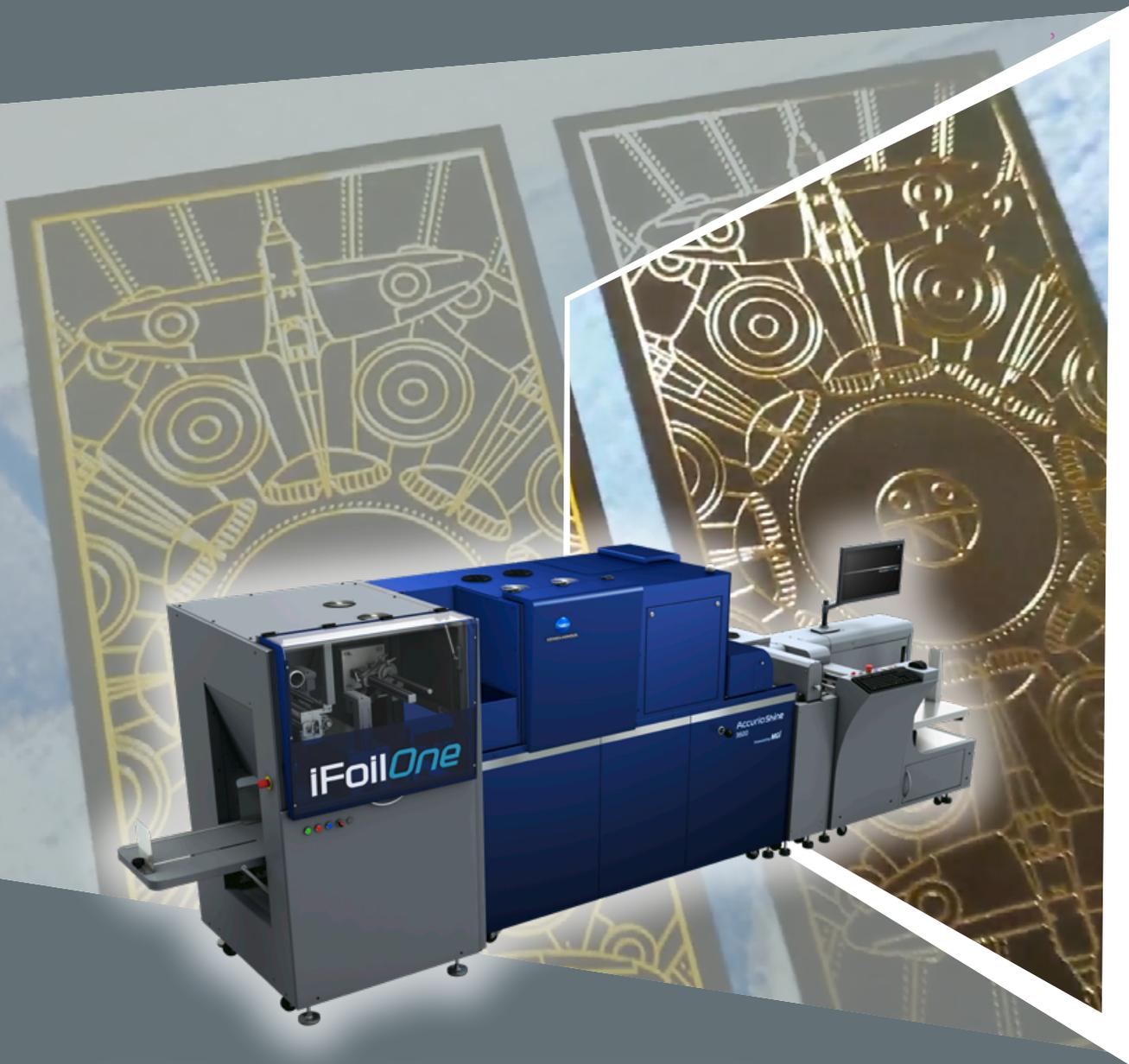




KONICA MINOLTA

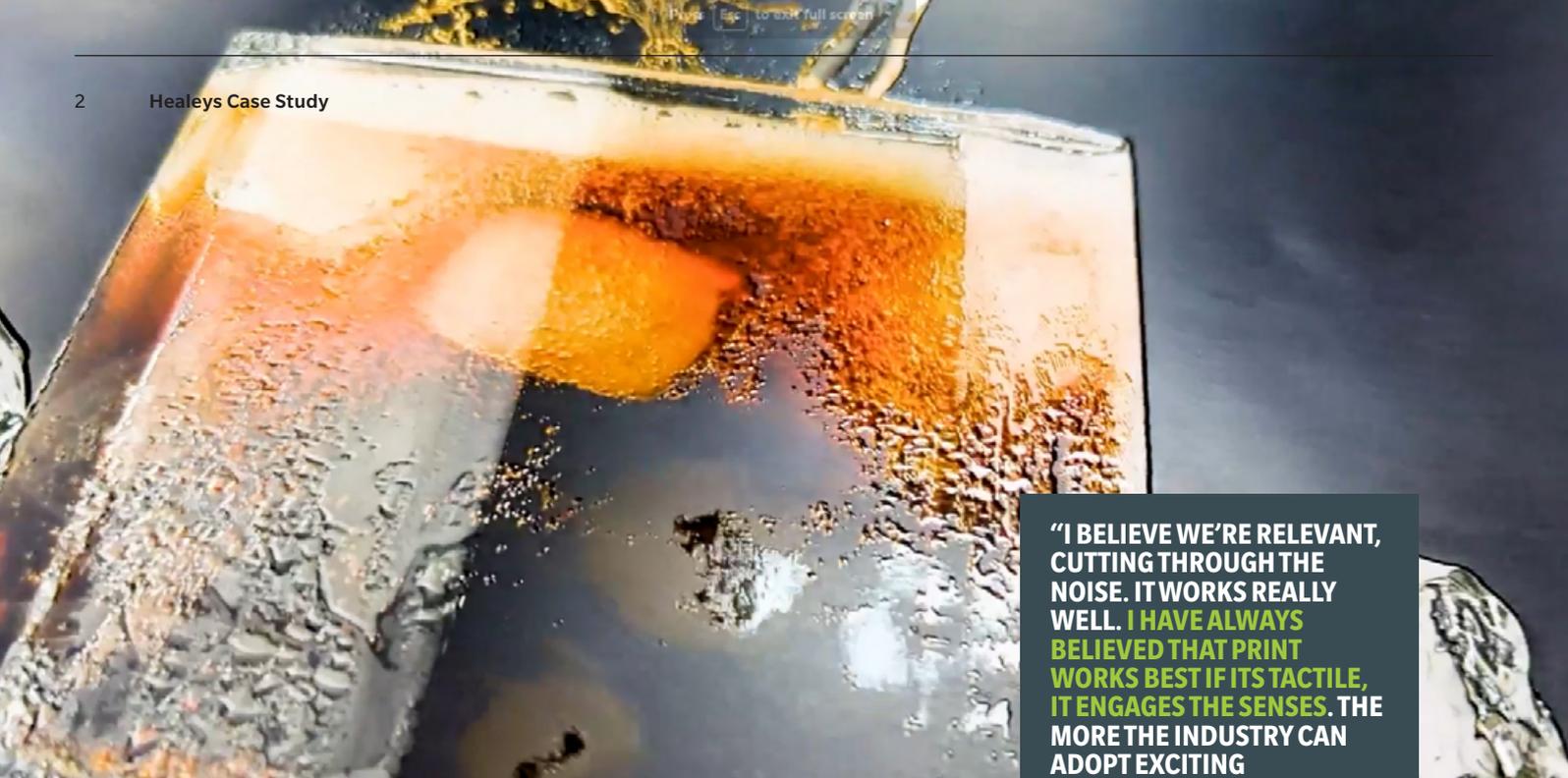


HEALEYS PRINTERS STAND OUT IN THE MARKET

THROUGH THE EMBELLISHMENT CAPABILITIES
OF THE ACCURIOSHINE 3600 WITH IFOIL ONE

HEALEYS
PRINTERS

Giving Shape to Ideas



KONICA MINOLTA ENABLES HEALEYS PRINTERS TO STAND OUT IN THE MARKET THROUGH THE EMBELLISHMENT CAPABILITIES OF THE ACCURIOSHINE 3600 WITH IFOIL ONE

EXECUTIVE SUMMARY

Ipswich-based professional print company Healeys Printers was looking to differentiate its already high-quality products in the market and decided the best way to do this was with a robust, reliable, and premium-quality embellishment solution, from Konica Minolta Business Solutions (UK) Ltd.

