



KONICA MINOLTA
make award-winning printers

Case Study

Beaverbrooks
High Street Retailer



Konica Minolta – ideal printing gem for high street jeweller Beaverbrooks

The Customer

Beaverbrooks the jewellers are a prestigious major retailer of quality jewellery, diamonds and watches. Their product range includes names such as Gucci, Tag Heuer, Armani, DKNY, and many more. Beaverbrooks design, produce and market platinum, gold, and silver jewellery for men, women, and children, as well as engagement rings, wedding rings, and watches. Items are distributed through more than 60 UK-based retail stores and their company web site.

Founded in 1919 by three brothers in Lancashire, the family-owned firm Beaverbrooks is currently directed by Mark Adlestone, the founder's grandson. They currently employ over 700 people at 60 locations throughout the UK, with expansion plans to reach 75 branches by 2010.

The Challenge

Beaverbrooks use colour printers in store to print gold and diamond certificates, as well as the occasional colour photo of couples who purchase an engagement ring to mark the occasion. Traditionally they used a mixture of Hewlett-Packard inkjet printers which served them well enough but were expensive to run. When the decision was made to upgrade the stores EPOS till system in September 2006, Beaverbrooks began looking for an alternative printer.

With various types of media being printed on a range of ageing Hewlett-Packard Deskjet printers, Patrick Walker - Head of Management Information Systems, was tasked with sourcing a colour laser printer that would not only meet the current needs of Beaverbrooks retail outlets, but also situate itself as a printer that would be able to adapt to any changes in technology, fitting comfortably into Beaverbrooks varying working environments.

Requirements

- Full colour printing capabilities
- Reliable in a demanding environment
- Ability to print on a range of media
- Reduced Total Cost of Ownership
- Compatible with a mix of windows environments
- Remote monitoring and support capabilities
- Compact sized printer

magicolor® 2550





KONICA MINOLTA
make award-winning printers

Case Study

Beaverbrooks
High Street Retailer



The Solution

Beaverbrooks have invested in the magicolor® 2550 throughout its estate, covering their 60 stores within the UK. These printers were rolled out over a period of three months after a successful trial, where Beaverbrooks found that the magicolor® 2550 was successful in printing the different types of media being used within each store.

The Benefit

The magicolor® 2550 exceeded all requirements set by Beaverbrooks, and more. The magicolor® 2550 was the only printer on the market that had a small enough foot print needed to fit into the cabinets in store, but could also take a second paper tray which was an important benefit as they can load both plain paper and certificates into the printer at the same time thus increasing efficiency and reducing Total Cost of Ownership.

Beaverbrooks have invested in a printer that will meet their requirements for years to come, and with the facility to also remotely manage and support each printer, productivity of these printers can be maintained. Patrick Walker, Head of Management Information Systems added “we were impressed by the commitment of the Konica Minolta team, the price, cost of consumables and the three year support package available. We would not have chosen Konica Minolta’s printers had we not been impressed with the service provided and prices quoted from pre-sales. Konica Minolta worked very hard to provide evaluation equipment and on site assistance. We have also found the level of after sales support to be very good”.

“We chose the magicolor® 2550 because it was compact, well packaged and capable of working with the different versions of Windows we operate.”

Patrick Walker

Head of Management Information Systems, Beaverbrooks



For further information contact:

Konica Minolta Business Solutions (UK) Ltd.
Old Bridge House,
The Hythe,
Staines,
Middlesex
TW18 3JQ

www.konicaminolta.co.uk/printer
or call 01784 44 22 55