



KONICA MINOLTA

KONICA MINOLTA HITTING THE SWEET SPOT WITH TRANSACTIONAL DIGITAL SOLUTIONS



DIRECT

Different Thinking Better Ideas

GI Solutions are a rapidly evolving marketing support services company, providing everything from customer insight, through strategy and targeting development, to campaign execution and management, creative print and mail, and response capture.

Giving Shape to Ideas

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Based in Leicester, GI Solutions Group is a rapidly evolving marketing support services group, which has grown organically to embrace an increasing range of campaign and customer management needs. Following its establishment over 20 years ago the firm quickly garnered a reputation for providing high quality, specialist direct mail marketing products. More recently changes in print have enabled GI Solutions to move into the digital and enclosing markets in addition to providing traditional hand fulfilment. Today GI Solutions employs approximately 200 staff and continues to expand across the industry.

Robin Carruthers, Manufacturing Director for GI Solutions explains “A few years ago we were principally a print and direct mail company. Then we formed a strategy to become a comprehensive marketing support services company, providing everything from customer insight, through strategy and targeting development, to campaign execution and management, creative print and mail, and response capture. Unlike others, we decided to do so through the organic growth and development of the full range of marketing support services.”

One area of growth which GI Solutions has firmly targeted is the transactional market for documentation such as invoices and statements. Robin continues “We entered this market by offering transactional work to our existing client base, and found that there was a high demand for this type of work. This prompted us to explore ways in which we could expand our business into the wider market place.”

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To successfully grow in the market for transactional documentation output GI Solutions decided it would be necessary to expand its digital print production capacity to cater for the predicted increase in demand. The company began investigating the digital production print market to find the ideal solution.

“We do a full tender on everything before purchasing, and a tender starts by defining exactly what needs to be achieved in various fields such as quality and output. Most people in the printing world see digital print as the future of print, and so we looked closely at the digital production machines on offer through all the leading market vendors and investigated everything from manufacturing, through to front end solutions like how the PDFs are loaded and how data is transferred. We also went to exhibitions like IPEX and DRUPA to assess the latest developments in the digital market.”

GI Solutions were able to benefit from the experience of a satisfied Konica Minolta customer. “Early on we noted that an associate firm based in Birmingham had been using Konica Minolta’s machines to fulfil transactional work, and so as part of the tender process we invited Konica Minolta to our facility to see what they could offer. What they put on the table was exactly what we wanted. At the top of our list of requirements were print quality and output speed. It’s very difficult to get high performance in both these categories, but I think that Konica Minolta’s digital production presses have really hit the sweet spot, offering exceptional value for money in both these criteria. Konica Minolta also offered the best SLAs, especially in terms of response time, and so we

purchased three different models to give us optimal output flexibility.”

Konica Minolta supplied GI Solutions with the bizhub PRESS C8000 and the bizhub PRESS C7000. These digital colour presses have been designed to meet the demanding and diverse requirements of the commercial print sector, representing a turning point for digital colour stability and quality on long print runs, with a fast output speed and impressive input capacity.

In addition to these state of the art colour digital production presses, Konica Minolta also supplied a bizhub PRO 1200, a high speed monochrome press offering razor sharp quality, even on the smallest fonts. “The transactional market place is a big growth area for GI Solutions and Konica Minolta’s machines are a key tool to breaking this market. The bizhub PRO 1200 is very fast mono, and is able to continue to support our direct mail work. The combination of these three machines has enabled us to achieve a very quick turnaround, even on longer runs.” The bizhub PRO 1200 benefits from using Konica Minolta’s patented Simitri® HD Polymerised Toner with smaller, smoother, more uniform toner particles for fusing at lower temperatures and producing high quality images.

Installation was done over two days and went exactly to plan with all three machines operational on the third day. “We were processing live jobs on the first day of installation. The machines are very user friendly and simple to use, but even so Konica Minolta provided an initial two days training onsite and we still have the option of further training if and when it’s needed.”

“Our experience with Konica Minolta couldn’t have gone any smoother than it did; they have done a really comprehensive job. From the very first meeting with Konica Minolta they had our complete confidence, and we trusted that they would deliver on their promises. We certainly have not been disappointed. This is literally the first step in our planned expansion, and when we need a fourth machine I will definitely go straight to Konica Minolta.” Robin concludes, “The quality of output is exemplary, Konica Minolta’s quality, speed, affordability and simplicity make them the leaders in this market, and I fully expect to continue to develop our partnership in the future.”



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