are Between 1 to 5 000 sheets**



# Printers Premium for Print Embellishments

Compared with digital CMYK-only printing, how much of a premium or percentage increase can you charge for print enhancement?



N = Varies Base = PSPs who do CMYK plus some enhancement in their high speed digital color printing

**SPOT UV 3D  
Tactile Varnish**

**+35%**

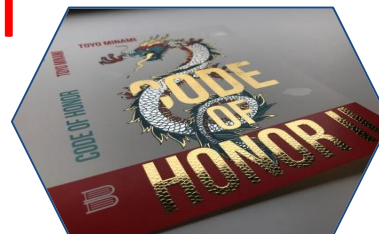
Premium



**3D Tactile  
Embossed Hot-Foil**

**+40%**

Premium



**MGI 3D Textured  
Varnish**

**+43%**

Premium



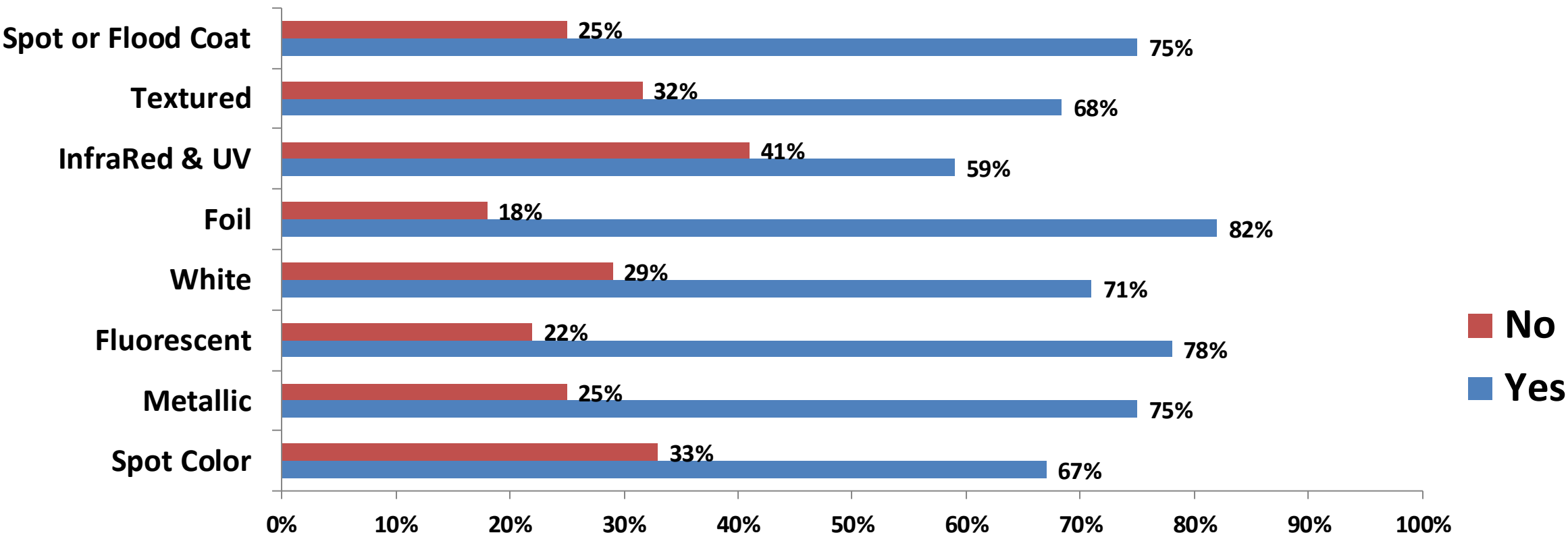
A woman with dark hair pulled back is shown in profile, looking intently at a large, textured print of a human face. Her hand is resting on the print, suggesting she is examining its quality. The lighting is warm and focused on the subject and the print.

2<sup>nd</sup> Part:

Print Buyers

# Print Buyers Familiarities with Effects?

Q: Are you familiar with this type of process or enhancement ?



