



KONICA MINOLTA

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## MEDIA RELEASE

### KONICA MINOLTA APPOINTS RHS ASIA TO EXPAND MARKET PRESENCE IN SINGAPORE

*Konica Minolta Business Solutions Asia collaborate with RHS Asia to accelerate growth in Production and Industrial printing in the Graphic arts segment*

[Singapore, Singapore] – Konica Minolta Business Solutions Asia, an integral value provider with customer-centric solutions, has appointed RHS Asia (RHS) as its channel partner to distribute its production and industrial printing systems in Singapore. This partnership is the first in Singapore where Konica Minolta collaborates with a renowned print solutions provider to accelerate growth in the core production and industrial printing portfolio in the graphic arts segment.

The new partnership will see RHS distributing Konica Minolta's extensive range of digital production printers, and its strategic industrial printing solutions which include the AccurioLabel 230, MGI JetVarnish and the AccurioJet KM-1.

Konica Minolta continues to expand professional printing through a comprehensive and fully modular group of digital printing technologies and solutions. Automating operations, expanding the possibilities of on-demand offerings, and providing connectivity to pre-press and post-press systems, Konica Minolta maximises use of resources, reduces labour and costs, and raises accuracy and productivity.

One principal aim of the partnership is to capitalise on the digitalisation of the printing industry, where RHS's expertise and its range of print software solutions will drive greater synergies and value for the printing industry when combined with the performance and quality of the long-standing Konica Minolta's line of printers to further accelerate common go-to-market activities within commercial and industrial digital printing markets.





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“RHS Asia’s experience, capabilities and portfolio provides the perfect synergy with Konica Minolta digital print technology. As a leading company in digital printing, Konica Minolta BSA is excited about this partnership with RHS Asia.” said Mr Osafumi Kawamura, Managing Director for Konica Minolta BSA.



Managing Director of Konica Minolta Business Solutions Asia, Mr Osafumi Kawamura

He further elaborated “I believe that RHS is well positioned to bring value to customers with Konica Minolta’s suite of solutions that goes beyond just hardware but also software solutions with a strong focus on improving product offerings and understanding customer requirements to address business needs. We look forward to growing our partnership with RHS Asia to drive Digital Transformation benefits to PMAS members together.”

Mr. Eric Lee, Regional Sales Director of RHS Asia, said: “We are excited about our new partnership with Konica Minolta. We see exciting opportunities for their production printers, especially their industrial printing solutions which differentiates Konica Minolta from competition.”

“We hope to bring our market leadership in print software solutions and our comprehensive experience in the graphic arts industry into this partnership and to transform printing companies to be strategically aligned and sustainable in the future,” he continued.



Regional Sales Director of RHS Asia, Mr Eric Lee

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### About Konica Minolta Business Solutions Asia

Konica Minolta Business Solutions Asia is transforming the workplace of the future with its customer-centric solutions and hardware for the digitally connected world. We are committed to create new



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values for the society with our expertise. From information management to technology enabling tools, the solutions help businesses improve time to information, support mobility, and optimise business processes with workflow automation. Konica Minolta, Inc. has also been named to the Dow Jones Sustainability World Index, one of the most prestigious global indices of ESG investment, for seven years in a row. For more information, please visit <http://www.konicaminolta.sg/business/>

### **About RHS Asia**

Established since 2007, RHS Asia is a leading print solutions provider in Asia known for its print software portfolio. The regional support hub in Singapore supports regional operations and partners with distributors in each country to distribute, train and support trusted print software and hardware in the graphic arts industry. With successful track records and service delivery, RHS Asia works closely with printing companies big and small on their business transformation process. For more information, please visit: [www.rhsasia.com](http://www.rhsasia.com)

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