

NEWS RELEASE



IIJ gets personal with Natalii to open up new markets

Swavesey, Cambridgeshire, UK – 15 December 2014 – Printing house Natalii, which in 2015 celebrates its 30th anniversary, is in line to open up millions of euros of new orders after widening its product portfolio through an investment in a sophisticated print engine from Industrial Inkjet Ltd (IIJ).

UK-based IIJ, which has a global database of customers, has helped award-winning Natalii, one of Poland's foremost label manufacturers, further embrace the major benefits of personalisation and variable data printing through its technology.

Family-owned Natalii, based in Poznan, has already increased its workload by 20% in 2014 opening up new markets through its IIJ MonoPrint 352i print engine that was installed as part of a €2 million investment at the end of last year. The system has been fitted on to a new Nilpeter FA4 press at Natalii's plant in Poland that is set for expansion in 2015.

The decision to invest in the IIJ MonoPrint 352i system was taken when Natalii had to pay a financial penalty after it was unable to complete an order worth around €1 million for 500 million labels for Polish Post because of the prohibitively high costs of the inks – up to six times more than the IIJ system – that was more than the cost of the labels.

“It was at that point that we knew we had to find a different solution,” said Artur Nowaczyk, Vice-President of the Board of Natalii. “Apart from increasing productivity, quality and improving capacity, the MonoPrint 352i has introduced new product features for Natalii such as changeable barcodes, variable data and personalisation – everything that is changeable during printing. The IIJ system was easy to install and we've had excellent back-up service and support from a company that is willing to share its expertise. The cooperation is good and MonoPrint 352i system is economic, needs very little maintenance and certainly fulfils our expectations.

“We're confident that with this new system we will be winning many orders, some will be worth seven-figure sums. It's a real benefit having different print options all from the same press all in one pass: production can be flexo together with inkjet, only flexo or only inkjet. It's amazing.”

“Mr Nowaczyk added: “I see retrofitted presses becoming far more standard moving forward as they will definitely open new doors for business and I would have no hesitation in going this route again.”

John Corrall, Managing Director at IJJ, said: "Increasing numbers of companies, not just in the labels market, are realising that a good way to dramatically increase your business is by investing in this technology. Natalii is one prime example of companies understanding the growing importance of using our MonoPrint 352i print engine to open up new markets, which also avoids the need to invest in a separate machine."

Natalii, which has been the laureate of the 'Business Gazelle' competition, is planning a 4,000 sq metres new building, of which 25% will be for warehousing, in a €3 million investment close to its site in Poznan next year.

- ends -

Further details from Colin Harding, of Shaw Communications,
Telephone 01344 761208, mobile 07730 435400

About Natalii

Printing House Natalii, which employs 115 people, was established in 1985. The state-of-the-art equipment, staff of extensive expertise, and, last but not least, reasonable management, have given Natalii sp. z o.o. a strong position among Poland's leading adhesive tape and label manufacturers. Natalii was the first in Poland and in Eastern Europe to launch the In Mould Label printing on polypropylene film for plastic package moulding. It has worked with a number of large businesses, including food processing, chemical, cosmetic, automotive, pharmaceutical, and paper processing plants. It delivers its products domestically and abroad. Technical upgrade and continuous development of equipment have been its main focus for years, which made Natalii a reliable partner in any printing assignment, and a strong market player despite stiff competition. Other label markets it operates in include heat-shrink, PET bottle, sachets (multi-layer print) and digital.

About Industrial Inkjet Ltd (IJJ)

Based near Cambridge, UK, Industrial Inkjet Ltd is an industrial inkjet specialist and the official sales and technical support centre for Konica Minolta Inc. products outside of Asia. It offers advice on any aspect of the use of inkjet technology in industrial applications. IJJ provides complete solutions for the successful design and implementation of Konica Minolta's industrial printheads which are renowned for high print quality and reliability.

About Konica Minolta Inc.

Konica Minolta IJ Technologies provides customers with a wide range of inkjet related solutions by supplying state-of-the art printheads, printer systems, inks and various services. The company is a spin-off from the Konica Minolta Technology Center, Inc. and reflects the healthy growth of the wide format, textiles and industrial digital printing markets. The company benefits from both the strength of the Konica Minolta holding company as well as from its business independence within the group. More information on Konica Minolta IJ Technologies can be found at www.konicaminolta.com/inkjethead