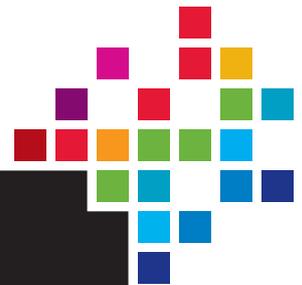




KONICA MINOLTA



BA Printing's client base broadens with Konica Minolta



For the past sixteen years, BA Printing & Publishing Services of Brookvale in Sydney has been catering to the printing needs of businesses across Australia. While providing the full range of print services, the company specialises in the publishing of high quality books for authors and undertakes a high volume of black and white printing.

In October 2009, BA Printing had come to a crossroad with their printers; they were old, slow and underperforming in quality, so they began searching for a new solution. Managing Director, Troy Mondijian explains: "We'd had our machines for several years, and the poor reliability and quality of output was hampering our business; it was time to replace them.

"We were looking for a printer that was versatile with high-capacity trays and an attachable trolley. A reliable printer that you could comfortably leave running for four to five hours and when you returned the job was done. Most of all we wanted a product which provided functionality and a competitive price."

BA Printing explored all the options from different providers and concluded that Konica Minolta ticked all the boxes. They decided to purchase a bizhub PRO 1051; a monochrome digital press combining exceptional speed and versatility with unparalleled durability and reliability. The model offers the highest quality black and white print in the market, along with the best media flexibility in the market.

Troy believes that investing in the latest print technology has lifted BA Printing above its competitors, and given

him a new found confidence in the final product: "Work that we previously had to out-source, we can now complete in-house. Although we mainly print black and white text, we are able to produce the highest quality product for our customers and pride ourselves on our ability to produce books on art paper.

"The increased capacity and reliability of the machine has delivered a speedier turnaround on orders and given us the ability to tap into other markets. We've recently won exciting projects from State Parliament and other Government departments."

In addition to providing a high quality product, Konica Minolta also offered BA Printing a competitive cost structure.

As part of the agreement, Konica Minolta provides BA Printing with a high level of service support, ensuring that the printers continue to operate at their optimum and that any issues are resolved promptly. Troy comments: "The transition to Konica Minolta has been very smooth, and on the rare occasion that we've had any challenges with the equipment, the team have been there to provide the help needed."

BA Printing has been so impressed with the service and technology provided that Troy is now investigating upgrading to Konica Minolta's colour range of printers as well.