

KONICA MINOLTA EMPOWERS LABEL PRODUCER TO CUT COSTS AND TAKE FULL CONTROL OF PRODUCTION

AFFIX LABEL & PRINT EXPANDS IN-HOUSE CAPABILITIES, ELEVATING PRODUCT QUALITY AND STRENGTHENING CLIENT EXPERIENCE

SITUATION:

AFFIX Label & Print (AFFIX), driven by a tight-knit team of nine dedicated professionals, is known for its agility, customer-first approach, and commitment to continuous innovation. Specializing in custom label printing for short and mid-volume runs, the company has earned a reputation for fast turnarounds and precision output, key to serving its clients who demand expedited response times without compromising quality.

Delays, elevated costs, and a lack of control over job scheduling and quality threatened both margins and customer satisfaction. To remain competitive and responsive, the company recognized the need to bring more of its production in-house.

When AFFIX began exploring solutions, they weren't just looking for hardware. They wanted a strategic partner, a provider who could deliver advanced technology alongside the expertise, training, and support necessary to improve profitability and ensure long-term operational control.

SOLUTION:

In January 2025, AFFIX installed the Konica Minolta AccurioLabel 230, a high-performance digital label press built for short- to mid-run production. Compact and versatile, the AccurioLabel 230 offers consistent 1200 x 1200 dpi resolution, speeds of up to 76 ft/min, and the ability to print on a wide range of substrates, including standard label stocks without the need for pre-coating. It supports variable data

printing, quick changeovers, and accurate colour stability, making it ideal for the fast-paced, high-mix demands of custom label production.

AFFIX further streamlined its production with AccurioPro Flux, Konica Minolta's powerful job management software. Designed to reduce manual steps and boost efficiency, AccurioPro Flux automates routine prepress tasks, simplifies job setup, enables intelligent job batching, and optimizes print queue management to increase overall output.

Within just one week, the AFFIX team was confidently leveraging the new press to expand their in-house production capabilities. The AccurioLabel 230 immediately delivered a significant boost in productivity and print quality, enabling the team to meet tight deadlines with greater confidence and precision.

A key factor in AFFIX's success was Konica Minolta's consultative approach. Backed by deep expertise in the label industry, the sales representative worked closely with the AFFIX team to ensure their technology investment aligned seamlessly with production goals.

Backed by competitive pricing, expert support, and a seamless onboarding experience, the relationship quickly evolved from a typical vendor engagement into a valued strategic partnership, actively contributing to AFFIX's ongoing growth and success.

WHO

AFFIX Label & Print Inc.

WHAT

A fast-growing label production company delivering high-quality, custom label solutions across a wide range of industries.

WHERE

Hamilton and Brantford, Ontario, Canada

SIZE

9 Employees



RESULTS:

Since installing the AccurioLabel 230, AFFIX has transformed its production process, enhancing print quality and broadening service offerings. This upgrade has resulted in a 40% increase in revenue per job, with the team now able to achieve same-day turnarounds—a 66% improvement over the previous 3-day minimum. Additionally, 25% of jobs are now produced in-house, significantly reducing outsourcing costs while giving AFFIX greater control over production timelines and quality.

The shift to in-house production has eliminated many bottlenecks associated with outsourcing, allowing AFFIX to streamline scheduling, reduce turnaround times, and boost profitability. This has also empowered employees to take full ownership of production outcomes.

With a strong focus on hands-on learning and technology adoption, AFFIX continues to foster a collaborative, growth-oriented environment. Since the installation of the AccurioLabel 230, they've produced over 6.2 million labels, demonstrating both the scale of their operations and the confidence gained through their investment.

Looking ahead, AFFIX sees Konica Minolta as not just a supplier, but a true partner in their ongoing success and growth.



"The Konica Minolta AccurioLabel 230 has allowed me to deliver better service and a higher-quality product to my customers," said Kyle Edwards, Founder of AFFIX Label & Print Inc. "One of the things I appreciate most is that it's toner-based, unlike my previous press, which constantly gave me issues with clogged printheads and visible lines in our printed material."

-Kyle Edwards
Founder, AFFIX Label & Print Inc.



RESULTS:

- **40% Increase in Operating Revenue**
Boosted total revenue per job by approximately 40%, driven by lower in-house production costs and full control over scheduling and quality.
- **Same-Day Turnaround – 66% Faster Than Previous 3-Day Minimum**
- **25% of Jobs Now Produced In-House**
Reducing outsourcing costs and giving the team greater control over production timelines and quality.
- **More jobs produced in-house rather than outsourced**



Learn more about the AccurioLabel 230 [HERE](#)