



KONICA MINOLTA

INTELLIGENT
QUALITY CARE 



OUTSTANDING IMPACT FOR GREITA SPAUDA WITH NEW MILESTONE IN INTELLIGENT DIGITAL PRINTING

INTELLIGENT QUALITY ENSURES SUPERIOR PERFORMANCE, PROFESSIONAL IMAGE QUALITY AND NON-STOP PRODUCTIVITY.

Headquartered in Vilnius, Lithuania, Greita spauda (GSP) is a fully managed print solutions company that provides customers with everything they need for their advertising and marketing projects – from concept to design, print and finish – all under one roof. Founded in 2007, the company employs 70 staff, with its print room employees working across two shifts. Ever ambitious to innovate and evolve its business, the company decided to focus entirely on digital printing and advanced finishing techniques, outsourcing its offset printing to partners. By implementing an AccurioPress C6100, featuring the IQ-501 Intelligent Quality Care, GSP made this transition seamlessly, maintained the high standards of quality and service that its customers rely upon, saved time and money and gained competitive advantage.

CHALLENGE

A new strategy to focus the business entirely on digital printing while maintaining the highest standards of quality, reliability and service for customers meant the company had to:

- Increase quality standards
- Expand productivity and operability for digital printing services
- Gain competitive advantage for higher volume digital printing costs

SOLUTION

- AccurioPress C6100 with banner and envelope print capabilities
- Intelligent Quality IQ-501 Intelligent Quality Care to ensure color consistency and perfect registration during production runs

ADVANTAGES

- Saved time and money while reducing waste and spoilage
- Maintained highest product quality for customers
- Enhanced competitive advantage
- Gained the opportunity to expand products and service capabilities further, for example, print on demand, book on demand and pack on demand

“We have a proud tradition of maintaining the highest level of printing quality, therefore, our customers may not have noticed any change in what they’ve received from us. Yet, Konica Minolta’s solution has had an outstanding impact on our company as it has enabled us to assure sustainable high production and constantly high finishing quality, enjoy more precise accuracy, waste less and deliver a faster service. It is another great milestone in our decade-long, trustful partnership.”

Rapolas Danilevičius,
Managing Director, Greita spauda

A New Focus

Greita spauda (GSP) has built a successful managed print solutions business providing both digital and offset printing. Its monthly print volume exceeds 1.5 million sheets, with over a quarter of that volume – more than 400,000 – coming from digital printing.

The company recognised that, by refocusing its business purely on digital printing, it could drive revenue opportunities through an expanded service offering and greater efficiencies – and provide customers with ever-more innovative solutions.

It sought to identify a high-productivity, versatile digital printing solution that could deliver high quality and consistent output.

A Trusted Partner

Konica Minolta has been a trusted and reliable long-term partner for GSP, having been the supplier for starting the company’s digital printing business with a C6500 series machine in 2007. Beyond the highly positive experience with this solution, the commercial printer also appreciated the high level of customer care and service as well as the personal contact and exchange with the Konica Minolta Sales Manager. Over the following years, this has led to a continuous expansion of the partnership, with GSP acquiring further products until the point where its digital cut sheet printing services were entirely based on Konica Minolta equipment.

Following a thorough evaluation of the available products on the market to support its new digital print strategy, GSP implemented an AccurioPress C6100 with banner and envelope print capabilities, featuring Konica Minolta’s IQ-501 Intelligent Quality Care to provide inline real-time registration and color calibration.

World Class Commercial Digital Printing

While the strong relationship between GSP and Konica Minolta and the success of the previous projects were good arguments for taking this further step with Konica Minolta, the technology itself was highly convincing: only the Konica Minolta solution could deliver the performance, professional image quality and non-stop productivity that GSP demanded.

With features including a maximum color print speed of 100 pages per minute, a wide range of print applications for paper and envelopes and sophisticated finishing versatility, the AccurioPress C6100 enabled the company to achieve outstanding digital image quality fast.

The leading-edge technology of the IQ-501 Intelligent Quality leveraged the advanced workflow architecture of the AccurioPress with fully automated, closed-loop quality management tools for superior color consistency and front-to-back registration. Combined, they deliver a comprehensive, automated process management system that delivers precise color and superior image quality.

The solution has already delivered outstanding efficiencies, both through reduced waste and spoilage quantity and the fact that it does not rely on special operating skills. This has empowered the company’s print room staff to focus on higher-value tasks, saving both time and money and ensuring a faster service for customers.

A Bright and Colorful Future

Following the implementation of the new digital print solution, GSP was able to maintain its existing workflow, based on a job management system developed eight years previously.

Furthermore, thanks to Konica Minolta’s innovative integrated image quality system, GSP was able to switch a proportion of the offset printing projects to digital printing. These projects were finished quicker, saving costs while maintaining high quality standards – a real driver for business success in a competitive market.

With Konica Minolta as a partner, GSP’s strong market position has been boldly expanded as none of its competitors offer a solution to match the AccurioPress C6100 with IQ-501 Intelligent Quality Care. The company may be able to press this advantage as the solution – with its ability to complete a wider range of high-volume jobs more efficiently – gives it the potential to further expand its products and service capabilities, for example, through print, book and pack services on demand.



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