



KONICA MINOLTA ENHANCES SKETCHES INT'S FOIL PRODUCT CAPABILITIES

WITH THE FIRST ACCURIOSHINE
3600 INSTALLATION IN THE UK



EXECUTIVE SUMMARY

Printing and design agency Sketches Int was looking to stand out in the market by producing high quality printed products featuring 2D and 3D UV and foil. Having attended The Print Show, its Director Nizar Alolabi was introduced to the Konica Minolta Business Solutions (UK) Ltd.'s team and the brand new AccurioShine 3600 inkjet spot UV coater with iFoil One in-line hot foil stamping module.

Following a consultative process and a number of hands-on demonstrations, it became clear that the AccurioShine 3600 would be the perfect solution for Sketches Int's requirements and the needs of its customers. The company became the first UK print business to use the AccurioShine 3600 and it is now utilising it and the iFoilOne module to produce market-leading high-impact and high-quality products for its customers. What is more, the company is saving 30% on costs by being able to complete these embellishments in-house.

CUSTOMER PROFILE

Based in Ruislip, UK, Sketches Int Ltd is a Printing and design agency that delivers creative solutions for various applications including bespoke labels and packaging, along with services for any other type of printing. Supported by a wealth of knowledge and the experience of its team and founders, Sketches Int offers flexibility, quality, and quick turnaround, with bespoke designs and solutions that match the needs of its customers.

Originally based in the UAE, Sketches Int established its UK operations in 2019 to extend its high-quality products to a new audience in the UK and Europe, where it has fostered a well-earned reputation for innovation and excellence.



CHALLENGES

Sketches Int is constantly looking to improve and diversify its applications, printing and finishing methods to secure new business and grow its customer base. Director Nizar Alolabi had visited The Print Show at the NEC Birmingham in September 2022 to find inspiration and a technology partner to support new innovations and opportunities, with a focus on foiling solutions.

The visit led to Nizar meeting the Konica Minolta Business Solutions (UK) Ltd team. He commented, "I was looking for help with foiling for the stickers and packaging market, particularly for short run jobs with different artworks, as we specialise in high-end labels and packaging which adds considerable value to any product. As the only B3 product on the market that does varnish and foil in one go, the new AccurioShine 3600 with iFoil function particularly caught my attention and interest."

Nizar was given a demonstration of the AccurioShine 3600 and arranged for a consultation with Konica Minolta's specialist team to further explore its potential for Sketches Int.

SOLUTION

The AccurioShine 3600 is a fully digital and compact sized inkjet spot UV coater, that enables varnishing to be completed in-house, from prototyping to full production, without the need for screens, plates or dies. It utilises ground-breaking technology for adding 2D and 3D multiple coating and dimensional texture effects in a single pass, with a maximum supported paper size of B3+ (364mm x 750mm). Combine its support for Variable Data Printing with the iFoilOne in-line hot foil stamping module, and a wide range of new high-impact finishing effects become possible, such as personalised embossed foil for tickets, packages and labels, invitations, one-to-one marketing and more.

Konica Minolta's consultative approach was led by Allan Bates, Business Development Manager, who explained, "We were convinced that the AccurioShine 3600 would be the perfect solution for Sketches Int, but we are always careful to make sure we match a potential customer with exactly the right solution for their needs and budget.

Initially the company supplied us with some test artwork files so we could produce demonstration pieces which were then sent to Nizar and the team to assess."

Allan continued, "Following that, Nizar visited our showroom in Sutton-in-Ashfield for the first of several hands-on demonstrations of the AccurioShine 3600, to test various substrates and B3 media, which included labels that are kiss cut out once printed and embellished on Intec B3 plotters, along with artwork setup and operators training."



BENEFITS, RESULTS, ROI, FUTURE

Sketches Int became the first Konica Minolta customer in the UK to receive the new AccurioShine 3600, which was expertly installed by the Konica Minolta team. Nizar commented, "We are proud to be the first UK print business to be using the AccurioShine 3600 which undoubtedly gives us an advantage over our competitors. We have been very pleased with the whole process, from the initial consultation to the easy and straightforward installation and continued ongoing support from the Konica Minolta team."

Nizar added, "Our customers are also happy with our increased options for 3D UV and foil products, along with now being able to offer greater flexibility to their needs. On top of this, being able to offer these options from our in-house production line enables us to save 30% on the costs compared to our competitors, which makes us even more competitive than before!"

With an enhanced range of potential Spot UV and foil products (including labels, packing, and cards, etc...) Sketches Int is looking to further expand its business, both in terms of its own team/resources and to target new markets. Nizar stated, "The market has changed since the pandemic – customers are prepared to look further afield for the right supplier. We are now in an even better position to service customers from across the UK and Europe and are also looking to expand into the North American market as well. Although this has been a big investment for our business, we can now easily do short run jobs and be more flexible than our competitors, which is essential in a demanding and evolving market."



sketches
creative solutions



KONICA MINOLTA



ENHANCING PROFESSIONAL PRINT

Konica Minolta empowers producers of high-volume print and communications through innovation and cutting-edge technologies, combining our global heritage and expertise to deliver our customers' vision for a sustainable and brighter future.

We use our Ignite Discovery consultative discovery approach to build trust with our customers and to accurately discover their business challenges. From these insights, Konica Minolta's team of subject matter experts collaborates with a network of industry-leading and trusted partners to create bespoke solutions to meet our customers' goals.

Our highly reliable and effective hardware and software print solutions aid greater productivity by automating repetitive production tasks, saving time and money, and delivering real value that addresses real-world business challenges – all whilst fully enabling our customers to embrace and exploit commercial opportunities and print possibilities.



LET'S TALK

Contact us to find out how we can support, protect and optimise your business today and in the future:

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