

Active Mail chooses Konica Minolta for faster, superior colour runs with two AccurioPress C14000 machines



CHALLENGE

- Needed to improve digital colour offerings
- Needed a high-quality solution with comparable price point



SOLUTION

- Two AccurioPress C14000s



CUSTOMER BENEFITS

- Improved print runs by 20-60 pages per minute
- Long-sheet printing
- Reduced spooling with fast raster image processor
- Reduced print job costs for better market competitiveness
- Reduced overhead costs

ACTIVE MAIL

Industry: Production print
Location: Sydney, NSW

Active Mail is an Australian-owned and operated mail house based in Sydney. Collectively, its team has more than 70 years of experience in direct mail house marketing, supplying services to an array of businesses across many sectors including business-to-consumer, retail, and not-for-profit.

Active Mail specialises in direct mail and supporting customers with mail house production, database optimisation, fulfilment and distribution services, mailing and direct mail campaigns, and digital and offset printing.

“The Active Mail team absolutely loves the AccurioPress C14000s and can’t fault them; for what we do, the machines are perfect. After doing the research, we found this machine to be the best in the field if you’re serious about business and digital colour in a production environment.”

LUKE PEARSALL
GENERAL MANAGER, ACTIVE MAIL



Challenge

To help future-proof the business, Active Mail wanted to improve its digital colour offerings. To do so, Active Mail went to market to find a solution to meet its requirements.

Active Mail found the Konica Minolta AccurioPress C14000 to be the superior option. It was chosen for a variety of reasons, including: automatic duplex registration; straight paper path; clear, high speed raster image processor (RIP) processing; high quality output; the automatic removal of bad sheets in a run using the Intelligent Quality Optimiser (IQ-501); price; and service.

Luke Pearsall, general manager, Active Mail, said, “The Konica Minolta AccurioPress C14000 was chosen for a variety of reasons including quality, reliability, and service. After having one in place for six months, we were so impressed with the quality and output that we ordered a second machine.”





The solution

The implementation of both AccurioPress C14000 machines happened seamlessly, with Konica Minolta sending out each machine immediately upon order. Konica Minolta technicians assembled the machines within a day and, for the first machine, ran a one-day training course with the Active Mail team. After that, the press was up and running for the mail house to start using right away.

Luke Pearsall said, "Working with Konica Minolta, it all just flowed so smoothly. The first machine was together within a day and, after a day of training, we had the machine in production. The second machine was even faster; one day the old machine was there and the next the AccurioPress C14000 had taken its place and was up and running."



Customer benefits

The AccurioPress C14000 has improved the timing of print runs for Active Mail by 20 pages per minute (ppm) in comparison to its last big machine and 60ppm in comparison to its last small machine. The presses also let Active Mail print long-sheets with its automatic duplex registration, and both RIPs are fast enough to ensure that the machines do not spool for hours. The machines can also have 20,000 sheets put through each, which makes them cost-comparable to offset machines.

Active Mail has also been able to better meet the market on digital colour print pricing. With the A4 click model, Active Mail has been able to reduce costs and can deliver print jobs more cost effectively, making it more competitive in the market.

Active Mail has also benefited from reduced overhead costs. With the two AccurioPress C14000s installed Active Mail still came out on top, and it provided the company with the option that, should one machine go down, it can shift to the other press to ensure it can still deliver.

Luke Pearsall said, "With the AccurioPress C14000s, Active Mail can complete print runs faster with approximately 80ppm extra speed out of the machines. The colour and consistency are fantastic, and both machines are spot-on with calibration.

"The ongoing service and support from Konica Minolta are also fantastic. We have a one-to-one relationship with a local technician and one of the biggest benefits is that he is located close by and can be here quickly if we need him. However, the machines are rarely down; they just don't seem to stop.

"The training was great and the machines are easy to use. The Active Mail team absolutely loves the AccurioPress C14000s and can't fault them; for what we do, the machines are perfect. After doing the research, we found this machine to be the best in the field if you're serious about business and digital colour in a production environment."

Let's talk
Free call: 1800 789 389
konicaminolta.com.au/home