



SALES TRAINING

Case Study:
How Taktiful Sales Training
helped Kenbunsya break the
boundaries of print

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BACKGROUND

Four of Kenbunsya's digitally embellished works won this year's FSEA Gold Leaf Awards in the United States. This report includes an interview with President Amino and case studies of how the company has improved its digital embellishment technology in a short period of time to create award winning work thanks to training provided by Taktiful.

EFFORTS TO USE NEW TECHNOLOGIES TO EXPAND EMOTIONS IN PRINTING

Celebrating its 75th anniversary, Kenbunsya has been innovating its technology and evolving its services since early on. The company started to gather information and conduct research and development on its own.

In 1999, the company began working with Pantone Hexachrome, a high-definition, wide-gamut printing system that had not yet been introduced in Japan. When the Chairman of Pantone visited Japan in 2000, Kenbunsya presented a Hexachrome sample they had printed, leading them to be recognized as an elite technology company.

As a result, Kenbunsya became the only Pantone-certified printing company in Japan. When Pantone asked for marketing support, Kenbunsya's President Katsuhiko Amino launched the Hexachrome Consortium to help promote the use of Hexachrome in Japan.

COMPANY SPOTLIGHT

- Spotlight: Kenbunsya Co., Ltd.
- Location: Shinjuku-ku, Tokyo, Japan
- Type of business: Commercial printer
- Established: 1946
- Employee: 220 people
- Embellishment Press: MGI JETvarnish 3DL
- Installed: October 2020



Katsuhiko Amino, President
Kenbunsya Co., Ltd

The Beginning

Always seeking to augment the emotions that can be provoked by print and pushing the boundaries of what is possible, President Amino first saw the JETvarnish 3D, which is capable of both dimensional varnishing and foil stamping, at Drupa 2016.

While he already knew about raised tactile varnish technologies, digital foiling was new, and the idea began to germinate that these two capabilities bundled together would allow him to take on various new challenges. This led him to add a JETvarnish 3D to his equipment roster.

Kenbunsya needed new equipment and a new strategy to create a new business model to maximize the value of his printed output. In October 2020, Kenbunsya replaced the offset presses at their headquarters in Tokyo City Center and installed the Komori IS29 digital UV press and the JETvarnish 3D. The main factory was renamed the Digital On-Demand Center and became a lab for customers to work together to produce high-value printed materials.



Taktiful Consultant



Interview with Katsuhiko Amino, President of Kenbunsya

Q: In December 2020, Kenbunsya received training from Taktiful on digital embellishment. What were the objectives of the training and what were the results?

We had just introduced JETvarnish at a time when it was not yet fully understood internally or even within our client base. Since Kenbunsya deals directly with end-users, we thought it was necessary to begin the process of training our salespeople to prepare tools and presentations, and to develop sales scenarios from the beginning so that they could make solid proposals to our clients. To ensure that they were well prepared from the start, we asked Taktiful to create a presentation introducing sensory printing to advertising agencies, as well as provide sales training focused on sensory print. This led in our ability to quickly bring digital embellishments to market. It would have taken much longer if we had prepared it on our own.

Q: What were the top three most important pieces of information you gained from the training?

The sensory marketing angle was important information for us because we had no idea what we were getting ourselves into. The theory of sensory marketing, the idea that the stimuli received in the sensory register can move consumers as they are, as opposed to the general information process of the AIDMA model, is not widely discussed in Japan. In proposing digital embellishment, we learned that if we only talk about the appearance of embellishment, then the conversation becomes one about high cost. **Instead, we needed to focus on the science of touch.**

Second, the technical information for managers and designers helped us think creatively in three dimensions. For example, changing the grayscale gradation can change the varnish thickness on the same plane got us thinking in a different way.

Finally, the content and templates, including sample images, helped us to immediately produce presentations and marketing materials.

Q: Would you recommend this type of training to other companies?

I think training is necessary to proactively propose digital embellishment solutions. For example, it is not easy to get ad agencies to listen to us unless we are well prepared for the sales pitch from the start. Since digital embellishment is not yet well-known, waiting for the right time will not get the job done. If salespeople are not prepared to learn new ways to sell, they will not be able to move the equipment in and out.

Q: Congratulations on winning the award from the Foil & Special Effects Society. How did Kenbunsya quickly develop its technical capabilities in digital embellishment to create such outstanding work that won the Gold Leaf Awards?

Basically, we let the production staff work freely. Through trial and error, we learned various techniques, such as partial varnishing that accentuates the sizzling effect, and foil stamping with a blurred look. We tested the compatibility of JETvarnish and toner, to learn what can and cannot be used and also tested a wide variety of foils.

Each time, we compile information on different types of foils and how to use them in different scenarios. Because our operator and in-house designer communicate very closely with each other, we can create works while both understanding – and respecting – the equipment's limitations. This is one of our strengths.

