

DESIGNS

Strategic Creation and Utilization of Designs

I Continuous Creation of Designs

This year is a historic year, 150 years from our company's founding. Since the founding, based on the recognition that designs are important to increase product and service values, and that strategic utilization of designs leads to corporate value improvement, we have created designs which address the trend of the times and customer needs.

Such efforts have been evaluated by a lot of domestic and foreign design awards. As for the Good Design Award, which is the only comprehensive design commendation in Japan hosted by the Japan Institute of Design Promotion, an 8 mm camera "Autopak 8K5" received the award in 1966, and thereafter we kept on receiving the award periodically. For the last 40 years, we have never missed the award.

In the fiscal year 2022, a high-speed digital label printer "AccurioLabel 400" received the award and was acknowledged for our continuous pursuit of changes in the range of expression." This product also received iF DESIGN AWARD 2023 and Red Dot Design Award 2023, both of which are among the top three design awards of the world.



Autopak 8K5



AccurioLabel 400

I New Tries Through Strategic Utilization of Designs

In the fiscal year 2023, the Dynamic Digital Radiography "KINOSIS" received the Good Design Award. This product is for visualizing the movement of living organisms with use of "dynamic radiography analysis" realized by advanced image processing technology. Its design is acknowledged as an achievement of research at medical settings for about 15 years.



Dynamic Digital Radiography
"KINOSIS"

We are trying to improve customer experience further not only with product/service designs but also with attractive interior designs.

A state-of-the-art planetarium "Konica Minolta Planetaria Yokohama" was designed to provide relaxing and healing entertainment so that adults can enjoy and experience an "urban oasis." Such premium design received iF DESIGN AWARD 2023.



Konica Minolta Planetaria Yokohama

We will strategically create and utilize designs, which are part of intellectual property that is the source of corporate competitiveness, to improve the corporate value further.

BRANDING

Building and Development of Brand I Symbol of Brand Value “Symbol Logo”

Our symbol logo visualizes the brand value and company name. It expresses the value that the Konica Minolta brand provides to customers and is composed of the symbol mark (globe mark) and logo type. The globe mark uses the earth as a motif and represents the provision of new values to customers around the world and the harmony of a wide range of technological capabilities and confidence. The logo type expresses high quality and novelty.

The logo symbolizes the trust and confidence that we have gained from customers over 150 years, that is, the brand value, and has been registered as a trademark in about 180 countries to prevent damage to the brand value. Specifically, we are globally monitoring third-party trademark applications to prevent the third-party from acquiring trademark rights by, for example, filing oppositions to any trademark registration that may cause confusion among customers. We are also taking measures against counterfeits of our toner bottles.



I Trademarks for Konica Minolta Products and Services

Since our company’s founding, we have sold and provided products and services with original trademarks and have increased the brand value of these trademarks through the accumulation of confidence from customers in the products and services. The brand value is one of the sources of our competitiveness and identity.

Specifically, in the Printing Business that has been continuing since our company’s founding, there are well-known trademarks such as “U-BIX” (plain-paper copier released in 1971), “Konsensus” (color proofing system released in 1987), and in recent years, ink-jet printer “Nassenger” (ink-jet printer) and “bizhub” and “Accurio” (digital printing systems).

We also have various well-known trademarks for the flagship products and services in the strengthening business, such as “SANUQI” (optical film) in the Industry Business, “AeroDR” (cassette-type digital X-ray system), “KINOSIS” (Dynamic Digital Radiography) and “infomity” (healthcare ICT cloud) in the Healthcare Business.



Trademarks for main products and services