



KONICA MINOLTA



# KCS PRINTWORKS DELIVERS

## OPTIMISATION AND INNOVATION

**KCS**<sup>®</sup>

PROFESSIONAL  
SERVICES

Giving Shape to Ideas



“Our vision for the future is to become the leading digital print and mailing house in the UK. In the past, we were reliant on old kit, a slow turnaround process and a lack of finishing devices. We knew we needed to transform – and we needed a partner to support that transformation.”

**Central  
Buying Consortium**

**BRINGING THE  
LATEST PRINT  
TECHNOLOGY TO  
KCS PRINTWORKS**

Now using the latest in Konica Minolta print technology KCS PrintWorks are able to produce higher quality prints, with a quicker turnaround and can provide their customers with a more diverse range of print solutions. They can now offer a fast, bespoke digital service.



[Watch the video](#)

## EXECUTIVE SUMMARY

Konica Minolta is helping KCS PrintWorks transform from a production-led to a sales and marketing-led organisation. This leading provider of bespoke digital print services is using Konica Minolta’s consulting expertise, modern technology and automated workflow to innovate new print solutions, deliver consistently high quality services and accelerate delivery at lower cost. By reinventing KCS PrintWorks for the future of printing, Konica Minolta is supporting the organisation to enter new markets, develop new revenue streams and grow.

## CUSTOMER PROFILE

KCS PrintWorks is the UK’s leading provider of bespoke digital print solutions to the public and private sectors. With more than 30 years’ experience working with a wide range of organisations – large and small – the company offers a complete print solution with no minimum order, from design to print and delivery.

## CHALLENGES

KCS PrintWorks had become a highly successful print room, serving public sector customers with an array of digital print solutions from its Kent County Council headquarters. However, organisations like KCS don’t stay ahead by standing still. The company recognised that modern print systems, automation and improved workflow would enable it to offer even more innovation, broaden its service portfolio and deliver a consistently rewarding service experience.

The barrier to change was a reliance on outmoded printing technology and processes. KCS was using legacy systems that inhibited innovative new processes such as personalisation, embellishment and finishing. Colour capability was indifferent. And too much time was devoted to repetitive manual processes.

