

# MGI JETVARNISH TECHNOLOGY HELPS KESTER CAPTURE LARGER MARKETS

**NEW EQUIPMENT UPGRADE PROVIDES EFFICIENCY  
AND IMPROVED CUSTOMER EXPERIENCE**

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## WHO

**Kester Imaging**

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## WHAT

**Family owned commercial printer**

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## WHERE

**Arkansas City, KS**

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## SOLUTION

**A second Konica Minolta MGI JETvarnish  
3DS digital press**

## SITUATION

About three years ago, Richard Kester, owner of Kester Imaging (KI), a family owned commercial printer an hour outside of Wichita, Kansas came across output produced by Konica Minolta and MGI and was completely wowed. They purchased an MGI JETvarnish 3DS digital press in September, 2017. At the time, the company had seven Konica Minolta digital presses in house producing the vast majority of its print output. The ability to offer

flexible, decorative, print enhancement solutions with service and support from the same business partner was a key factor in the decision to invest in the MGI press.

Since the purchase of its MGI JETvarnish 3DS digital press, the creative design and decorative print enhancement outsourcing services KI has been able to offer as a trade printing business partner have benefited both their peers in the graphic arts industry and the corporate brands those printers serve. Although KI commercially prints its own work, more and more printers are outsourcing projects to them. Seeing first-hand that digital printing enhancement is a huge market opportunity, Kester realized the business required a second embellishment press.

Upon purchasing his first JETvarnish 3DS, Richard Kester knew it was the first of many. The possibilities were endless. **“A potential customer’s first response is always ‘WOW,’ followed by ‘what did that cost?’ In today’s market it’s not enough to have four-color process. If you get them to read the first sentence, you’ve got them.”**

## SOLUTION

The second device expanded KI's business focus beyond CMYK to offer 3D textured UV and high-value, sculpted foil to clients, representing a brand new product line and new profit center for the company. New customers such as manufacturing and retail consumer product companies, schools and non-profit organizations came on board seeking to highlight their brands and messaging with printed communications in different ways that online or conventional print campaigns could not provide. According to Kester, the possibilities are "just incredible." Embellished book covers have become a big product line for KI, and expanding into printing decorative boxes and enhanced labels is his next endeavor. "This is a huge market we haven't touched yet, but can easily break into with the ability to do short runs, and box manufactures are completely wowed by the idea," said Kester. "Another thing we're able to do because of our scanning and varnish capabilities is print materials for the blind. Braille requires the ability to put down a certain amount of microns, and we have the registration to do this. We can put down 238 microns on a pass and more than 400 with two passes. No one else can touch this."

"The thing that sold us was the way the print output looked and the emotion it generated. It changed the way we do business, and because it worked so well we had to have another one. We embellished a 12x18 sheet covered with a single sheet of foil and you couldn't see a dimple in the whole sheet. Nobody else can get close to that. It's different than all the competition," Richard Kester

Kester reports that possibilities for embellishment are so huge that when he bought the first one, as he signed the dotted line he said "this is the first of many. I don't know how many I will need because the opportunities are just so wide."

What are the potential opportunities? Here are KI's top applications according to Richard Kester:

- **Book covers.** The book publishing industry has already figured out that if you put a little foil or emboss something shiny it picks up a lot quicker. One of our largest customers is a book printer, so we embellish the covers and send them back. It's a larger part of our business.
- **Business cards.** Because of the 'wow' factor. It's your foot in the door and you want to make sure it stays there. You get people's attention; they won't throw them away. That's what a business card is supposed to do.
- **Brochures.** Again – it gets people's attention. If you don't get it in a split second it goes in the trash. This stuff doesn't. Even if it does, they are looking at it multiple times. Every second that they spend looking at it doubles your response rate. It makes everything more valuable.

FOR THOSE TRYING TO SELL  
EMBELLISHMENT TECHNOLOGY,  
KESTER RECOMMENDS  
PROVIDING SAMPLES.

**"You have to, you can't sell it  
any other way, touch feel,  
look at and let it speak for  
itself. Put the product right in  
front of their face and smile."**