Having consulted closely with Konica Minolta, the company decided upon an AccurioShine 3600 inkjet spot UV coater. This would be accompanied by an iFoil One in-line hot foil stamping module, which delivers spot UV varnishing, from prototyping to full production, without the need for screens, plates or dies. Utilising ground-breaking technology for adding 2D and 3D multiple coating and dimensional texture effects in a single pass, the AccurioShine 3600 is perfect for enhancing a diverse range of print products.

With the solution installed, Healeys Printers now has the perfect in-house

embellishment capabilities to meet the current and future needs of its customers, backed by Konica Minolta's expert service and support, enabling the company to reliably deliver the innovative standout products and customer service its reputation deserves.

CUSTOMER PROFILE

As one of the UK's leading printing companies, Ipswich-based Healeys Printers combines new technology and innovation with a collaborative approach, that ensures its customers receive a great service and quality printed communications. Its customers range from award-winning creative agencies, national charities, fine art galleries, colleges and schools, as well as local and international businesses.

Healeys Printers' mission is to produce the highest quality print, allied to exceptional levels of service. Its skilled and dedicated staff take pride in delivering a superior outcome to its clients through expert use of the correct process and material

"I BELIEVE WE'RE RELEVANT, CUTTING THROUGH THE NOISE. IT WORKS REALLY WELL. I HAVE ALWAYS BELIEVED THAT PRINT WORKS BEST IF ITS TACTILE, IT ENGAGES THE SENSES. THE MORE THE INDUSTRY CAN ADOPT EXCITING DIFFERENTIATION, I THINK THE MORE SUCCESSFUL WE WILL BE"

Philip Dodd
Managing Director
Healeys Printers

selection, along with help and advice on all things print, to ensure a successful project.

CHALLENGES

Always keen to stay ahead of its competition, to embrace the latest market demands and cater for all its customers' needs, Healeys Printers took stock of its print facilities to look for potential improvements and enhancements. Having already outsourced embellishment work when it was required by customers, the company was keen to bring spot UV and digital foiling capabilities in-house to differentiate its offering from its rivals with dramatic and eye-catching additions.

Philip Dodd, Managing Director of Healeys Printers stated, "We looked at the business and where we were. We were already using Litho and digital toner and both are good quality processes. However, it was clear that to be successful in the future, differentiation is going to be key. We want to offer our clients the widest



range so that they can impress their customers. We're all fighting for attention and the more that online gathers pace, the more that digital media takes business away from print, the more we need to bring it back."

Looking specifically at embellishment options, Healeys Printers contacted the team at Konica Minolta Business Solutions (UK) Ltd to explore the options on offer to facilitate this.

SOLUTION

Reflecting upon the decision to approach Konica Minolta and discuss its professional print and embellishment options, Philip Dodd commented, "I had read about the Konica Minolta AccurioShine 3600 inkjet spot UV coater with iFoil One in-line hot foil stamping module, and it seemed to tick the boxes that we wanted." The press provides spot UV varnishing, from prototyping to full production, without the need for screens, plates or dies, enabling it to enhance its embellishment offering.

Investing in the AccurioShine 3600 with iFoil One now enables Healeys Printers to utilise spot UV and digital foil with the flexibility of short run and digital work. The fully digital AccurioShine 3600 utilises groundbreaking technology for adding 2D and 3D multiple coating and dimensional texture effects in a single pass.