**SPOT UV**

**+75%**

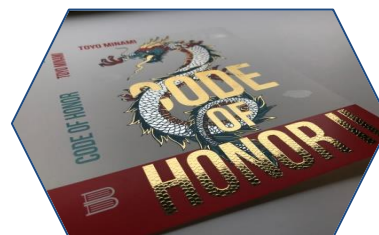
Famous



**Foil**

**+82%**

Famous



**Textured**

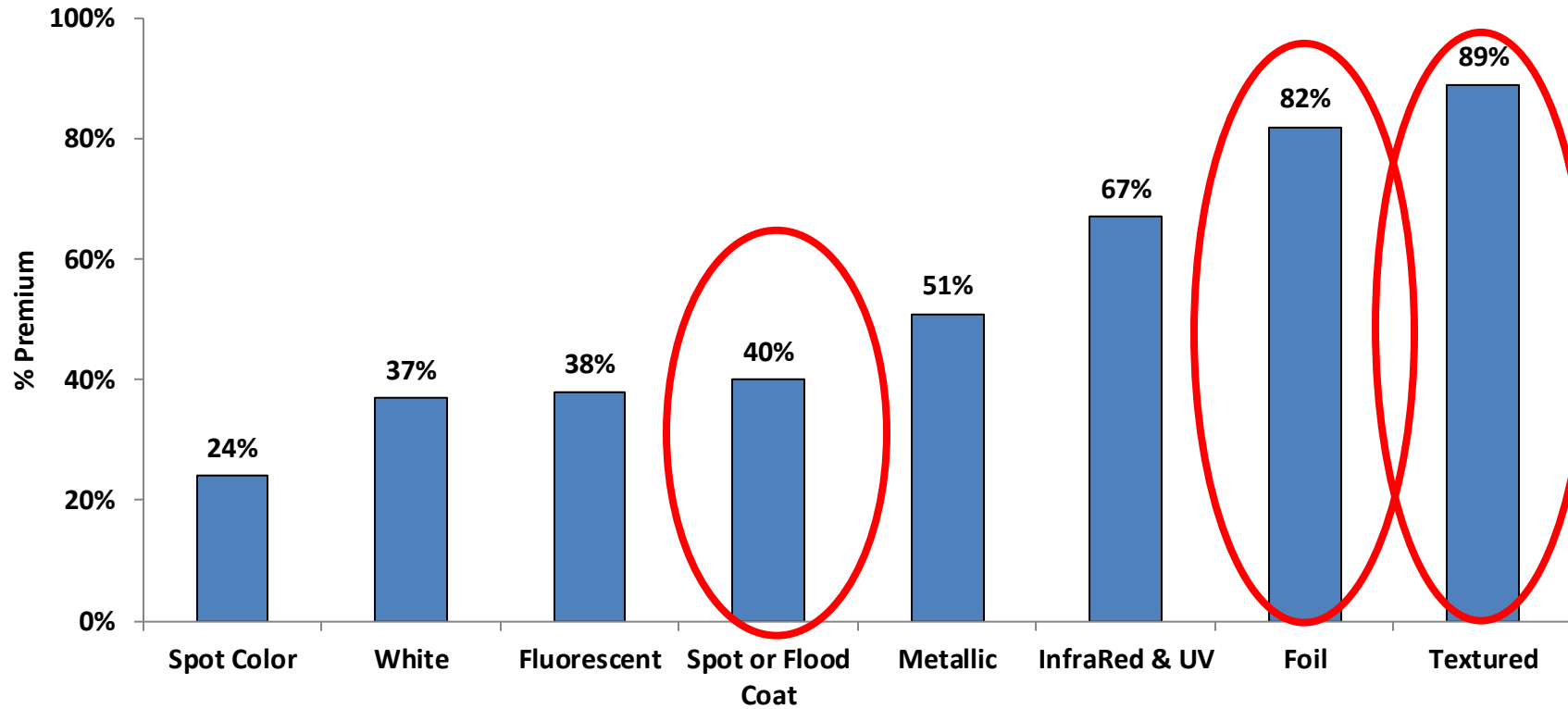
**+68%**

Famous



# Digital Embellishment a True Added Value Generator

Q6 - Compared with standard 4-color printing, how much more did you pay or would you expect to pay for this enhancement?



*Up to 89%  
Price Increase!*



**SPOT UV 3D  
Tactile Varnish**

**+40%**

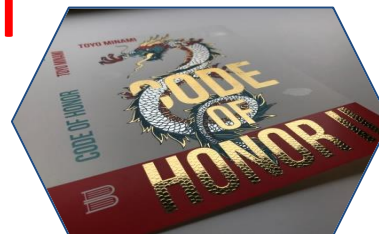
Premium



**3D Tactile  
Embossed Hot-Foil**

**+82%**

Premium



**MGI 3D Textured  
Varnish**

**+89%**

Premium

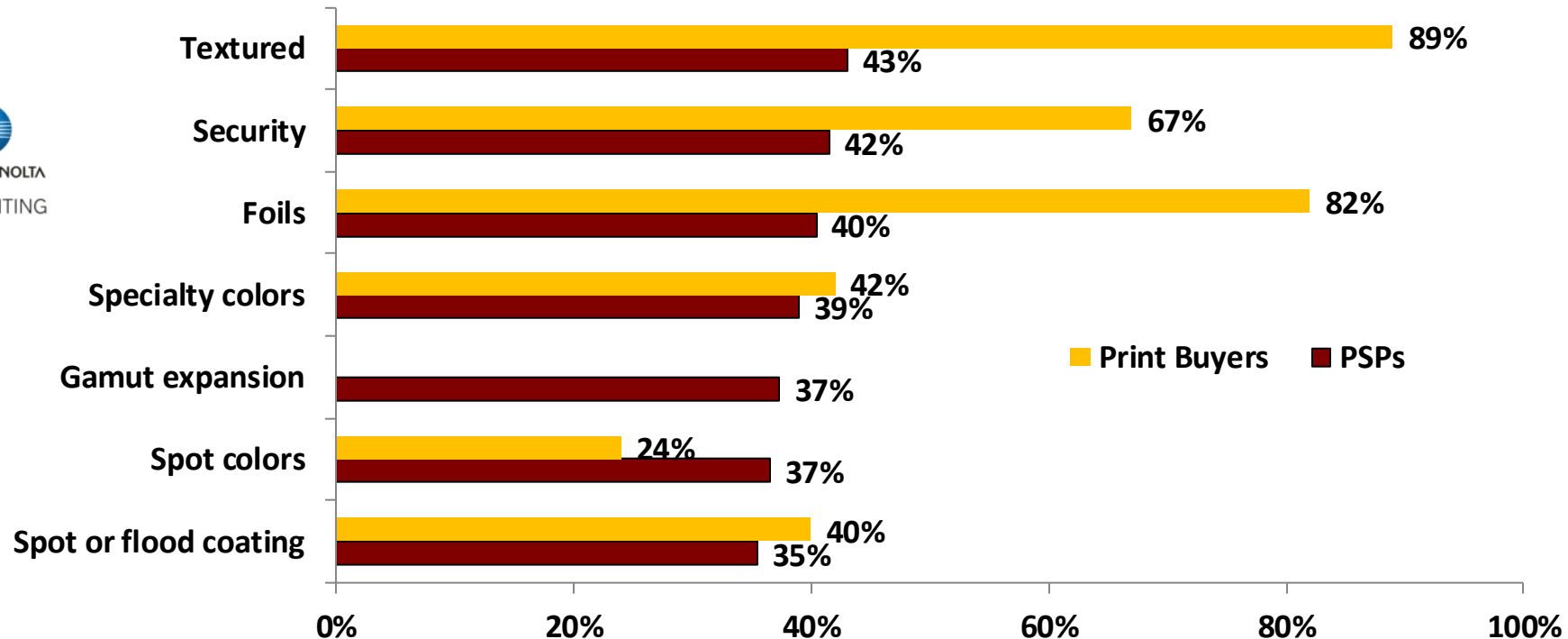


# Digital Embellishment a True Added Value Generator

*Pump-up your Profit Margins!*

Q6 (Print Buyers): Compared with standard 4-color printing, how much more did you pay or would you expect to pay for this type of enhancement?

Q29 (PSPs): Compared with digital CMYK-only printing, how much of a premium or percentage increase can you charge for print enhancement??



