

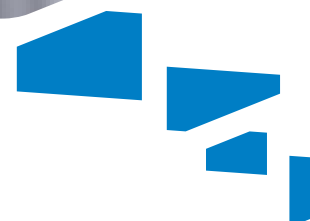


KONICA MINOLTA



HIGH QUALITY DIGITAL PRINTING THAT DELIVERS BIG TIME

PEPPER COMMUNICATIONS
NOW ENABLED FOR
LITHO-QUALITY DIGITAL
PRINTING BY KONICA MINOLTA



Giving Shape to Ideas

 **pepper**
print & direct mail. on target.

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CUSTOMER PRESENTATION

A family-run business based in Plymouth, Pepper Communications was formed more than 30 years ago and offers a complete end-to-end service from consultation to design, through to production and fulfilment. Tailor-made services can cover litho, digital, direct mail enclosing solutions, production of marketing literature, point of sale and media inserts. Pepper is committed to continuous staff development and has a proven track record of excellent customer service. Working from its in-house design studio, its creative designers ensure that print appeals to the intended audience maximising R.O.I for customers.

Digital is growing rapidly for Pepper, particularly as more work is transferred from litho to cope with short-run and variable data requirements. Increasingly it is being used for leaflets, brochures, information sheets and posters plus in marketing and direct mail campaigns where personalisation is crucial. As films and plates are not used in digital print, there is no need to print high volumes of collateral for it to be cost effective. Another benefit is digital printing offers great flexibility as designs can be printed within hours rather than taking days or weeks. Revised designs and re-runs can be easily and quickly managed without incurring set-up costs.



KONICA MINOLTA'S SOLUTION

Pepper provides both mono and full colour digital printing services. When combined with its variable data management capabilities, it develops highly personalised and customised print and mail campaigns that are both eye-catching and dynamic. Konica Minolta first provided colour and mono digital systems in 2006. A top priority for Pepper has always been to stay up to date with the latest printing techniques and technologies, offering customers the highest quality and choice of finishes, so by 2013 it was seeking a new digital solution to continue their digital service and help grow their web to print offering via pepperdirect.co.uk.

Jake Whitford, Pepper's Production Director, said: "We have always been happy with the service and approach from Konica Minolta, but at the start of 2013 we still wanted to test the market to go through the opportunities with other competitors as well. The main criteria for our search was to find a digital press that could produce a litho-like quality for digital print jobs and we wanted to find machinery with an outstanding reputation in the market place, provided by a company we could work with closely as a partner post sale. Ultimately, it came down to the new market we were trying to enter and relationships. After a long process of analysis and deliberation we chose to continue our relationship with Konica Minolta." Pepper invested in a flagship digital colour Konica Minolta bizhub PRESS C8000 system for the high-speed production print market, printing at up to 80 pages per minute that can easily handle monthly volumes of 500,000 prints. These are supported by two Konica Minolta 1250 mono production machines producing 125 A4 or 70 A3 pages per minute plus high RIP performance to ensure outstanding productivity.

CUSTOMER EXPERIENCE

“We’re delighted with our investment and the results we are achieving for our clients’ digital printing jobs,” said Jake Whitford. “Our new digital suite produces unbelievable high quality digital printing, produced on stock weights up to a premium heavyweight grade of 350gsm. The colour side is a big bonus and business is really expanding. The quality standard on the digital press is paramount and most of our customer base would find it hard to tell the difference between our new digital colour engine and the work produced on the litho press, so it also delivers big-time in that sense. We have had a really good return on investment already for machines that are solidly built, quiet and produce consistent high quality at all times. Using the dynamic Darwin software has also given us powerful personalisation, customization and integration capabilities for our clients, it enables us to directly connect to external databases and create mailing campaigns that deliver great results for our customers.”

“Another important part is that the Konica Minolta C8000 is equipped with some pretty fancy gizmos such as an inline spectrophotometer, suction feed, and updated registration system, using Fogra systems. This means that print jobs are guaranteed to look great every time, helping us maintaining our ISO 9001 standard.

“All this has been enabled by Konica Minolta, which has been an extremely good partner for us over the years, They have also introduced their Digital 1234 business development programme to us, which is helping to save us money and increase profits. We have a four-hour call-out system in place with Konica Minolta. This, coupled with the great relationship that we have with the engineers, is essential to ensure that all our customers print and mailing jobs are delivered on time every time.”



“WE’RE DELIGHTED WITH OUR INVESTMENT AND THE RESULTS WE ARE ACHIEVING FOR OUR CLIENTS’ DIGITAL PRINTING JOBS”





KONICA MINOLTA

FOR MORE INFORMATION
CONTACT US TODAY ON
0800 833 864



Printed on a Konica Minolta bizhub Press
C8000e using environmentally-friendly paper
with FSC certification

