

NEWS RELEASE



IIJ provides digital insights to unlock growth opportunities in packaging

Las Vegas, USA – 13 June, 2014 – Industrial Inkjet Ltd was actively involved at the Smithers Pira Digital Print for Packaging US 2014 conference in Atlanta, USA, held in June.

IIJ joined fellow world leaders for the three-day event, which provided insights into how to unlock the path to increased customer engagement through digitally printing packaging systems.

Customer case studies on how brand owners, large and small, are transforming their business driving profitability and creating competitive advantage through information sharing were all part of the conference. And how companies use inkjet technologies – such as those provided by IIJ – on-line with printing presses and using hybrid inkjet imprinting to address high value digital packaging applications was also part of the offering.

Laura Kitzmann, IIJ's Business Development Manager, who attended the conference, said: "There was real interest among the delegates about the many innovative current offerings that leverage existing printing equipment. It's an area where we have unrivalled expertise.

"Digital is playing a key role driving change that will bring positive opportunities for so many companies in the future. Variable data has limitless uses in areas such as packaging."

IIJ is a global specialist in industrial inkjet design and technology, as well as being the official sales and technical support centre for Konica Minolta industrial inkjet division. IIJ manufactures a range of print systems covering the packaging market.

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About Industrial Inkjet Ltd (IIJ)

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. IIJ provides complete solutions for the successful design and implementation of Konica Minolta's industrial printheads which are renowned for high print quality and reliability.

Company registration no: 05659246
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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