*Print buyers expect to pay higher premiums vs. what PSPs are charging for Foil / Textured / Spot UV Varnish*



**Study of the buying habits of 400 people** when evaluating a new cosmetics/beauty products in a store, a beauty salon or a spa,

- The *packaging influences* my *purchase* (imagery, *shape*, colour, **embellishment**)

**59%** of people surveyed agree

- I often *take the product inhand* and *touch it* before buying it.

**80%** of people surveyed agree

- I often assume that *expensive, decorative packaging* is a *guarantee of quality*, so I'm willing to *pay more* for the product.

– **45%** of respondents agreed

- High-quality beauty/cosmetics products have **differentiating** and **luxurious decorative** packaging.

Over **50%** of people surveyed agree



Source:

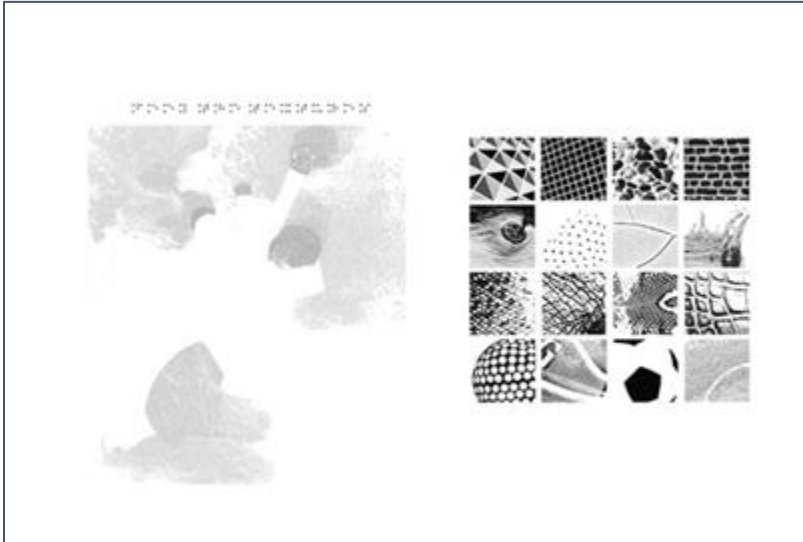
Consumer Perception of Tactile Packaging: A Research Study on Preferences of Soft Touch & Hi Rise Coatings in Cosmetic Packaging - California Polytechnic State University





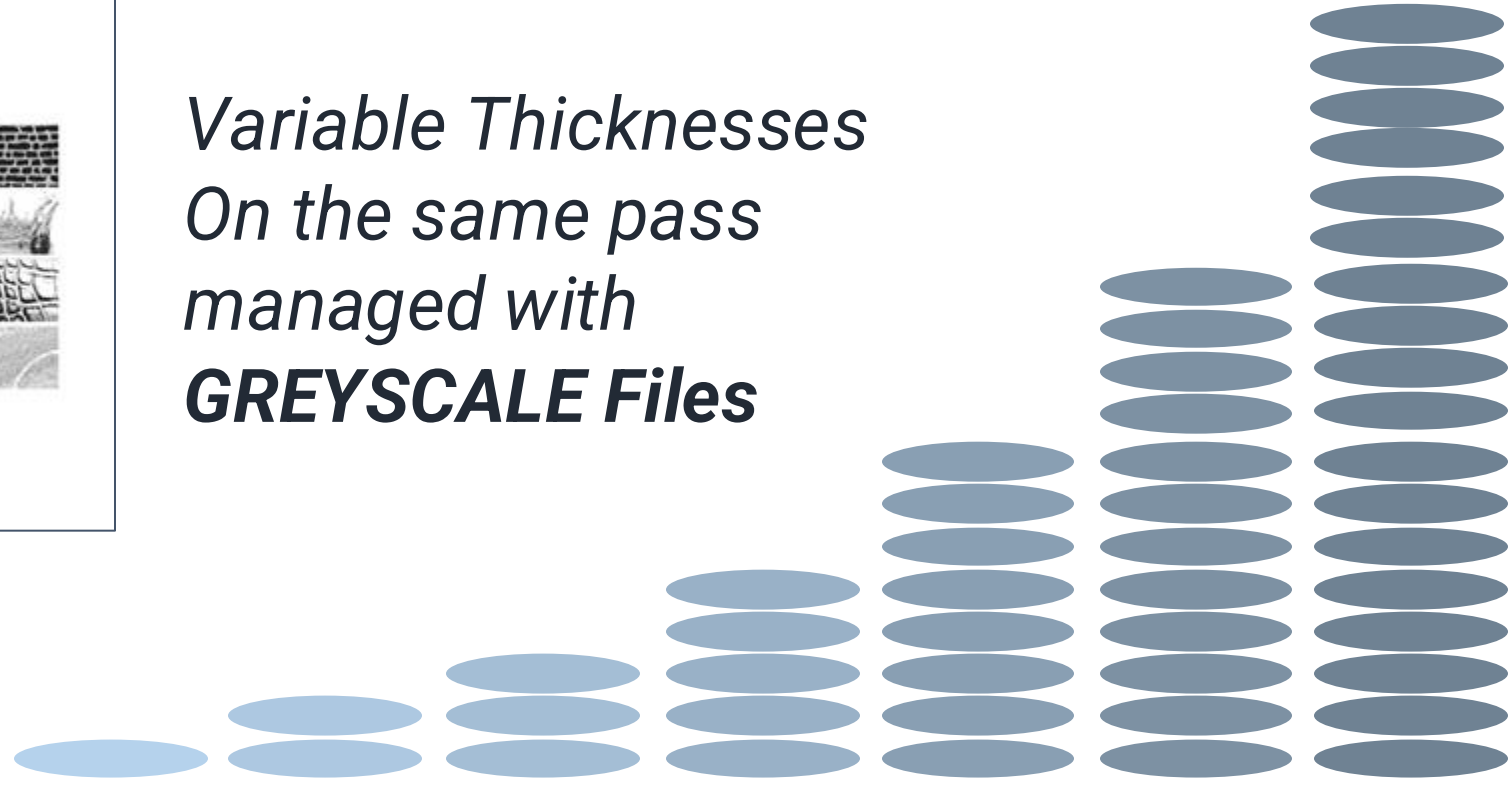
# Inkjet Spot UV Coating Digital Hot Foil Stamping

