

3 REASONS

DIGITAL EMBELLISHMENT IS YOUR NEXT BIG PROFIT DRIVER

AND WHY YOU NEED IT NOW



Why Digital Embellishment Can't Wait

In today's competitive print landscape, standing still means falling behind. Savvy printers are already investing in specialty print—and reaping the rewards. With demand for premium, personalized print products rising fast, digital embellishment is no longer a luxury; it's becoming the new standard.

Key Industry Challenges

- Changing economic conditions
- Declining traditional print usage
- Price pressure and maintaining profitability
- Skilled staff shortages



Smart Responses by Printers

- Investing in automation
- Diversifying in-house services
- Expanding into premium print segments



Become a Value-Added Supplier to Clients

Konica Minolta Industrial Print's advanced technology and deep industry expertise make it easier than ever to elevate your offerings, command higher margins, and unlock new revenue streams. The opportunity is here - and your competitors are already moving. Recent NAPCO research shows that the global embellishment market is **growing at 6-8% annually and has become the baseline** as consumer demands change - with the specialty print market projected to grow to **\$45B** by 2028. Demand for embellishment will only grow as clients seek ways to stand out - and it pays off. Specialty print projects deliver **20-30% higher profit margins**, and in some cases up to 80%.

Now is the time to shape your future.

Here are three of the most compelling reasons to embrace digital embellishment as you move your business forward.

Reason #1: Consumer preference is driving brands to luxury looks.

Enhancements attract attention and embellishments provide novel experiences that are both visual and often tactile - with foils, embossing and special varnishes. Elevating a product's packaging creates a sensorial experience that first attracts the eye, then inspires consumers to pick up the product to touch and hold it. This eye-catching and sensory combination creates purchase appeal and drives greater purchases. Total Retail data shows that 30% of all products shoppers hold are purchased - and **56%** that hold a product will buy a product in that category.

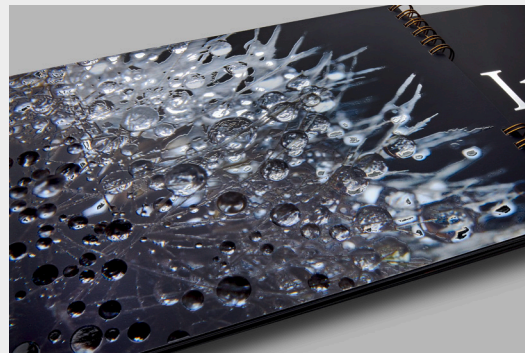
Pyramidor Printing illustrates the opportunity: After installing a JETvarnish 3D Web digital finishing system, they expanded into new markets with embellished labels, menus, and packaging. Their clients **were already waiting for spot varnishing and foil stamping capabilities**. By adding digital embellishment, Pyramidor unlocked new revenue streams and strengthened relationships with high-value customers. "Our clients were very keen on spot varnishing and hot foil stamping, embellishments that are emblematic for manufacturers in the chocolate, gourmet and pastry markets," said owner Benoît Boret.



Reason #2: Digital embellishment insulates your future.

The market is demanding new print applications, and brands need ways to stand out. While specialty treatments aren't new, digital embellishment is—and adoption is accelerating. NAPCO research shows **nearly half of print providers offering digital printing already enhance jobs with special effects**, and another 23% plan to add them. Digital embellishment enables faster, easier customization and personalization, and it's more scalable and cost-effective than traditional methods.

Efficiency challenges remain a top concern, with nearly **50% citing job changeover time as the biggest obstacle**, followed by managing multiple versions and SKUs. Many printers are investing in digital printing and finishing equipment and streamlining workflows to stay competitive. Digital embellishment supports this shift, reducing complexity and attracting new talent through automation and short training times.



Reason #3: You can't afford to wait.

According to PRINTING United Alliance's 2024 State of the Industry Survey, **74.5%** have already diversified beyond their primary printing business. They're investing in automation and production speed to streamline operations and increasing online order submission and finishing to meet client expectations for faster turnaround. Furthering this trend, the 2025 Alliance Insights survey states that **over 63% of respondents plan to invest in capital equipment** within the next 12 months, with 50% of those specifically adopting new bindery and finishing systems. Brand owners are driving this urgency - **SKU counts have surged from 41% to 79% in just two years**, and demand for distinctive packaging continues to rise.

At the same time, sustainability has become a necessity: **87% of brands say it's essential when selecting suppliers**. Digital embellishment helps meet these demands by reducing materials and waste while supporting documented environmental compliance, giving you a clear edge in a market where speed, differentiation, and responsibility matter more than ever.



The Future is Digital – and Embellished

Digital embellishment isn't optional – it's now the new standard. Study after study shows that it attracts more attention and more purchases, because consumers (and your clients) expect a captivating experience.

Ready to lead? Unlock higher margins, faster turnaround, and sustainable growth. Start here:

Your Profit Blueprint for Digital Embellishment

Download our eBook to uncover the science and proven strategies to implement, market, and sell embellishment.



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