



KONICA MINOLTA

Make Great Printers

Case Study

H.R. Owen
Car dealership



H.R. Owen improves print quality while reducing printing costs with Konica Minolta

The Customer

H.R. Owen has a long and esteemed reputation; the first showroom opened in 1932 and the company has grown considerably since then. In 2000 the company became the largest Rolls Royce and Bentley retailer worldwide when it purchased Jack Barclay. In 2005 it was appointed the official importers for Bugatti, adding this exclusive brand to its roll call of Bentley; Ferrari; Lamborghini; Maserati; Rolls Royce; Alfa Romeo; BMW; MINI and Volvo.

The Challenge

When selling high-end luxury cars, the image of the dealership is just as important as the polished Ferrari, Lamborghini or Rolls Royce parked in the showroom. H.R. Owen's attention to detail extends even to the designer furniture and expensive laptops inside its showrooms. However, there was one area that was struggling to live up to the high standards the company sets, its print quality. Ben Frost, IT Systems Manager at H.R. Owen explains: "We print the car logos on our invoices and the quality of the printed logo on the invoice did not comply with the brand standards set by the manufacturer."

H.R. Owen was also experiencing problems with the third-party support for its range of Lexmark printers. "What we wanted was a more stable colour printer for the future but also with some manufacturer backing, so we could rely on them rather than third-party providers for support," adds Frost. H.R. Owen was also looking to consolidate its spending on consumables, namely ink, which had risen in line with the number of printers and output.

Requirements

- Colour match logos to manufacturer specifications
- Print spec sheets and marketing materials in-house
- Improve on performance and speed
- Three year warranty
- Low cost per copy
- Simple to operate
- Easily integrate into specialist management software

magicolor® 5450





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The Solution

H.R. Owen has invested in ten magicolor® 5450 colour laser printers from Konica Minolta, which it has rolled out to new sites. The dealership network will be investing in a further 40 printers over the next six months, as part of an upgrade plan to replace Lexmark printers at existing showrooms. In addition, H.R. Owen is evaluating a couple of new printers from Konica Minolta: the magicolor® 5550 and magicolor® 2550.

The Benefit

An unexpected impact of using the magicolor® 5450 colour laser printers has been an increase in print output. Now the marketing team, for example, can print a spec sheet or other materials in-house, saving on the cost of outsourcing the print job and giving H.R. Owen more control and flexibility in what and when they print.

There have also been vast improvements in performance and speed. The magicolor® 5450 offers the low cost of a monochrome laser printer – in terms of both the purchase price for the printer and the print cost per page – but with the benefits of a high-end colour printer. “It was very easy for us to change suppliers because when we provided the figures to the Finance Director, Konica Minolta was the obvious choice; it’s not costing us any extra money and we receive significant extra value in return,” he explains.

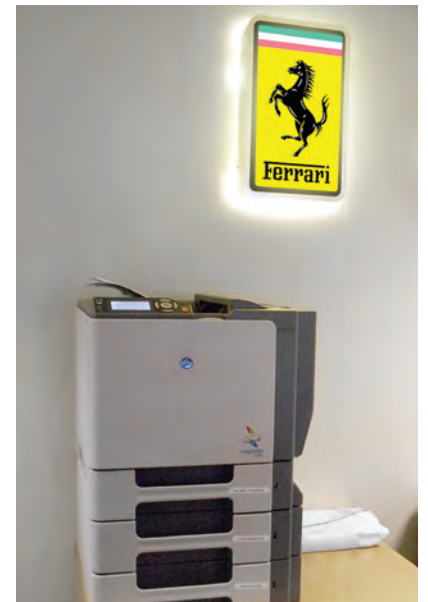


There have also been other cost savings. “With a three-year next business day warranty, we have given our printers a free three-year lifecycle,” adds Frost. “We have also been able to consolidate our spending on ink by buying through a centralised source, which has introduced economies of scale.”

“Part of the reason why we’ve changed to Konica Minolta is the relationship between Konica Minolta and ourselves,” he continues. “The service pre and post sale has been absolutely superb and I couldn’t ask for any more support.”

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Ben Frost,
IT Systems Manager, HR Owen



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