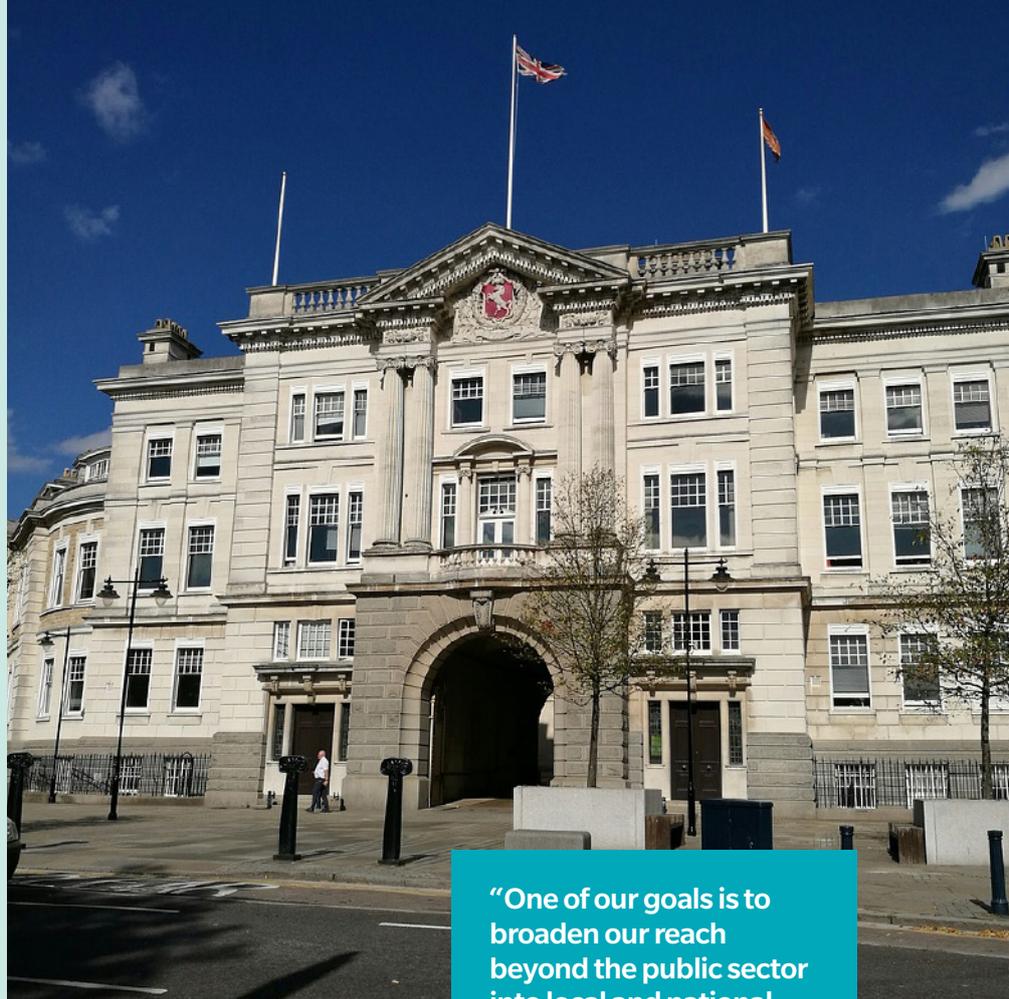
## SOLUTION

The catalyst for change was KCS' attendance at a Konica Minolta event at the RAF Museum. "Konica Minolta opened our eyes to a new world of print possibilities that day," says Kris. "We saw the opportunity to implement modern, high-speed colour print production, together with professional integrated finishing, imaging and consistent print quality. Konica Minolta made us realise we are only as strong as our weakest link; and that new technology and processes would drive versatility and agility."

An expert Konica Minolta team visited the KCS print room in Maidstone to audit the existing print room environment – highlighting where change was needed and how it could be achieved. "Their professionalism and experience shone through. The team showed us how innovative digital printing could expand our business. For example, they demonstrated how workflow automation would eliminate routine technology burdens and how modern finishing techniques could open new revenue streams."

KCS chose Konica Minolta following a successful bid through the CBC Framework Agreement. An AccurioPress C3070 together with a BizHub 1250 digital on-demand press have been implemented to deliver high speed print, comprehensive media handling, automated consistency and sophisticated finishing versatility.

"Konica Minolta came in and were consultative from day one," says Kris. "They collaborated closely to review our print systems and produce an audit which said, 'By using this modern technology, you can transform turnaround times, produce better quality, faster print, and a more diverse range of print solutions:'"



## BENEFITS, RESULTS, ROI, FUTURE

By standardising on Konica Minolta, KCS is able to tap into markets that may have once been unprofitable. It can offer customers new services – like personalisation, embellishment and finishing – creating additional revenue streams and growing the business.

"One of our goals is to broaden our reach beyond the public sector into local and national businesses. Konica Minolta plays a key part in that growth. Their knowledge of what the systems can achieve, their recommendations for streamlining workflow and insight into how we can deliver innovative services more quickly have been vital to our success," says Kris.

People have been central to that success. He continues, "Konica Minolta believe in people like we do. They put people first. They asked 'what are KCS' needs – as people, as printers, as a business?'. They then aligned their technology to those needs."

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KCS recently enjoyed a record month for jobs printed. Konica Minolta has been instrumental in that success. "The speed of the machines, the quality of the machines, the speed of our end-to-end processes all mean we can take on more work. We can print more jobs – and a wider variety of jobs. We can do all of that faster too. Ultimately, we are more agile, more customer-centric and more cost-effective".

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## STEP 3

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## LET'S TALK

Contact us to find out how Konica Minolta can support, protect and optimise your business today and in the future:

For more information and to download this report please visit:  
[m.konicaminolta.eu/uk-communications-hub](https://m.konicaminolta.eu/uk-communications-hub)