

UNIVERSAL APPROACH DOUBLES PRODUCTIVITY WITH KONICA MINOLTA IN 20TH YEAR OF OPERATIONS



CHALLENGE

- Meet strict turnaround windows as a mailing house, without relying on after-hours work
- Scale for large runs (e.g., 500,000 sheets) without bottlenecks or schedule slippage
- Maintain consistent colour and image quality across devices with minimal operator handling
- Remain price-competitive as inkjet presses drive down per-page costs.



SOLUTION

- AccurioPress C14000, equipped with Fiery digital front end (DFE) server
- Intelligent Quality Optimiser (IQ-501) with Auto Quality Adjustment.



CUSTOMER BENEFITS

- Turnaround print time on 500,000-sheet jobs cut by approximately 50 per cent
- Overall productivity doubled
- Fewer jams, larger stackers, and less operator intervention
- Consistent colour and image quality
- Faster sign-off on quality-critical jobs
- Stronger competitive position and client confidence.



Universal Approach is a one-stop shop for all print, finishing, mailing, and packing needs. The business hit its 20-year milestone in 2025, and has grown from a home office to an industrial facility in Dandenong

South, servicing a wide range of industries with affordable pricing, quick turnaround, and professional expertise.

Industry: Commercial print
Location: Dandenong South, VIC

Giving Shape to Ideas



CHALLENGE

Universal Approach was facing increasing pressure to keep up with customer demand in a time-critical industry. The business's role as a mailing house makes it the last step in the production chain, meaning deadlines are tight and turnaround times are short. Larger jobs, such as half a million sheets, placed enormous strain on the production floor and often required operators to stay back after hours to meet commitments.

Amit Gupta, managing director, Universal Approach, said, "Productivity was the real issue for us. We were struggling with time, especially for bigger jobs. As the last link in the chain, we get the least turnaround time, so we needed to be highly productive."

The team also faced ongoing challenges with ensuring consistent quality across devices and keeping jobs moving without jams or delays.

Amit said, "Quality is primary for us. We would not send anything out the door which is low quality. Whether it's time critical or not, we need to be happy with the work before we expect others to be happy with our work."

Outsourcing some work was an option, though this would have meant reduced control, lower margins, and less confidence for customers. Universal Approach needed a way to scale output speed, reduce operator intervention, and continue delivering on quality-critical jobs to protect its reputation and maintain competitiveness.



THE SOLUTION

Universal Approach reviewed the business's growth trajectory and increasing job volumes before deciding to invest in additional production capability, rather than rely on outsourcing. The company had already tried other production houses; however, chose to go with Konica Minolta Australia following a six-year relationship, quality equipment, and reliable technicians.

Universal Approach chose to expand its fleet with the AccurioPress C14000 with Fiery digital front end (DFE) server, getting it installed alongside its existing AccurioPress C4070 and C3080 which has only been implemented in January 2025.

The C14000 provided the speed and throughput required to halve turnaround times for jobs of up to 500,000 sheets, while larger stackers and improved reliability reduced the need for after-hours operator time. The addition of the Intelligent Quality Optimiser (IQ-501) with Auto Quality Adjustment (AQA) further automated colour calibration and consistency checks, saving valuable production hours and removing the need for constant manual intervention.

Amit said, "It saved a lot of headaches for the production team. The machine can check it and match automatically, which saves a lot of time and effort. It was a smooth implementation; I don't think we faced any hiccups. We were very comfortable using it, and the support from the technicians has always been excellent."



"Investing in such a big piece of equipment shows our clients we're serious about the business and our future. It's helped us increase productivity, deliver consistently, and build trust. We're very happy with Konica Minolta, otherwise we wouldn't be buying our third machine from them."

AMIT GUPTA,
MANAGING DIRECTOR, UNIVERSAL APPROACH



CUSTOMER BENEFITS

The C14000 has delivered measurable improvements in productivity, turnaround times, and print quality. Universal Approach can now complete 500,000-sheet jobs in half the time, eliminating the need for operators to stay back after hours.

Amit said, "It's twice as fast, with bigger stackers, fewer jams, and fewer headaches. There are no delays because we have the right equipment and the right people. The C14000 gave us an upper edge compared to competitors."

The C14000's automated quality management features have quickly become part of the production team's daily workflow. The technology has removed much of the manual fine-tuning that previously slowed jobs by handling colour calibration and image adjustments automatically. This gives operators greater confidence that each run will meet the business's high standards without constant intervention.

Further to this, the responsiveness, timeliness, and knowledge from the Konica Minolta technicians have helped to ensure any issues are addressed and fixed with minimal disruption to orders.

Universal Approach has been able to take on more work, improve client confidence, and reinforce its reputation as a serious, competitive player in the commercial print sector since enhancing its Konica Minolta fleet. The timing also coincides with the company's 20th anniversary, marking two decades of growth from a home office to a full-service, one-stop-shop for print, finishing, mailing, and fulfilment.

Amit said, "The print and mailing industry is changing very fast. Given the technology we have nowadays, and especially with the introduction of AI, Universal Approach has had to look at different things, otherwise we'll be left behind. People want convenience, people want visibility, people want

transparency, and that is what we aim to give them.

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