

# Digital Finishing

## Success Profile



## C&T PRINT FINISHING

### Konica Minolta's MGI JETvarnish 3DS Makes Exciting New Technology Possible For C&T Print Finishing – And Its Customers

**CHALLENGE:** When Jeffrey Cole took over the family business, C&T Print Finishing, there were some eye-catching finishing capabilities that he wanted to offer customers at an affordable cost. The South Windsor, CT, business is a vendor for commercial printers in the printing and packaging industry that performs die-cutting, embossing, foil stamping, and a variety of other services. Founded in 1980, it boasts all of 10 employees and has survived on word-of-mouth advertising and no sales force. A small shop with big dreams.

"We found a niche in the market for high-end foil stamping and embossing for brochures, posters, etc.," said Jeffrey, the president and owner. "Right now, we're a large- and small-format foil stamper and embossing shop – but you have to buy the dies and everything else needed to perform this work. Nowadays, our customers have their own die-cutting equipment so we don't do as much; we've become like an overflow for them."

His hopes of supplying those customers and others with small-run digital projects featuring attractive finishing functions like spot UV and hot foil stamping persisted. But was it even possible?

**SOLUTION:** Jeffrey began hearing rumblings about the [MGI JETvarnish 3DS](#), a 100 percent digital inkjet Spot UV coater, and its alleged capabilities of producing amazing and affordable 2D and 3D effects. So he contacted MGI and they showed him samples printed on the device. He and his wife, Tracy, were invited to the Konica Minolta sales office where they got to see the actual machine. He said that when he finally saw it, he just loved the look of it. Then they went to the MGI headquarters in Florida – only this time they brought along a file with an actual hot foil stamping job that they had struggled with back at the shop.

"I thought it was too good to be true," Jeffrey said. They ran the job on an [MGI JETvarnish 3DS](#) and had a sheet in about 10 minutes. "It was pretty impressive."

C&T Print Finishing acquired the [MGI JETvarnish 3DS](#) with a lot of help from Konica Minolta's financing arm. It was implemented in June 2017.

"I was very skeptical that I could afford the device, but Konica Minolta has been very helpful with the financing, allowing a company like ours to be able to make it profitable," Jeffrey said. "We've done multiple jobs and testing; I'm getting much better at the unit's features, like editing files, applying the varnish, etc."

"The biggest reason for me to get into this area of printing now is all the doors that I believe it will open up for us. I believe this market is going to get bigger and bigger and we're going to be one of the first to be involved in it. So I'm looking to get a big jump-start on it and be ahead of others."

Jeffrey Cole  
President & Owner  
C&T Print Finishing



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We've got all of the kinks out, but overall I'm so excited about being able to create things on my own. I can now design things like I've always wanted to; before the MGI came along, I didn't have the tools to do this."

Along with the [MGI JETvarnish 3DS](#) and its variable iFOIL unit, Jeff purchased the AIS Scanner, the Objectif Lune PrintShop Mail Software, a Caldera RIP and the variable data package. So they can pretty much do everything.

**RESULTS:** According to Jeffrey, the top benefit that his business has garnered to date with the [MGI JETvarnish 3DS](#) is that it has been "getting us talking with a lot of customers. And I'm very confident that, once we get the word out to our digital print shop customers – who want to embellish all of their projects – that it's going to be a win-win for both of us."

Jeffrey added that, "With the MGI, we can attract many different customers who do multiple-up jobs, or variable data jobs, that we couldn't do before because it would've been too expensive for them to purchase the number of dies needed."

With the unit, jobs are now more user-friendly and not as physically demanding as running a big, high-speed hot foil stamping device. So running jobs are easier and more cost-effective. Before acquiring the MGI, the shop couldn't do varnish in-house; now, it can do variable varnish and variable foil.

The first job C&T Print Finishing performed using the [MGI JETvarnish 3DS](#) was a promotional poster for the Hartford Stage's performance of William Shakespeare's "A Midsummer Night's Dream." According to Tracy Cole, the poster "was a raised gold foil. We had done flat foil, but were never able to do a raised foil. They were very happy with it."

"Acquiring the [MGI JETvarnish 3DS](#) was a big a leap for us and I'm very excited about it," Jeffrey said. "The biggest reason for me to get into this area of printing now is all the doors that I believe it will open up for us. I believe this market is going to get bigger and bigger and we're going to be one of the first to be involved in it. So I'm looking to get a big jump-start on it and be ahead of others."

To fuel that jump-start, C&T Print Finishing is getting the word out via a mailing campaign with Konica Minolta, an exclusive magazine article in cooperation with MGI, and giving its own website a grand makeover. Also, Jeffrey and his team are conducting in-shop demonstrations for customers, which is a great way to promote the [MGI JETvarnish 3DS](#) capabilities.

"It's quite a bit of education with customers because it's a new product," Jeffrey said. "Many people don't understand what we're doing with it. They believe we're printing the job and then hot foil stamping it. So now we're trying to inform a whole group of people who at one time couldn't afford to do all of these projects that now they can, quickly and cost-effectively."

## TECHNOLOGY:

- [MGI JETvarnish 3DS](#)
- iFOIL S
- AIS Scanner
- Objectif Lune PrintShop Mail Software
- Caldera RIP
- Variable Data Package



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