



KONICA MINOLTA

Giving Shape to Ideas

Case Study



Colourworld get the picture with Konica Minolta

→ Customer Presentation

Based in Newcastle, Colorworld Imaging is a leading professional photographic laboratory. The company offers professional photographers a full range of printing services including framed prints, canvas style printing and photo books for special occasions such as weddings. “We have a web to print online portal for our customers and get orders from all over the UK, Ireland and even from Europe. Our customers are all professional photographers and we process a lot of jobs for school photos, graduation ceremonies and of course weddings”, explains Mike Brydon, Colorworld’s managing director.

As well as conventional chemical process photographic printing, two years ago the company bought its first colour digital press. “We really dipped our toe with that purchase. It was a good machine but it wasn’t really able to cope with the throughput we wanted to put through it once we got going. It also couldn’t automatically duplex on paper weights over 150gsm which was a severe limitation. But it proved that digital output was a viable alternative to ‘wet’ processing. So recently we looked around for a more sophisticated digital press that could meet our needs.”

One of the systems Mike looked at was the bizhub C65hc produced by Konica Minolta. “We looked a number of systems including one top end press that was staggeringly expensive. Even to train one operator was going to cost £6,000! We insisted on running tests using our own files with a live production run so we could see the colour stability over the run. As soon as I saw the results from the Konica Minolta machine it was clear that it was in a different class. The colours were vivid, with good saturation and the quality of the grain was excellent. We were very impressed.”

→ Konica Minolta's Solution

The bizhub PRO C65hc, is Konica Minolta’s first high-speed digital colour system to use the revolutionary High Chroma toner producing a wider colour gamut than a conventional colour digital engine. There is an improvement in the middle of the colour gamut, but the most noticeable difference is at the edge, where vividness is greatly increased.

“Obviously the quality of output was the most important purchasing criterion, but the purchase price and running costs were also very competitive. Konica Minolta also offered training for four of

Our Solution; the bizhub PRO C65hc

Colourworld; get the picture with Konica Minolta

our staff as part of the deal, which is important because we can't have dedicated operators for every machine. In truth it's very intuitive to use and even at the demonstration I was creating hot folders and running jobs", Mike confirms.

The bizhub PRO C65hc has an output capacity of up to 3,900 pages per hour (65 pages per minute) in both full colour and black and white. Media weights up to 300gsm thick can be used for simplex print or 256gsm for perfecting print (duplex) output. Printing on substrates up to SRA3 (320 by 450mm) allows output of full size A3 documents with trim marks and A4 booklets trimmed to size. The accuracy of the output can be judged by the 0.5mm registration tolerance (per side) for perfecting production and sheet-to-sheet.



Customer Experience

"The installation went very well and we were up and running within 24 hours. The bizhub C65hc fitted straight into our workflow system, so we didn't need to change the production environment to run jobs on it. We chose a Creo RIP and it's very easy to use. The choice between using digital or conventional photo printing for a job is really determined by the end product that's required and which is the most economic method for our customers. Most of the output is on 170gsm silk and it will automatically duplex at that weight. But

we have run 300gsm gloss through it. We did look at the perfect binder finisher but in the end chose a stapler and stacker unit for offline finishing. Once a job is running we can leave it to get on with it."

In terms of reliability and service support Mike has also been impressed. "There has been minimal downtime. I can't remember the last time an engineer was here. The commitment is four working hours but they have always arrived within that."

Summing up Mike says, "We live or die by the quality of our output. We analyse and colour correct all the images we receive and we have vigorous quality control procedures in place. When a professional photographer entrusts someone's wedding photographs to you, it's costing a significant amount of money and they expect perfect results that will last a lifetime. Every time I see a print come off the bizhub C65hc I know we made the right decision."



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