



Konica Minolta Takes Home BLI 2021 A3 Line of the Year Award From Keypoint Intelligence

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Fairfield, NJ – Keypoint Intelligence, the world’s leading independent evaluator of document imaging hardware, software, and services, today announced that Konica Minolta has won BLI’s coveted 2021 A3 Line of the Year Award. Given once a year, this award recognizes the vendor whose product line is deemed best overall based on its rigorous lab evaluations.



To determine the A3 Line of the Year Award recipient, Keypoint Intelligence considers current MFPs in the OEM’s portfolio that have been submitted for lab testing. To judge the overall quality of the line, analysts look at the overall rating a device received after testing as well as the ratings in key categories such as Reliability, Value, Image Quality, Usability, and Speed.



“Konica Minolta has skillfully crafted an A3 portfolio that is extremely reliable and easy to use across workgroup categories,” said George Mikolay Keypoint Intelligence’s Associate Director of A3 Hardware/Production. “Moreover, Konica Minolta has done a masterful job of incorporating the software solutions, along with the apps and onboard tools, necessary in this day and age to bring a level of personalization to their line for every user, wherever they are. The outstanding reliability, as well as the consistency in both performance and usability throughout the line, ensures users can seamlessly jump from one speed band to the next based on workload and availability, with little if any drop-off in efficiency and effectiveness.”



“Thank you to Keypoint Intelligence for this honor, we are tremendously proud to be recognized for the best A3 product line in the market,” said Dino Pagliarello, Senior Vice President, Product Management and Planning, Konica Minolta. “As an organization that has expanded into many different areas, we have remained true to this industry and driving our core business by continuing to incorporate advanced technology and functionality to improve customer experience. Winning the BLI 2021 A3 Line of the Year Award is a testament to our unwavering dedication.”



About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry’s most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have

harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

About BLI Line of the Year Awards

Line of the Year Awards salute the companies that provide a broad range of hardware or software and whose products consistently performed above average throughout testing. Much consideration is also made by Keypoint Intelligence analysts and technicians in areas such as ease of use, features, and value, across an entire portfolio for that product area, with the end result being the most prestigious Buyers Lab Awards offered.

About Konica Minolta

Konica Minolta Business Solutions U.S.A., Inc. is reshaping and revolutionizing the Workplace of the Future™ with its expansive smart office product portfolio, from IT Services (All Covered), ECM, Managed Print Services and industrial and commercial print solutions. Konica Minolta has been recognized as the #1 Brand for Customer Loyalty in the MFP Office Copier Market by Brand Keys for thirteen consecutive years, and the World Technology Awards recently named the company a finalist in the IT Software category. Konica Minolta, Inc. has been named to the Dow Jones Sustainability World Index for nine consecutive years and has spent three years on the Global 100 Most Sustainable Corporations in the World list. Konica Minolta partners with its clients to give shape to ideas and work to bring value to our society. For more information, please visit us online and follow Konica Minolta on Facebook, YouTube, LinkedIn and Twitter.



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