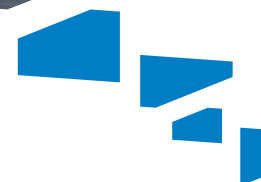




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DROITWICH EXPANDS DIGITAL PRODUCTIVITY WITH KONICA MINOLTA



Based near Birmingham, Droitwich Print is an independent commercial printer with a highly experienced team of design and print technicians. Since opening for business in 1972, Droitwich Print has provided a printing service to local Government bodies, charities and businesses in the community, with a speciality in offering customers the highest levels of choice in design and a commitment to ensuring the individual needs of each customer are met, whatever those needs might be.

Having acquired Droitwich Print in October 2011, Mark Hanson, Owner and Director, is enthusiastic about what the future holds for Droitwich Print. "I'd always wanted to expand into this area of the printing arena and was introduced to the previous owners through a mutual acquaintance. They were looking to sell the business and I saw a lot of potential for Droitwich Print. The company has solid foundations with a loyal customer base, local connections, and excellent geographical location to tap into local markets such as Worcester and Birmingham. There is also a great deal of potential for growth through increased development of the company's online activities."

Giving Shape to Ideas

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Although having only been in the director's chair a few months, Mark quickly decided that with an increasing demand for short run print jobs the company would benefit considerably by investing in a state of the art digital press, "The previous management had predominantly worked as a lithographic printer, but had dipped their toe into the digital world by acquiring a digital device about five years previously. Before I started I had promised myself that I would change nothing for at least six months, ideally longer, but I couldn't help but notice the machine required a great deal of user supervision to keep it running, and also the staggering amount of toner it was using."

"The solution was set up in no time and was even printing a live job the same day it was installed"

Mark began considering alternatives to the company's digital printing facilities, and on a visit to a contemporary's firm, noticed that they were using a Konica Minolta bizhub press. Mark explains, "I was visiting a friend who runs a similar business and I noticed they were using a Konica Minolta bizhub for their digital output. I asked them how it was performing and they couldn't have given it a better review. Based on that conversation I contacted Konica Minolta and invited them to visit Droitwich Print to see what they could offer us. I explained that we needed a digital printer that could produce high quality SRA3 sheets in colour, and we discussed various possibilities including Konica Minolta's Managed Print Service based on the provision of a Konica Minolta bizhub PRO C6000L digital press."

Based on agreed and predictable charges, Konica Minolta's Managed Print Services (MPS) approach to document imaging can bring considerable benefits and substantial cost-savings by providing a quantified all inclusive monthly cost which covers the lease cost of the equipment, toner, upgrades and maintenance. As well as impressive cost savings, a cohesive and structured MPS approach to document imaging can have other benefits such as eliminating the need to store consumables which frees up valuable office space.

Mark continues, "After Konica Minolta's visit I considered their proposal and began to investigate whether or not it would be a cost effective move for the company. To help me decide I asked a colleague to provide the invoices for our previous printer's toner over the last five months. I was shocked to discover that the average monthly cost of toner amounted to almost three times the monthly payments Konica Minolta was proposing."

Having reviewed the cost benefits of Konica Minolta's proposal Mark contacted Konica Minolta and a demonstration of the Konica Minolta PRO C6000L was arranged. "We took a couple of live jobs up to Konica Minolta's flagship Birmingham based i-hub showroom to see what the C6000L could do, and I was really impressed with the results. The C6000L produced near litho-like quality, with excellent consistency, flatness and image stability."

The bizhub PRO C6000L is Konica Minolta's entry-level production print system, ideal for use by commercial printers in the digital market. It features an impressive colour print speed of 60 colour prints per minute, and its small footprint is a particular advantage for locations where space is limited. Like other models in Konica Minolta's production print range the bizhub PRO C6000L represents a turning point for digital colour stability and quality over long print runs. Konica Minolta Production Print technologies achieve this by utilising an array of technical innovations to guarantee truly exceptional image quality and colour reproduction even at top speeds.

"A full site survey and risk assessment was conducted by Konica Minolta before the implementation, and as a result of this preparation the whole installation went very smoothly. The solution was set up in no time and was even printing a live job the same day it was installed. Konica Minolta provided us with training for the colour management software and basic functions to get us started and are always on hand to provide further training as and when it is needed."

"Overall the whole experience has been excellent, I couldn't have asked them to be here any faster following my initial enquiry, and having placed the order everything has gone exactly as they said it would. We are now in a situation where we have a printer which is costing us less, quicker and produces a higher quality of prints. It's still early days but we fully expect that with the increased quality we can offer through digital will mean we can offer more digital over Litho. Konica Minolta have been highly responsive and done everything we could have asked for."



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