



Kapoor (circled): AL 190 has “underpromised and over-delivered”

Please describe your company.

Noida-based Hora Art Centre specialises in label printing and commercial printing applications, especially for home appliances.

When did you start to use the Konica Minolta AccurioLabel 190 digital label printing press?

We installed the AccurioLabel 190 (AL 190) from Konica Minolta in June last year.

What properties of the press do you like?

The SEAD image processing, a Konica Minolta proprietary technology, which ensures extremely accurate image processing and formation for industrial printing requirements. This allows even small barcodes to be printed without blurring. I also like the operational flexibility that the AL 190 enables. Its low cost of operations, minimal wastage, and consistent performance from the first print ensure profitability even for small-lot print jobs.

Did you look at other similar printing equipment?

We did look at several other digital label presses before choosing AL 190. At this moment, only Konica Minolta has a digital label printing machine, which falls under the midsize segment with the right entry-level cost.

Why did you decide to opt for the AL 190 digital label printing press? How are you benefiting?

We chose the machine because it perfectly suited our business needs and allowed us to deliver superior quality prints, at speed and at scale, with better overall productivity and profitability.

TRENDING NOW



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Are there other features which help you in your print production?

Main features are simple to operate by one person, consistent and accurate colour reproduction, vivid colour gamut, support on variety of media, easy changeover between two jobs, imposition support and fast turnaround of short lot production jobs.

For what applications is the AL 190 digital label printing press used?

It is perfectly suited for short-run print jobs and jobs that require variable data printing. This includes labels and packages for liquors/beverages, industrial products, medicines, cosmetics, foodstuffs, household products and others.

Is there anything that you do not like or can be improved about this?

I honestly wish I could highlight something that needs improvement. I feel that, with the AL 190, Konica Minolta has underpromised and over-delivered. Within a very short span of about one year, we have crossed our production target to above 50% level than original estimation.

If there's a critical print job that has come your way, would you rely on this to see it through?

Yes, definitely. The AccurioLabel 190 has met and exceeded all our expectations and requirements thus far. It would definitely be the first option for us to complete any critical new-age print jobs that come our way.

Would you say that it offers value for money? Please explain how?

Yes, it definitely offers great value for money. Its introduction cost is reasonably low, which means we didn't have to break the bank to install the machine. On the other hand, its operational costs are quite low, while the output is comparable to high-end label printers.

Were there any difficulties experienced during operating the print enhancement machine?

No, there were no problems. The machine is designed for seamless workflows and is extremely easy to use, even for first-time users.

Who do you think digital printing equipment is right for?

Small-lot printing, VDP, and barcode printing should opt for the AccurioLabel 190.

Under what circumstances would you recommend it to others?

All circumstances. This machine is perfect for any printing business looking to improve its profitability by expanding its portfolio of offerings to include new-age label printing jobs.

CONCLUSION

| | |
|-----------------|-----------|
| User's verdict | ★ ★ ★ ★ ★ |
| Speed | ★ ★ ★ ★ ★ |
| Quality | ★ ★ ★ ★ ★ |
| Reliability | ★ ★ ★ ★ ★ |
| Value for money | ★ ★ ★ ★ ★ |

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Me & My: Konica Minolta Bizhub Press C1100

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[see all \(/events\)](#)

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Supplier's response

Vijay Kamat, National Product Manager – Industrial Print, Konica Minolta Business Solutions, “The shift towards short lot batch, ease of operations in a production environment, and personalisation has led to a growing demand for differentiated label printing and packaging solutions in India. The AccurioLabel 190 is designed to cater to this exact need. It is extremely heartening to see future-oriented printing businesses like Hora Arts Press upgrading their operations with such new-age label printing and packaging solutions. We are delighted with the business growth that Hora Arts has registered since installing the AccurioLabel 190. It is indicative of the differentiation that this state-of-the-art product can deliver for other print and printing businesses across the country.”

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- Print is growing, so no worries
- Wait and watch
- Print associations must lobby

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He says, "Without [#cash](#), it is hard to invest in equipment and [#technology](#) that ensures a competitive edge. Without skilled people, the business will find itself unable to cope with growth over the longer term."

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