



KONICA MINOLTA

FACTS & FIGURES

LABEL PRINTING DURING CORONAVIRUS LOCKDOWN ACROSS EUROPE ON THE AccurioLabel PRESSES

PRINT VOLUMES ACROSS EUROPE ON AccurioLabel PRESSES

April 2019 - May 2020



***Across all Europe: Increase of page volume in March 2020 of 150% compared to February 2020**



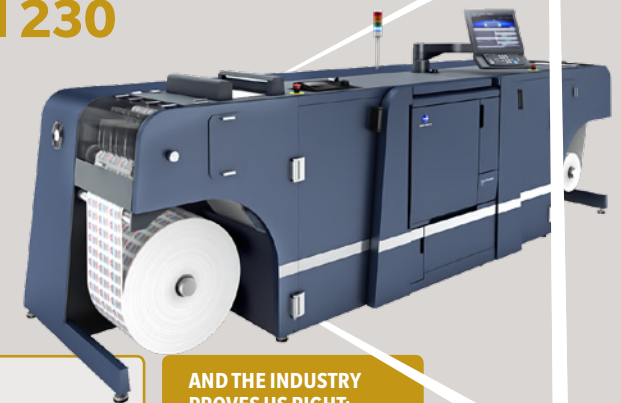
AccurioLabel Presses used intensively during the peak of the lockdown and afterwards

Potential reasons for this increase in March 2020 – when lockdown throughout Europe was at its peak:

- Distribution and consumers have stocked up on products, causing a sudden rise in demand
- Digital is the only technology capable of delivering urgent short to medium runs, with a quick turn-around time
- Circumstances like a reduced workforce during the lockdown led to an increased use of AccurioLabel presses thanks to their ease of use. AccurioLabel presses in the spotlight thanks to their ease of use.

ADVANTAGES OF AccurioLabel 230

- high quality
- shorter lead times
- ease of use
- shorter run lengths, down to a one-sample basis



- compliant with BS 5609 (marine immersion certification)
- food-safe toner



AND THE INDUSTRY PROVES US RIGHT: **500th** installation worldwide, end of 2019



“Our Konica Minolta presses are really **saving the day for us and for our customers**. We are now producing a **three-fold increase of where we were at the beginning of the year**. And there are **still new inquiries coming in**, so the opportunities are out there.”

Rob Gallagher, Production Director, Soabar Ltd.

“Most of our work in textiles has disappeared, so **without the AccurioLabel presses picking up the speed of production, our business could have been seriously compromised**. It’s been a bit of a game changer for us really, and I think that as a natural consequence, **there will be a lot more emphasis on the digital side of the business** sooner than there would have been naturally. You could say that **we’ve had a couple of years’ growth in a just couple of months.**”

Phil Achurch, Managing Director, Soabar Ltd.

* The AccurioLabel 190 is the predecessor of the AccurioLabel 230.