## Embellishment Greyscaled File



Variable Thicknesses  
On the same pass  
managed with  
**GREYSCALE Files**

**3µm\***



**200 µm**

**2D Flat Varnish**

**3D Tactile / Textured**

*\* Using Dithering Mode on Closed Substrates*





# Raise Your Visibility with Spot UV Coating



2D FLAT SPOT UV



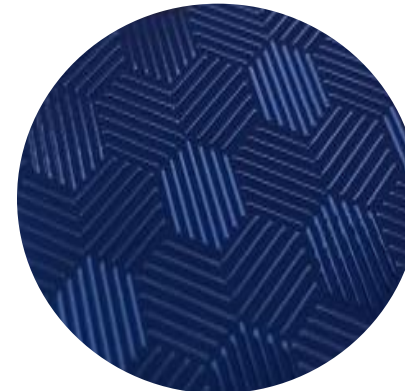
3D TACTILE SPOT UV



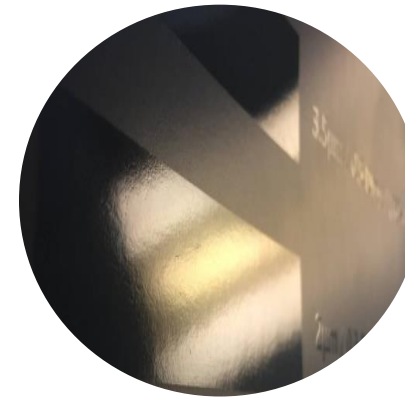
EMBOSS COATING



TEXTURED EFFECT



SATIN EFFECT



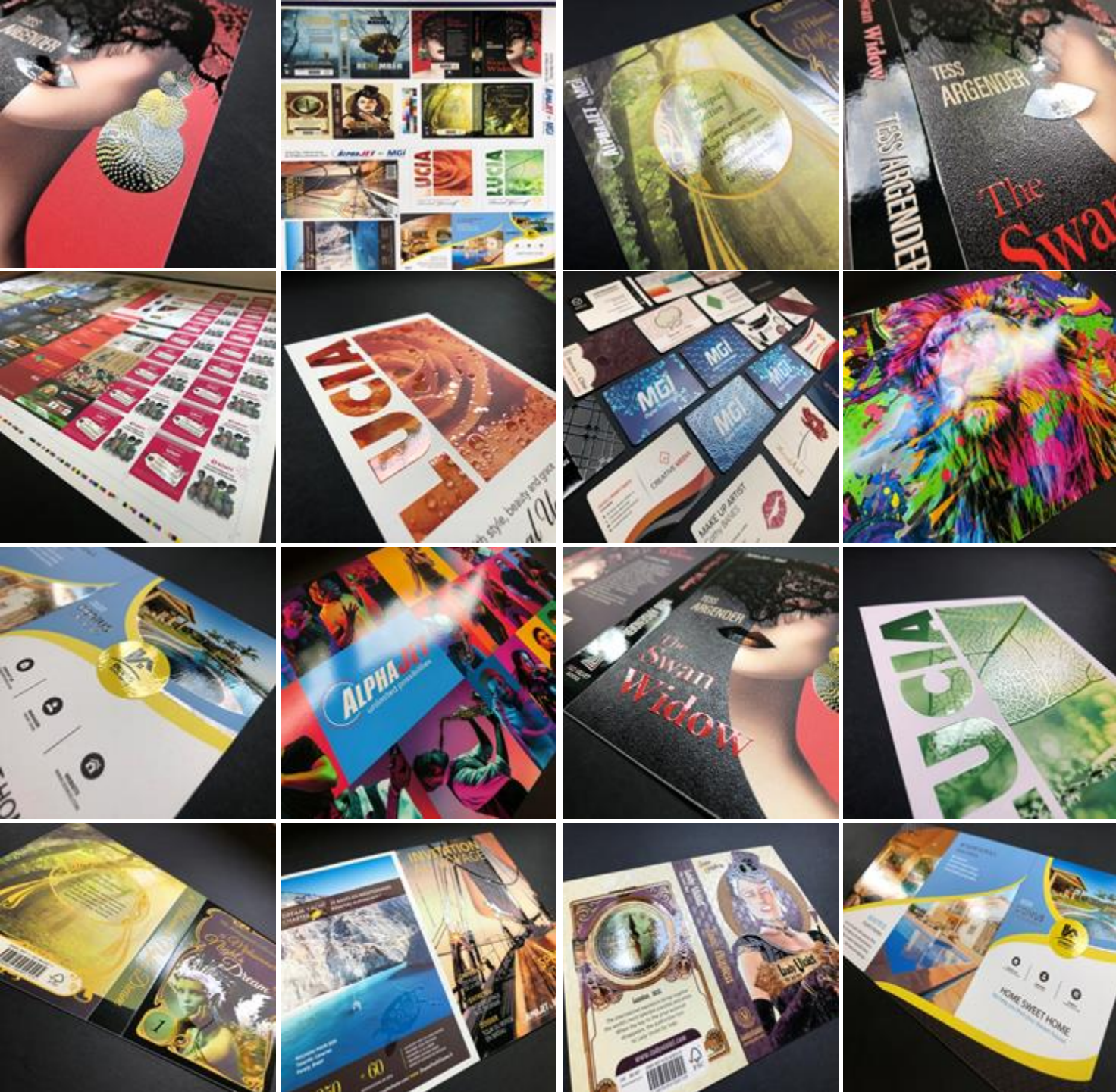
BRILLE







