



KONICA MINOLTA

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news hub

Konica Minolta unveils advanced print solutions at IGAS 2011 in Tokyo



Offering support solutions that boost sales through our Print Business Concierge concept

The six-day IGAS 2011 International Graphic Arts Show was held Friday, September 18 through Wednesday, September 21 in Tokyo.

An estimated 73,000 visitors and 327 companies attended this year's event, themed "Print Your Future! Printing evolves with the environment".



Konica Minolta exhibited their Print Business Concierge concept and staged related seminar presentations. This approach offered customers specific advice for boosting sales by encouraging them to shift from a product-oriented approach to one based on solutions.



In the bizhub PRESS C8000/C7000 area, visitors were treated to informative demonstrations on how to attract customers and boost sales by offering superior print services. They were also able to get a close look at high-quality colour printing in action. Overall, the C8000/C7000 was well received thanks to its offset-quality printing capability.

The bizhub PRO 1200 was shown with Printgroove POD workflow management software, which offers automatic collation solutions for colour and B&W distributed printing.

In addition, a demo version of the bizhub PRESS C70hc made its public debut at the show. Many visitors were interested in the C70hc demonstration where vivid colour prints were bound together to make photobooks.

