

KONICA MINOLTA DIGITAL EMBELLISHMENT ELEVATES PRINT WITH INNOVATION AND IMPACT

BIGDAWGS PROMOTIONS LEVERAGES THE JETVARNISH 3DS TO DRIVE BUSINESS GROWTH, WIN NEW CUSTOMERS AND RAISE THE STANDARD IN EMBELLISHED PRINT

SITUATION

In an industry where standing out is everything, bigDAWGS promotions has carved out a name for itself by doing what few others can: blending high-tech electronics, digital embellishment and creative print design into truly unforgettable marketing pieces.

Founder and CEO Eddie Davin entered the print world as an electronics engineer with deep roots in both tech and print. His early exposure to digital printing gave him the foundation to explore the intersection of electronic innovation and print production. From this blend of expertise emerged bigDAWGS promotions—a company dedicated to pushing the boundaries of what print can do.

As digital ad costs continue to soar—tripling over the past few years, Davin knew brands were looking for new ways to connect. Ironically, even Google is turning to direct mail to market AdWords. Davin wanted to respond by making print feel new again.

From his first encounter with the Konica Minolta/MGI JETvarnish 3DS, Davin saw a machine that could translate creative vision into tangible results with stunning detail and a company eager to support his growth potential. The possibilities were immediately clear: spot UV, textured finishes, raised foil and embellishments that quite literally stopped people in their tracks.



WHO

bigDAWGS promotions

WHAT

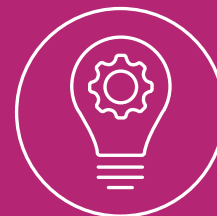
Print marketing and promotions provider

WHERE

Scarborough, Ontario

SIZE

20 employees



SOLUTION

bigDAWGS promotions' Konica Minolta / MGI JETvarnish 3DS was delivered during the COVID-19 pandemic—a time when many businesses were scaling back. But for Davin and his team, it was a launchpad, and they started showing clients what was possible through samples even before full-scale production ramped up. Clients were drawn not just to the product, but to the potential of what could be created. The embellished, interactive pieces bigDAWGS promotions started to create cut through the noise in ways digital cannot.

Examples include applying raised foil on car magnets, stickers and labels, embellished brochures with video screens, door hangers that pop up into 3D shapes and soft-touch lamination with holographic foil for an ultra-premium tactile experience. And an industry first: floor graphics printed and embellished with foil and UV raised ink. Visitors to their Graphics Canada booth walked across the embellished floor—and it still looked perfect after days of foot traffic.

RESULTS

bigDAWGS promotions' partnership with Konica Minolta and the MGI JETvarnish 3DS is more than a tech success story—it's a case study in bold thinking, creative execution and building a business on the power of "what if." bigDAWGS promotions' approach is driven by creativity, strategy, and an obsession with detail. With a growing customer base, new profit streams, and a reputation for innovation, they aren't just keeping up with the future of print, they're helping define it. The company has become a standout presence at trade shows like Graphics Canada 2025, where their booth drew widespread attention for its inventive applications of Konica Minolta's MGI JETvarnish 3DS. See right for more results.

"Print shops need to think beyond CMYK. Everyone's fighting for attention, and you need to capture it first, before you can talk about value. Embellishment is how you do that. From NFC to foil to video in-print, we have not only expanded what's possible in print, we have proven that innovation and craft can unlock growth."

— Eddie Davin



**See How bigDAWGS Transforms Embellishment
with Konica Minolta**

[WATCH VIDEO HERE](#)

RESULTS

20% increase in customer retention:

Just offering the capability of embellishment has locked in existing customers.

10 Minutes—PDF to Press:

Opening the door for on-demand prototyping, custom one-offs, and last-minute changes.

No Wasteful Set-up:

The JETvarnish 3DS can print just one piece with full embellishment—perfect for pitching new concepts to clients.

New Business Streams:

Local print shops now outsource their embellishment work to bigDAWGS promotions.

Market Differentiation:

Ability to compete not on price, but on capability and quality.

New Product Lines:

From floor graphics and labels to NFC-enabled coasters and interactive brochures, the JETvarnish 3DS enabled an entirely new product ecosystem.

Fully Scalable:

Ideal for agencies, resellers or clients who want to scale without switching vendors or processes.