**Embellishment  
Applications**  
*From Printing to Finishing*



# Commercial

**Single Pass for:**

*Business Cards*

*Gift Cards*

*Flyers*

*Menus*

*Brochures*

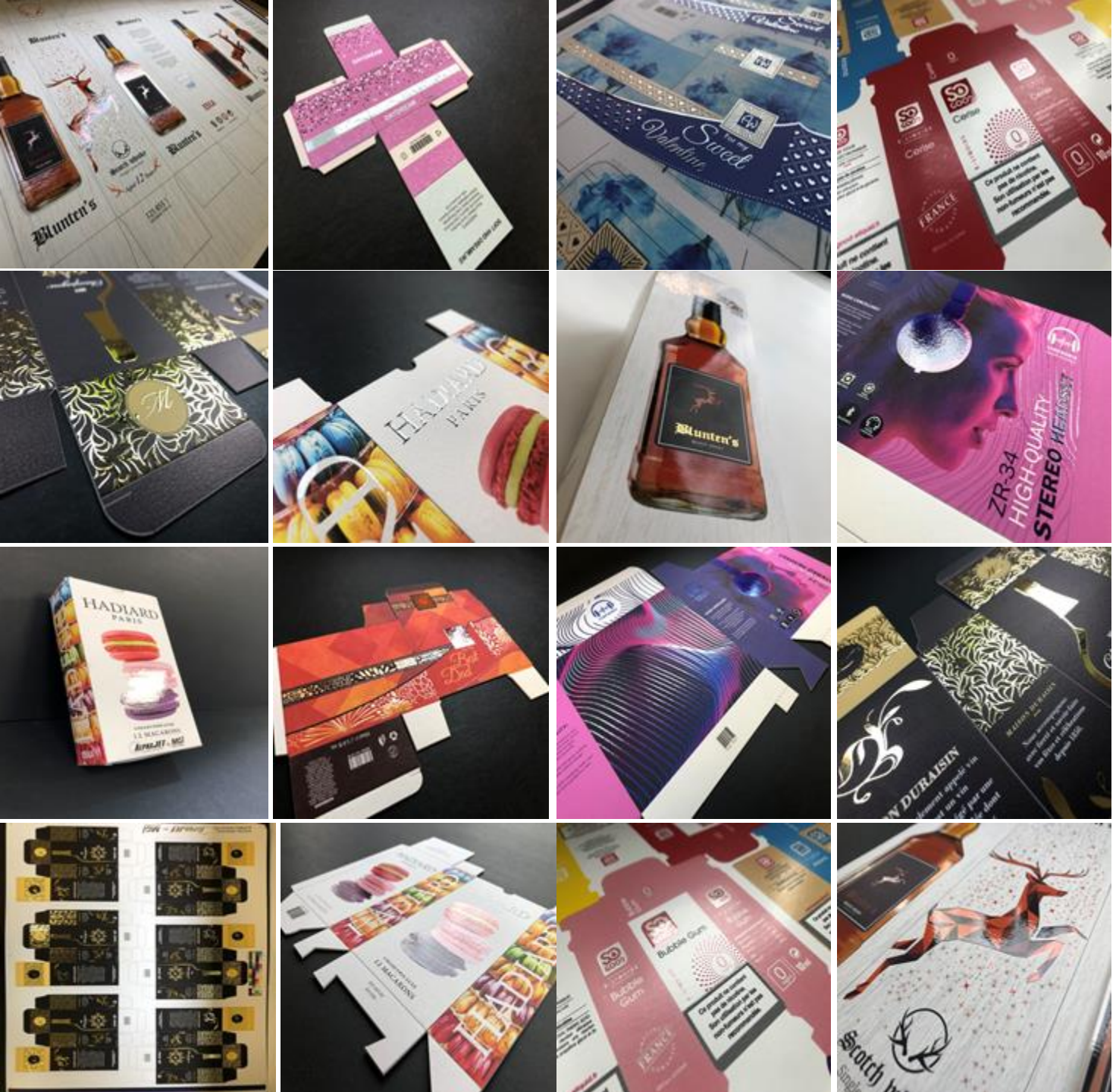
*Business Folders*

*Marketing Documentations*

*Books & Magazines*

*& more...*



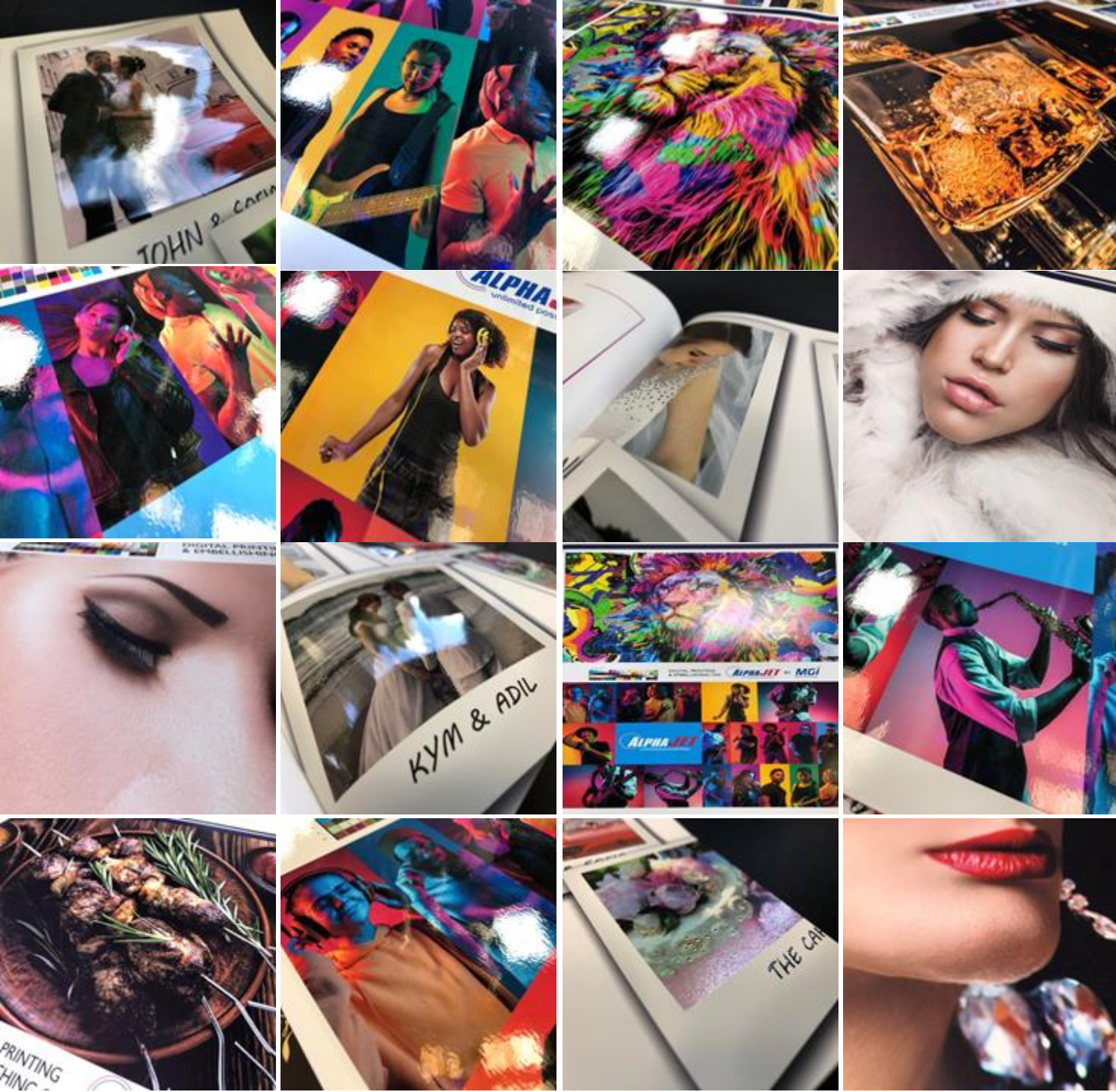


# Folding Carton

## Single Pass for:

- Luxe
- Cosmetics
- Tobacco & E-vaps
- Health-Care & Pharma
- Food & Drinks
- Liquors
- Gourmet
- Textile (Tags)
- & more...





