



KONICA MINOLTA

Customer Success Story

MBE Applecross gets peace of mind and increased business with Konica Minolta C2070



Challenge

- Replace inferior, office-style machine with commercial, digital machine
- Provide consistent service with high quality output on stock up to 350gsm



Solution

- Konica Minolta AccurioPress C2070 digital printer
- Support services



Customer benefits

- Superior quality and ability to deliver new types of print jobs to improve revenue
- Reduced need to outsource jobs, keeping quality control and revenue in-house
- Full support offers peace of mind and limited downtime

Industry: Office services and printing

Location: Western Australia

Mail Boxes Etc. (MBE) is a global company that provides courier, shipping, printing, and mailbox services. Originally established as a US-based franchise, MBE has 32 locations in Australia, including a franchise in Applecross, Western Australia. MBE is dedicated to helping small businesses succeed by providing complete office services and professional-looking communications.

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Andrew Ingram



The challenge

MBE Applecross was experiencing an upswing in demand for printing services. However, without a proper commercial printer in place, the business had to outsource much of its printing work to other providers. This incurred costs and ran contrary to the franchisee’s vision for a business that provided professional, high-quality print services in-house.

Andrew Ingram, director, MBE Applecross, said, “Initially we had a printer that was more suited to office work than the commercial work we wanted to do. One of the key types of printing we do is meeting notices for mining exploration companies. These 16- to 32-page booklets need to be high quality and produced in time for meeting season, which is around the end of May. To meet this demand, we needed a commercial printer that could deliver reliably and quickly.”

MBE Applecross also needed a printer that could print on heavier stock and envelopes.

Importantly, MBE Applecross needed to work with a vendor that would support the business, giving its directors peace of mind that they could confidently sell their services without worrying that they might not be able to deliver.



The solution

At MBE’s national conference, MBE Applecross directors met Konica Minolta representatives and talked about the business’s needs and challenges. Together, they determined that the Konica Minolta AccurioPress C2070 would be the ideal machine to meet the business’s needs.

Andrew Ingram said, “The previous printer we had couldn’t handle heavier stocks even though we’d been told it could. We needed a printer that could handle up to 350gsm because we wanted to print business cards and high-quality covers for the mining companies’ booklets.”

MBE Applecross also chose the C2070 for its superior speed which, at 71ppm, was more than twice as fast as the previous machine.

Andrew Ingram said, “Fast, good-quality output was important to us. However, equally important was the support that Konica Minolta offered. Every time I had a question for the Konica Minolta team, I got an immediate answer and that impressed me.

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“Before, I was embarrassed to show people our printer. Now, it’s the first thing I show anyone when they come into the office.”



The result

Before installing the Konica Minolta AccurioPress C2070 printer, MBE Applecross had to outsource a high proportion of its printing. This incurred high costs and inconvenience, making it difficult for MBE Applecross to achieve high quality and fast turnaround times.

Andrew Ingram said, “We wanted to be a place that did printing, not a place that sent printing jobs to other companies. Putting the Konica Minolta printer in place let us make that change. We don’t need to outsource as much work now because the C2070 can handle just about everything.

“When you’re starting out in a franchise, you need to provide good service to build up the business. The speed, efficiency, and capability of the Konica Minolta printer has helped us start to build that reputation.”

One of the most important benefits for MBE Applecross has been the high level of service and support provided by Konica Minolta.

Andrew Ingram said, “The assistance from Konica Minolta has been brilliant. One night we ran out of staples in the middle of a job. I rang customer support and three hours later, we had the staples and the job was back up and running. That was a fantastic effort.

“Everyone at Konica Minolta has delivered a consistently high level of service. Nothing’s too hard and they’re all very professional. As a business owner, to know I’ve got that level of backup and support is crucial. The C2070 is our main breadwinner, so having such reliable support for it really delivers peace of mind.

“From the first meeting to the installation of the new printer, the service and attention we received from Konica Minolta was fantastic. And it only got better after that. The support and backup we’ve received has been brilliant.”