



KONICA MINOLTA

Press release

Konica Minolta enters industrial printing markets at drupa 2016

Langenhagen, Germany, 16 June 2016

Konica Minolta is celebrating major advances made into new industrial printing markets such as labels and packaging, as well as numerous sales of digital printing and software services during drupa. Initial results from the trade fair have even exceeded Konica Minolta's expectations set prior to drupa.

About 260,000 visitors came to the world's largest and most important trade fair for print and crossmedia solutions. Even though this was fewer than at drupa 2012, Konica Minolta saw an increase of about 25% more visitors at its stand. A prominent showpiece at Konica Minolta's 2,400 m² booth was the AccurioJet KM-1, making its debut as a commercially available product. Throughout drupa, AccurioJet KM-1 drew admiring crowds of visitors all keen to see how this breakthrough technology can help them diversify into new markets such as books and packaging, or serve their existing markets better. The first two orders from a list of prospects for the AccurioJet KM-1 were confirmed during the show – from US companies PostcardMania and Cohber Press. These contracts, together with several orders for the bizhub C71cf label printer that were also placed at drupa, represent Konica Minolta's first successes in the industrial printing segment.

Furthermore, Konica Minolta's leading position in the mid-production colour printing sector was strengthened as customers from across the world chose to invest in Konica Minolta printing systems and software. A healthy pipeline of future orders was secured, underpinning the company's impression of an extremely positive overall mood and investment climate during the show.

Konica Minolta's partnership with MGI Digital Technology was another highlight of the stand at drupa, with the French company's JETvarnish technology being shown working in conjunction with several Konica Minolta systems like the AccurioJet KM-1 as well as the bizhub PRESS C71cf label printer.

Olaf Lorenz, General Manager, International Marketing Division at Konica Minolta Business Solutions Europe, said: "We naturally set our expectations extremely high for drupa. The exhibition has truly elevated Konica Minolta from being a leading player in mid-production printing to now being recognised as one of a few select companies operating right at the forefront in the exciting world of industrial printing and pushing on towards new horizons. We also achieved an extremely healthy pipeline of new orders."



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“Most importantly, drupa 2016 enabled us to discuss at length and in detail the exacting needs of our customers as they look to the future. We were delighted with their reaction to the huge advances that we have made and which will continue at a fast pace moving forward.”



Picture: Konica Minolta at drupa 2016

About Konica Minolta Business Solutions Europe

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a wholly-owned subsidiary of Konica Minolta Inc., Tokyo, Japan, forming part of its Business Technologies business area. As a leading global services provider in the field of IT- and document processes as well as digital production printing solutions the company excels in services-led business consulting, implementation and management and provides a range of world-leading printing systems and solutions. In this context, Konica Minolta's Optimized Print Services concept (OPS) combines consultancy, hardware, software implementation, and operation in order to enhance business process efficiency and cost-effectiveness. To support customers optimally with powerful and sustainable solutions, technology leader Konica Minolta continuously invests in research and development work and regularly sets new standards.

Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in more than 80 countries in Europe, Central Asia, the Middle East and Africa. With over 35,000



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employees around the world (as of March 2016), Konica Minolta's Business Technologies business area earned net sales of over EUR 6.2 billion in financial year 2015/16.

For further information about the company, please visit: www.konicaminolta.eu.

Product images are available at: www.konicaminolta-images.eu.

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