# Photos Albums

**Single Pass for:**

*Photos Albums*

*Weddings*

*Birthday*

*Celebrations*

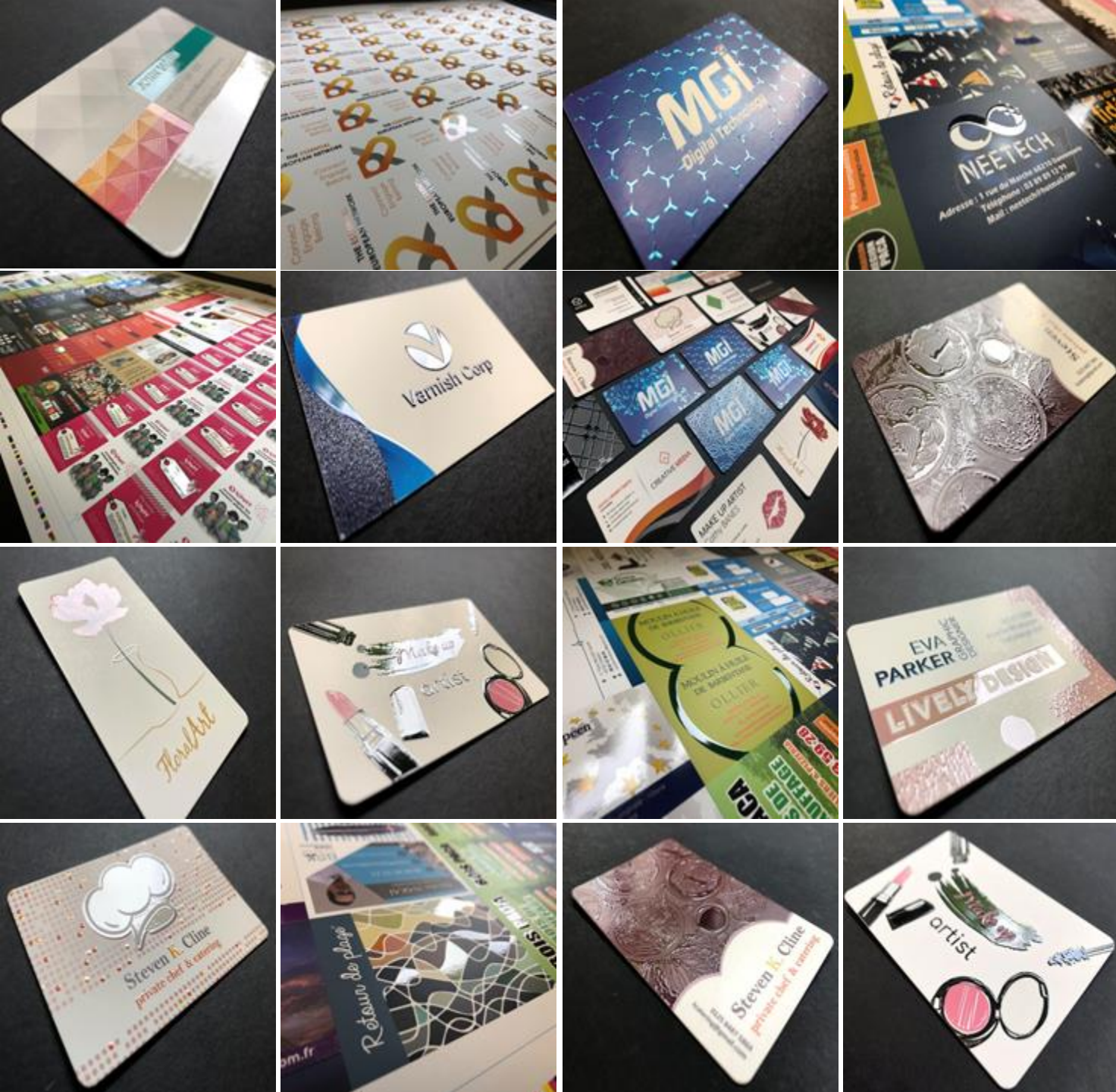
*Polaroids*

*Posters*

*Personalized Applications*

*& more...*



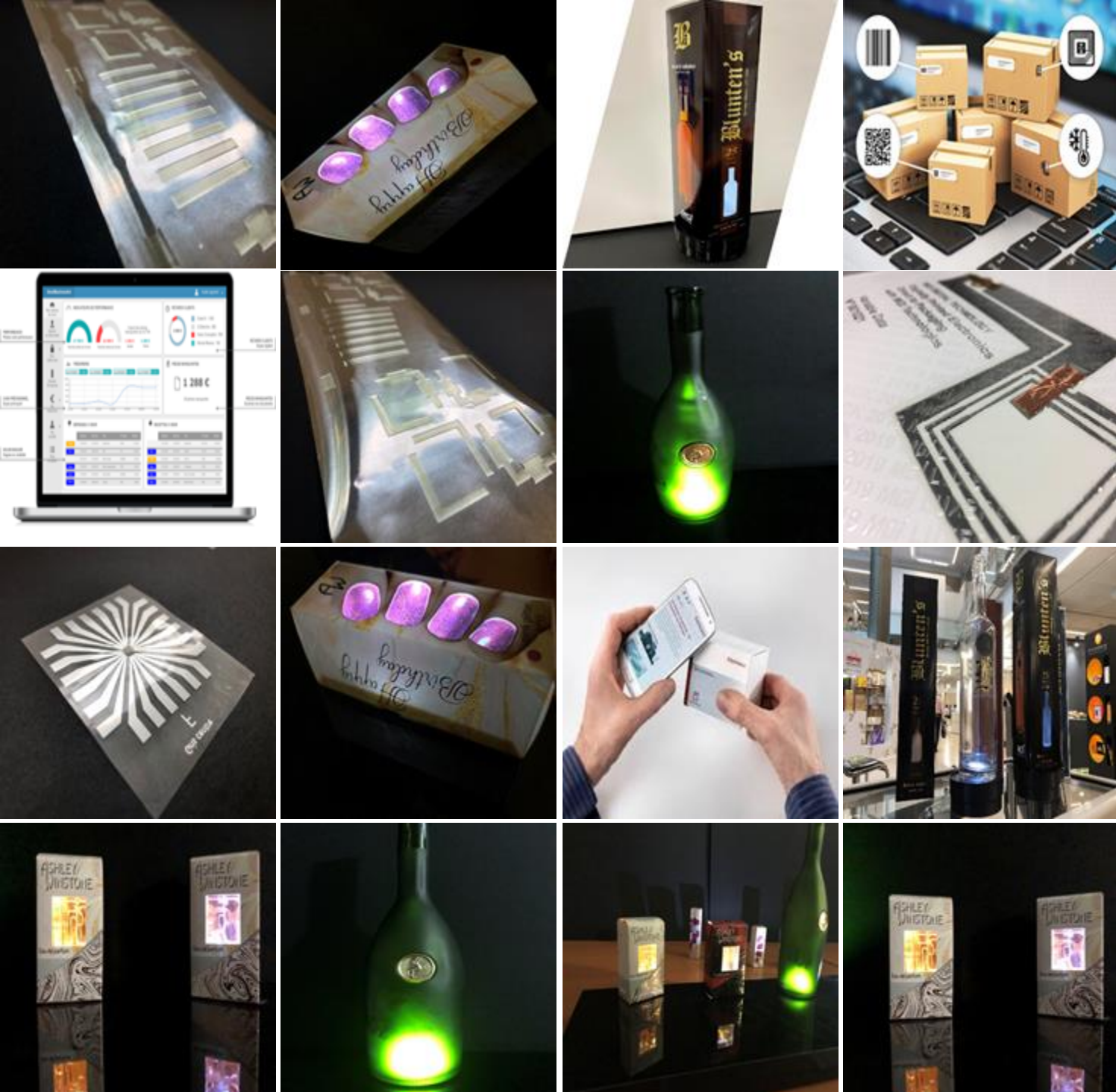


# Cards

**Single Pass for:**

- Business Cards*
- Gift Cards*
- Loyalty Cards*
- Membership Cards*
- Hotels & Tourism Cards*
- & more...*





# Smart Packaging

**COMING SOON**



- ✓ Augmented Reality
- ✓ IoT Connectivity & Big Data
- ✓ OLED - Noise - NFC
- ✓ Tracking & Counterfeit
- ✓ & more...





# Group Presentation

- Group Founded in 1982 in Paris
- \$300 Million Stock Market Valuation (2021)
- **310** Employees w/ **110 R&D** Engineers
- Offices & Operations in France, Germany
- 18th Generation of Digital Toner Printing Presses
- 8th Generation of Digital Inkjet Printing Presses
- 25% Revenue Growth in Last 5 Years (2019–2023)
- 15% of Turnover re-invested in R&D
- Korä-Packmat & Ceradrop,
- Altix Last acquisition in the Printed Electronic Area
- Konica Minolta is 42% Shareholder



