



KONICA MINOLTA

# Customer Success Story

Advertiser Print moves into digital production printing with an AccurioPress C3070 from Konica Minolta authorised dealer, Best Office Systems



## Challenge

- the absence of production printing equipment meant Advertiser Print had to outsource jobs to external printers, adding cost and time to jobs
- slow turnaround time on traditional offset printer meant the business couldn't take on jobs with a short turnaround



## Solution

- Konica Minolta AccurioPress C3070 with booklet finisher
- support from Konica Minolta, authorised dealer, Best Office Systems



## Customer benefits

- fast turnaround time means the business can take on more jobs from different customers
- in-house printing capability has eliminated the need to outsource print jobs to an external provider
- increased capabilities help Advertiser Print attract more customers and provide a differentiated service

**Industry:** Printing

**Location:** Albany, WA

**Advertiser Print is a commercial printer based in Albany, Western Australia. It specialises in copying and wire binding, booklets, brochures and laminated documents. With 70 years combined experience, Warwick and Craig took over the commercial printing arm of the Albany Advertiser in 2006 forming Advertiser Print.**

“ The service has been great, especially considering that Advertiser Print is still gaining experience with the digital production printer. It’s been great to know we can call on Best Office Systems and Konica Minolta and get an immediate response. Knowing that Best Office Systems is fully backed-up by Konica Minolta also provides peace of mind that the machine will be well supported. ”

**Warwick Meyer, Advertiser Print**



## The challenge

Advertiser Print is a traditional printer offering a variety of services to customers in the Albany area of Western Australia. Using negatives and traditional offset printing was the company’s bread and butter however customers were increasingly looking for fast-turnaround on jobs, which the company couldn’t deliver. And, with some tasks such as business cards having to be outsourced to an external printer in Perth, the costs of doing business were rising for Advertiser Print.

To grow its business and reduce the costs associated with using external printers, Advertiser Print needed to consider a production print system. It needed to move to an entry-level production printer that could produce professional quality prints at reasonable volumes in house.

Warwick Meyer, Advertiser Print, said, “Our costs and time were increasing and it was getting harder to meet our customers’ needs. We needed a solution and it was a toss-up between going to a computer plate system for offset machines, which was an expensive option, or consider a digital production printer.”



## The solution

In consultation with Konica Minolta authorised dealer, Best Office Systems, Advertiser Print elected to consider a digital production print system. The business chose the Konica Minolta AccurioPress C3070 with booklet finisher.

Warwick Meyer said, “We’d heard about these machines in the past but were hesitant to consider digital machines because we were wary that the quality wouldn’t be as good as offset. When we compared the quality of external offset printing to

the quality of the digital production print system, we were pleasantly surprised.”

With the quality confirmed, Advertiser Print installed the AccurioPress C3070.



## Customer benefits

Since installing the AccurioPress C3070, Advertiser Print has been able to grow its business substantially. This is mainly due to the high quality and fast turnaround times offered by the new machine, as well as the fact that it lets Advertiser Print avoid having to outsource jobs to an external printer.

Craig Tonkin, Advertiser Print, said, “For things like business cards, posters, flyers, calendars and booklets, we no longer have to send them to Perth. We can do just about everything on the C3070 and the faster turnaround time means we can say yes to more jobs. Being able to work faster means we can grow the business and bring more work in house.”

For traditional printing, Advertiser Print has to run the negatives, burn the plates, put them on the press, then run the machine. Then, it has to wait until the ink is dry to fold and bind. This is over a week’s work on the traditional press. It takes just three days with the AccurioPress C3070.

Craig Tonkin said, “Advertiser Print is now winning business that we couldn’t take on before due to the faster turnaround and high quality. This means we’re getting paid sooner for jobs and can move onto the next one. This is important for business growth and to provide a better service to our customers.”

Since the AccurioPress C3070 is such an integral part of Advertiser Print’s business, the service provided by Konica Minolta authorised dealer, Best Office Systems, is crucial.