



KONICA MINOLTA

wellcom

# Customer Success Story

After-sales care, superior colour management, accountable and cost-efficient support



## Challenge

- New wide format printer required
- Service and support critical
- Consistent colour management
- Engine reliability, expertise



## Solution

- Toner / LED Wide-format printers and folder
- Staff training and on-boarding
- Industry leading response
- Proactive maintenance schedule



## Customer benefits

- Confidence to meet evolving expectation
- Superior colour management
- Competitive print production costs

**Industry:** Printing

**Location:** Adelaide

**Wellcom Worldwide Adelaide ("Wellcom") is part of one of the world's leading independent production agencies specialising in content creation and innovative technology.**

**The Adelaide office is the largest printing house for Wellcom in Australia. The company provides point of sale material, including wide format, to customers ranging from large fast-moving consumer goods (FMCG) players to smaller luxury brands. Its clients include Woolworths, Kmart, Australia Post and Ford.**



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## The challenge

As part of its growth strategy, Wellcom Worldwide Adelaide was looking for a new wide format printer and support model that would provide reliability, productivity, quality and consistency for customers.

Alan Saldanha, Wellcom Worldwide Adelaide, said, "our focus is the ability to turn around quality printed material in short timeframes so our customers' time to market is shorter and provides them flexibility to be competitive. We went to the market with the sole goal of finding a company that knew what it meant to deliver in a service industry."



Konica Minolta and Wellcom worked together to find the perfect solution. The KM team knew our expectations and what we had to achieve. We needed a partner that understands that if the service component is right then everything else falls into place. Inevitably we chose Konica Minolta because our company values are aligned.

*Alan Saldanha, Wellcom*



## The solution

Wellcom chose Konica Minolta to provide two KIP 870 wide format printers and a KIP 2800 folder, along with additional service and support. The KIP 870 is designed for high-demand project requirements, with outstanding performance and reliability.

Alan Saldanha said, "Konica Minolta and Wellcom worked together to find the perfect solution. The KM team knew our expectations and what we had to achieve. We needed a partner that understands that if the service component is right then everything else falls into place. Inevitably we chose Konica Minolta because our company values are aligned."

The implementation and on-boarding process was seamless. Konica Minolta worked with Wellcom to provide training that wouldn't affect mission-critical processes or interrupt production.



## The result

Wellcom now has a print solution that can handle the volume, drive quality and productivity to meet its customers' needs in addition to industry leading service and support. KM is a strategic partner that understands that customer experience is paramount. According to Wellcom, the best thing the company did was establish an honest and down to earth relationship with Konica Minolta.

Alan Saldanha said, "the KIP 870s produce comparable quality at a lower price point to other more sophisticated solutions. KIPs are perfect for what we need, which is a fast, reliable system. Our clients have already noticed the difference with our new machines and appreciate the investment we have made in the business, which ultimately benefits them.

The KIP 870s have excellent colour profiling tools, which means Wellcom don't have to spend time manipulating the artwork on screen to make sure clients' brand guidelines are met. With the KIP 870s, Wellcom can count on consistent and high quality wide format image production.

Contact us for more information:

Free call: 1800 789 389 [www.konicaminolta.com.au](http://www.konicaminolta.com.au)

Giving Shape to Ideas