Paris HQ



MGI Köra-Packmat Factory

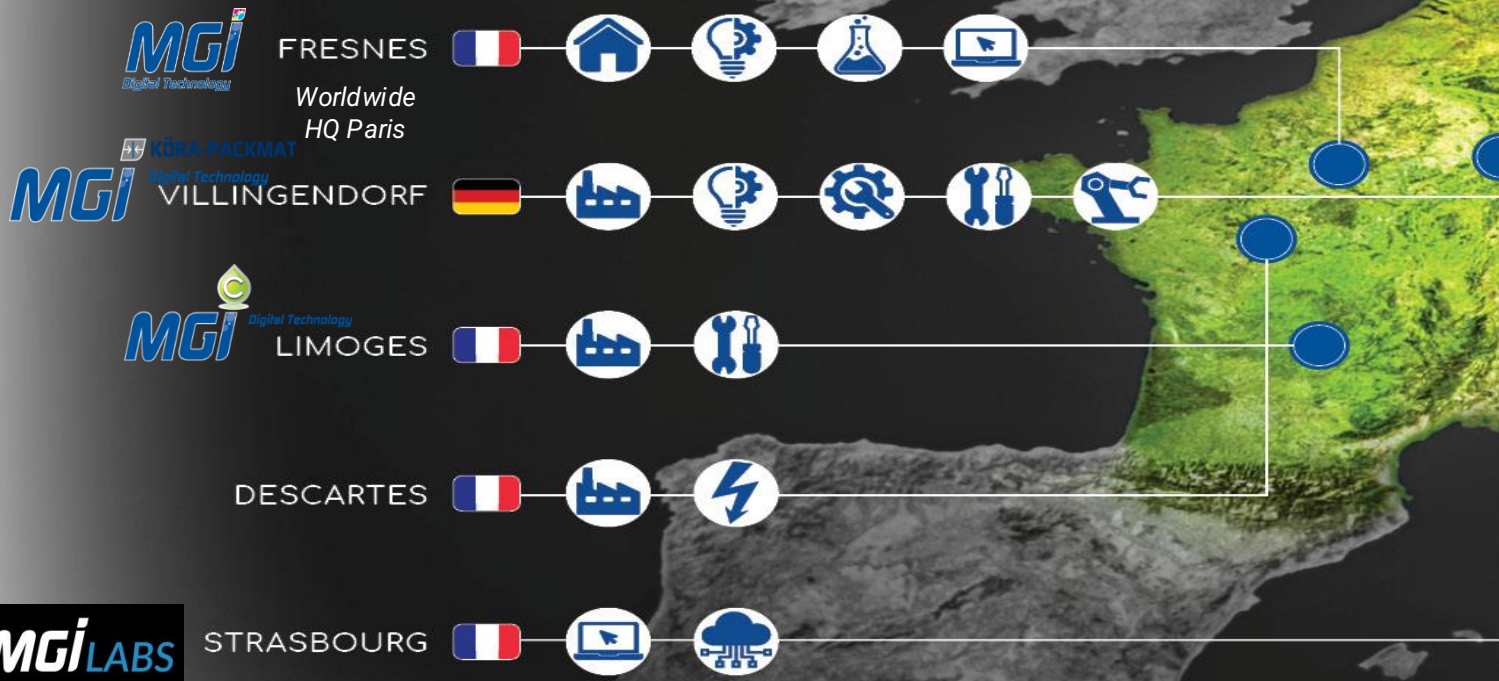


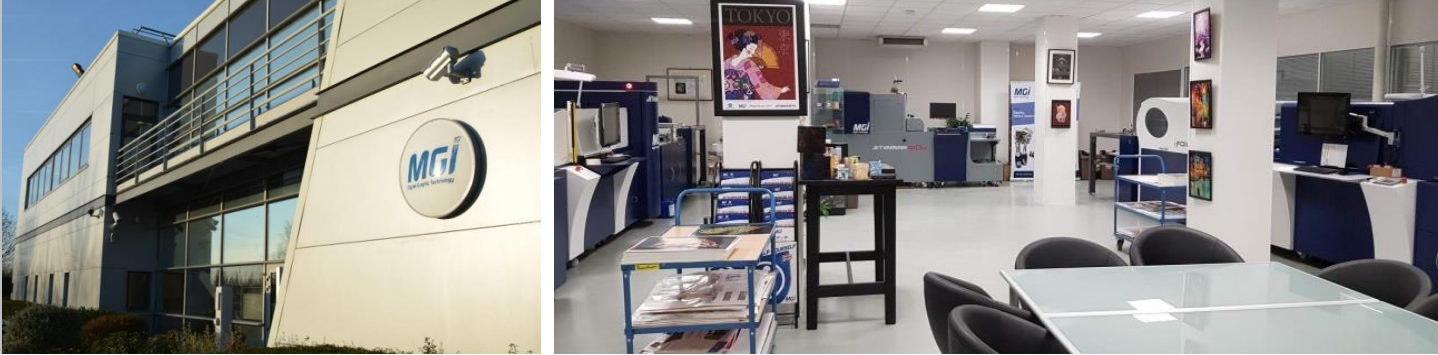
MGI Ceradrop Electronics



MGI Altix Printed Electronics

# MGI Group Deployment





2016

# A WORLDWIDE STRATEGIC ALLIANCE



KONICA MINOLTA

INDUSTRIAL DIGITAL PRINTING

*Konica Minolta International became the reference shareholder in the MGI stake and integrates MGI Product Lines to provide High-end Solutions to the Graphic Arts Industry Market*



MGI & Konica Minolta Industrial BRAND:  
from **Printing to Finishing!**

# Common Industrial Digital Printing Brand!



KONICA MINOLTA

INDUSTRIAL DIGITAL PRINTING

BRAND AWARENESS



# The MGI Digital Embellishment Solutions

**JETVARNISH 3D Series**  
Digital varnish & iFOIL

AccurioShine

## A3+

Sheet-fed Embellishment



JETVARNISH 3D Evo  
Digital varnish & iFOIL

## B1+

Sheet-fed Embellishment



## Roll-to-Roll

Web-fed Finishing



OCTOPUS Web  
Smart roll-to-roll digital finishing



JETVARNISH 3D  
Digital varnish & iFOIL

## B2+

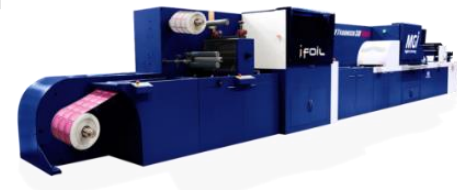
Sheet-fed Embellishment



JETVARNISH 3D Web  
Digital varnish & iFOIL

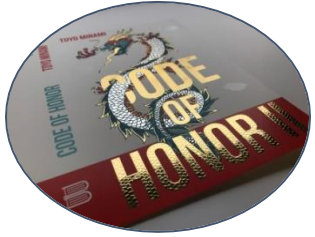
## Roll-to-Roll

Web-fed Embellishment



# Leading Embellishment Innovation Since 2008...

*First & Widest Range worldwide of Embellishment Presses*



## PIONEER

Drupa 2008

*We are Technology Inventors*

**Widest Range** of **Equipments**

from **A3** to **B1+** & **Roll-to-Roll**  
*Most Flexible Offer*

**+1200**

**Installations Worldwide**

*We are Market leader*

**JETVARNISH 3D Series**  
*Digital varnish & iFOIL*



# MGI & Konica Minolta Industrial BRAND: from **Printing to Finishing!**



**AccurioShine**  
3600

**A3**



**AccurioPress**  
C14000/C12000



**JETVARNISH 3D Evo**  
Digital varnish & iFOIL

**B2**



**AccurioJet** KM-1



**OCTOPUS Web**  
smart roll-to-roll digital finishing



**JETVARNISH 3D Web**  
Digital varnish & iFOIL

**Roll to Roll**



**AccurioLabel** 400



**JETVARNISH 3D Evo**  
Digital varnish & iFOIL

**B1**





# ASIAN PRINT AWARDS 2024



Thank You  
Terima kasih