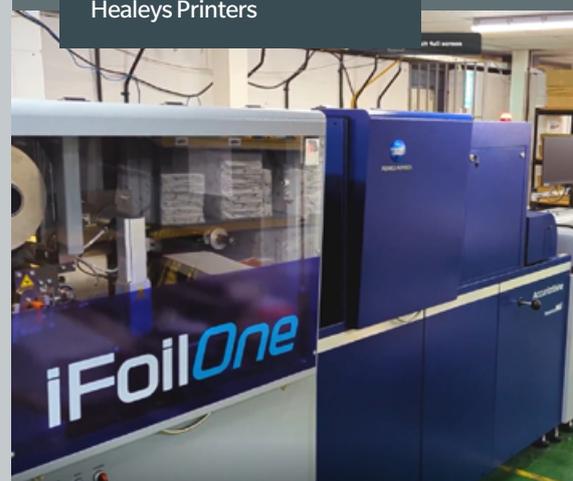
The AccurioShine 3600 features industry-leading artificial intelligence registration technology and an eco-friendly LED curing system, all delivered in an impressively compact size. When combined with the iFoil One in-line hot foil stamping module, the AccurioShine 3600 provides a range of high-impact finishing effects including personalised embossed foil and also supports Variable Data Printing (VDP), adding more impact to tickets, personalised packages and labels, invitations, one-to-one marketing, and more.

Not only did Konica Minolta's technology fit Healeys Printers requirements for embellishment, but Philip Dodd was also impressed by the manufacturer's approach to finding the right solution. "Konica Minolta had something different from my initial contact. It wasn't all about them trying to sell me something, the team visited us several times and were very thorough. They really wanted to know about our business, something that will always impress me. The Konica Minolta team were professional and at the end of that, in really talking to them, it became apparent that this was a good technology partner to have and that's been borne out."



"I'M VERY PLEASED THAT WE'VE GONE FOR AN EMBELLISHMENT MACHINE, WHICH ELEVATES PRINT FROM THE ORDINARY, TO THE EXTRAORDINARY. IT GARNERS THE ATTENTION TO WIN MORE BUSINESS BY IMPRESSING OUR CLIENTS AND THEIR CUSTOMERS"

Philip Dodd,
Managing Director
Healeys Printers





KONICA MINOLTA

BENEFITS, RESULTS, ROI, FUTURE

Choosing the Konica Minolta AccurioShine 3600 with iFoil One has proven to be a good choice for Healeys Printers as Philip Dodd explained, "I'm very pleased that we've gone for an embellishment machine, which elevates print from the ordinary, to the extraordinary. It garners the attention to win more business by impressing our clients and their customers – something that still excites me. These are the gems that I want to bring to our clients." He added, "Its foiling ability is of a really high quality, without dyes and without waste, enables us to give our clients a differentiation in the market too, so they can go out and win business on the back of what we're doing."

Konica Minolta's ongoing support has also proven to be a considerable bonus. "I know that I can pick up the phone if I have any issues whatsoever, or if I need any help, and Konica Minolta will be there, which is important. I think this will resonate with many printers that you want a partner that you can absolutely trust and that's what we seek out with, with our suppliers - so I'm very happy."

Fundamentally, embracing Konica Minolta's embellishment solution has addressed Healeys Printers' initial remit to stand out, "I believe we're relevant, cutting through the noise. It works really well. I have always believed that print works best if its tactile, it engages the senses. The more the industry can adopt exciting

differentiation, I think the more successful we will be, serving our clients better and giving them tools to grow their business." Philip added, "I want to position Healeys in the mind of existing and potential clients as a creative printer. You need to go the extra mile and there's not many people doing that."



HEALEYS
PRINTERS

ENHANCE YOUR PRINT AND IT SERVICES

Build and transform your digital business operations, workplaces, and IT infrastructures to meet the changing needs your customers. Lynbrook's solutions and services include IT Infrastructure, Managed Print & IT Services, Process Digitisation and Automation.



LET'S TALK

Konica Minolta Business Solutions
Miles Gray Road, Basildon,
Essex, SS14 3AR
www.konicaminolta.co.uk
partners@konicaminolta.co.uk

Giving Shape to Ideas