Kenbunsya Case Studies

Kenbunsya sends out information on digital embellishment through newsletters, direct mail, and social media, as well as continuously creates promotional tools to introduce and propose digital embellishment to customers under its brand name DIGIDECOR. In the following examples we'll show how proposal and sample creation led to the acquisition of an order.

Mitsui Sumitomo Trust Bank Engagement Improvement DM

(Selected for the 2022 All Japan DM Awards)

Goal: Convert mortgage users to other financial products.

Approach: We decided to distribute DMs with the objective of further engagement and LTV improvement by focusing on the high-income segment. We sent out DMs that emphasized polite communication, such as greeting cards with fragrance bags and digitally embellished paper photo frames, etc. The DMs did not contain any sales elements such as product information, etc. Follow-up calls were conducted when the DMs arrived.

Result: The bank gave high marks to the DMs, which led to results such as real estate investment and vacation home purchase consultations. We were able to demonstrate the effectiveness of digital embellishment that appeals to the five senses through physical paper media.



Kenbunsya Case Studies

Novelties for visitors at Shinko Shuppansha Keirinkan events

Goal: Increase purchases

Approach: Nico Puchi, a fashion magazine for elementary school students, hosted a booth at the "Petit Colle 2022" event. In order to attract more customers, the event was named the "Favorite Cover Championship". Customers who purchased the company's books were given digitally-embellished original book covers.

Result: Since no dies were required, four types of book covers could be created and prepared. This contributed to an increase in sales and customer traffic.

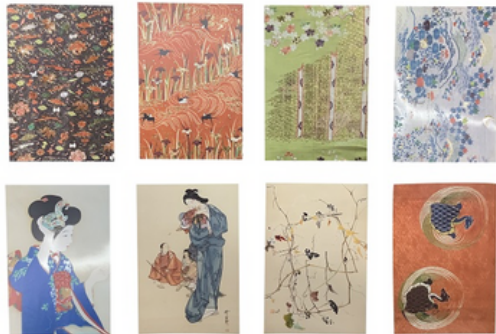


Joshi University of Art and Design University goods "Postcard"

Goal: Promote the University Art Museum

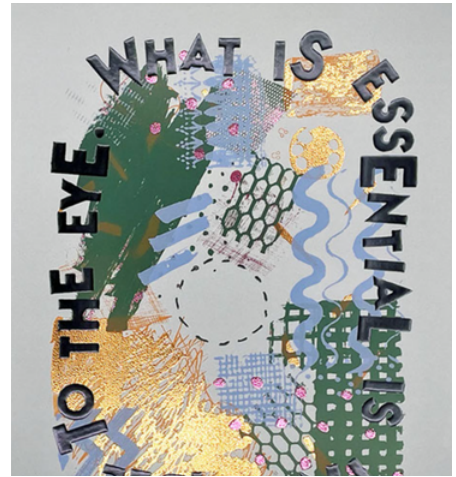
Approach: We proposed the production of embellished postcards to Joshibi University of Art and Design. The digital embellishment was used to express the gold threads of kimonos owned by the University Art Museum, as well as other paintings that are to be shown three-dimensionally.

Result: After creating samples, we received an order from a university-affiliated company, ISIS Inc. In addition to being distributed as university goods, they are also sold to the general public at the museum store attached to the university.



DIGITDECOR

One of the more creative ways Kenbunsya has gone to market is by teaming up with traditional artists and educating them on the possibilities of digital embellishment to help augment their art. As a way to showcase this art, Kenbunsya has developed the a virtual museum exhibit under the name DIGIDECOR as a platform to showcase new works of art. [Visit the virtual museum exhibit](#)



Conclusion

Kenbunsya is successfully using digital printing & digital embellishment to connect brands and customers. The company continues to embrace creative and sensory printing solutions that break through the boundaries of print, and has experienced award-winning success thanks to a full understanding of how to position their offering, how to sell its value, and how to promote the science of touch to their clients.



ABOUT TAKTIFUL

Taktiful connects people to brands through the science of touch. We are the digital embellishment sales and marketing specialists, who focus on helping the print industry and their customers make sexy print the obvious choice for all their print needs.

We combine the science of touch with the power of print to give you a taktiful experience worth coming back for, and show you how to use a more customer-focused sales approach which emphasizes value over price.

We help you capitalize on the fact that consumers buy packaging first and products second, and that they are willing to pay a premium for luxury packaged goods and extraordinary unboxing experiences.

Together, we'll adjust your sales and marketing approach and show you how to sell sexy print to all your customers.

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About Taktiful

Taktiful connects people to brands using the science of touch. Our consultants are digital embellishment, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print and universal design the obvious choice for customers and brands. We combine the science of touch with the power of print to give you a taktiful experience worth coming back for. Let us show you how to design, market, and sell sexy print to all your customers.

#SexyPrint #GetTaktified #Print