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綠藝(海外)制作
環保印刷專家



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expands its printing capabilities with **JETVARNISH 3DS**

Company Overview

Green Production (Overseas) Group (綠藝(海外)制作) is an environmental printing service provider and has been operating in the local printing industry for more than 30 years. Its service portfolio covers printing of FSC™ paper products, publications, commercial printing and a variety of pre-press and post-press services. In 2006, Green Production was certified by FSC Forest Stewardship Council in Hong Kong. It has earned itself a reputation as an environmental champion printer and is qualified with accreditation of ISO14001:2004 environmental management system.

Challenges

Today, the printing industry demands with high-speed alongside with a range of sophisticated functions – such as easy spot varnish on digital prints, highlight defined areas, 3D effects and hot stamping applications – to handle a variety of individualized print and finishing requirements. In parallel, Green Production was looking for ways to produce prints with a higher quality finish. It wanted to offer high end effects to enhance production: from magazine covers to invitation cards, brochures to packaging. All these factors posed challenges to Green Production for a high performance, reliable and environmental friendly printing.

Challenges

- Hesitate to add personal and artistic elements in the design as most printing system are equipped with fixed data system
- The operations of most printing system are not in line with the company's environmental protection philosophy
- Most printing system in the market are not capable of delivering sophisticated functions with a large amount of order

Solutions

- JETVARNISH 3DS, added with iFoilS option, supports Variable Data Foil (VDF) on iFoilS hot foil Stamping, Spot UV Coating and Inline Embossing
- JETVARNISH 3DS provides a single pass printing that offers high speed and environmental friendly productivity

Value Created

- Produce outstanding printout without the need for expensive plates, screens, or setups
- Add value to printed documents, featuring increased output
- Scalable, reliable and easy-to-use as it has a lot of humanized details on the design of printing solutions
- Combine both functions of spot UV and hot foil stamping / embossing in one digital printing system



“We can now cater to client demands requiring innovative printing solutions and ensure smoother, more profitable operations for our business. The pre- and post-sales support from Konica Minolta has also been fantastic.”

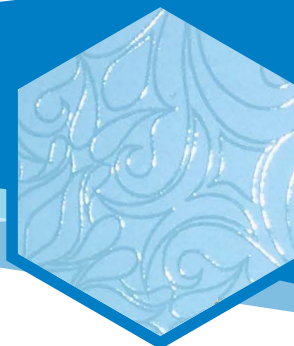
Mr. Dicky Choy
Founder and Company Director
Green Production (Overseas) Group
Chairman of Graphic Arts Association Hong Kong



Hot foil stamping



Variable Data Foil (VDF)



Digital spot UV coating

Portfolio of printing service expanded

Backed by huge industry experience and market understanding, Konica Minolta deployed JETVARNISH 3DS together with iFoils hot foil stamping and embossing option, Green Production (Overseas) Group to significantly expand its portfolio of printing services and is able to cater to evolving customer requirements by leveraging advanced printing technology.

JETVARNISH 3DS is a spot UV coating and hot foiling solution designed for advanced print jobs. It leverages innovative printing technology to easily and conveniently spot varnish all digital prints, highlight defined areas, or add 3D effects. The digital spot UV coating process is 100% variable data capable, with barcode reader options that enable custom spot varnished prints with unique graphics, text, and numeric data on printed document.

Delivering the best-in-class technology

JETVARNISH 3DS is designed with a unique technology that takes printing to the next level by adding more value to printed documents, featuring increased output for flat Spot UV jobs and elegant 3D raised effects in a single pass. Its solution offers a wide range of print products at affordable prices, along with design tools suited for every skill level and need.

Konica Minolta is committed to delivering the best-in-class printing technology to our clients to help them thrive in a dynamically-changing market. We are enthused by the traction that we have received from Green Production (Overseas) Group and are looking to help more printing businesses in Hong Kong with our innovative range of printing solutions.

About Konica Minolta

Konica Minolta Group spans its sales and service network over the world to 150 countries, covering an extensive business scope ranging “from image input to output”. Konica Minolta Business Solutions (HK) Ltd. is dedicated to providing smart business solutions including Professional Printing Solutions, Robotic Solutions, Enterprise Solutions, Digital Workplace, Cloud Services, IT Services and Business Process Outsourcing Services to cater for the ever-changing and diverse needs of enterprises of all sizes in Hong Kong.

