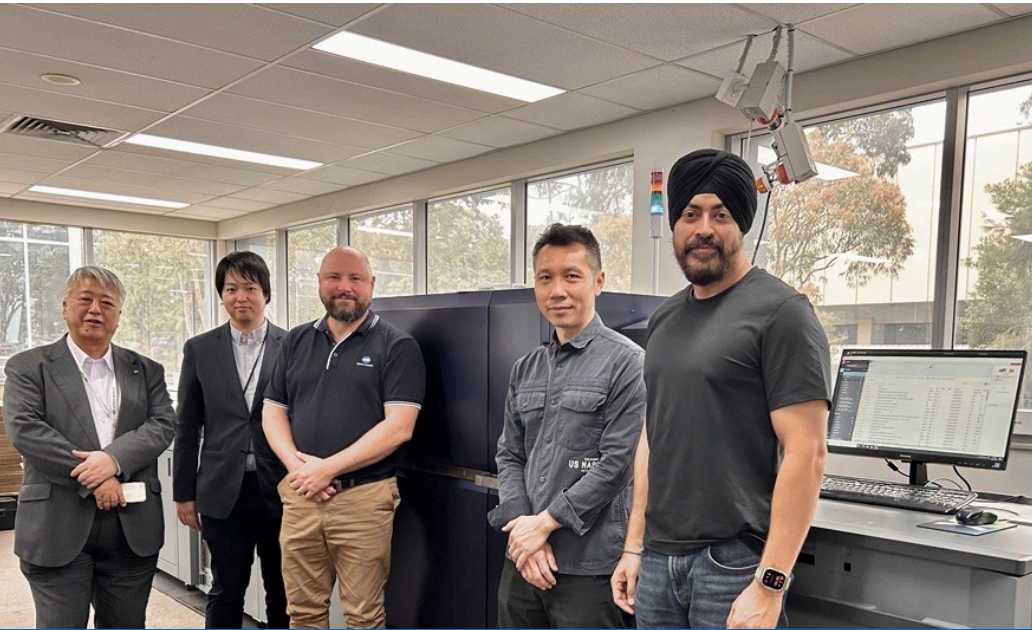


SNAP MACQUARIE PARK EVOLVES PRINT INNOVATION AND A 20-YEAR PARTNERSHIP WITH KONICA MINOLTA AUSTRALIA



Snap Macquarie Park is a longstanding member of the national Snap Print Solutions network, providing high-quality print and design services to a wide client base. It services clients across multiple industries, with a strong clientele in the pharmaceutical and clinical sector, supporting mission-critical printing requirements including high-volume booklets and sales collateral.

Snap Macquarie Park expanded its business into Snap Waitara. Across both locations the team operates as one, with a strong focus on leadership, service, and long-term client relationships, supported by a diverse and growing team including women in print playing an integral role in operations and leadership.

CHALLENGE

- Reduce reliance on trade printers by bringing high-volume jobs in-house
- Meet growing customer demand for fast, high-quality digital booklet printing
- Increase efficiency by eliminating manual calibration and finishing processes.

SOLUTION

- Installation of the AccurioPress C12000 device with Auto Quality Adjustment (AQA)
- Integration with Plockmatic booklet maker for end-to-end print finishing.

CUSTOMER BENEFITS

- Achieved confident, high-volume job acceptance with faster turnaround
- Saved time on daily calibration and registration, improving productivity
- Produced premium-quality booklets in-house with minimal operator input
- Strengthened trusted 20-year partnership with Konica Minolta Australia.

CHALLENGE

Snap Macquarie Park has relied on Konica Minolta to deliver quality, consistency, and efficiency since 2005. Its relationship with Konica Minolta Australia began with its first beta digital press, the C8050, and has progressed through every major product evolution, with each device delivering more capability to match the business's growing demands. The support has been just as consistent over the years, with the Konica Minolta team growing alongside Snap Macquarie Park's operators and adapting support to suit the business's changing requirements.

For more than 20 years, this partnership has been built on performance, innovation, and trust, with the business consistently investing in the latest production technology to stay ahead of customer expectations.

The expectations from customers around speed and quality have continued to increase, especially for short-run, same-day booklets. Snap Macquarie Park needed a solution to eliminate outsourcing, reduce handling time, and bring full control in-house.

Ricky Makan, director, Snap Macquarie Park, said, "The second a company falls behind on technology in the print industry, they start letting customers down; there's no margin for error when delivering same-day, high-volume jobs. Customer expectations have outpaced what legacy devices can deliver, especially for turnaround times and print quality. If Snap Macquarie Park hadn't evolved with Konica Minolta Australia and each new model that became available, it would be stuck troubleshooting or outsourcing while competitors delivered on time."

Traditional print methods also made colour calibration, job setup, and manual finishing inefficient, particularly for booklets. As the business expanded into more specialised work, including pharmaceutical and clinical trial printing, the need for precision, consistency, and reliability became even more critical.

Ricky Makan said, "Snap Macquarie Park has built a reputation on speed, quality, and reliability; there's no way to maintain that with ageing equipment. The business was approaching the limits of what previous devices could handle, especially with the rise in complex, short-run jobs. Not upgrading would have meant turning away work or compromising on finish, and neither of those is acceptable for this business."



SOLUTION

Snap Macquarie Park was already familiar with Konica Minolta Australia's hands-on support model and evolving technology stack as a long-time client and knew exactly what to expect from its next investment: robust support; seamless integration; and smart automation that delivers measurable gains.

The business installed an AccurioPress C12000 production print system featuring Auto Quality Adjustment (AQA) with integrated Plockmatic finishing, delivering a step-change in capability.

This investment also supports the broader multi-site operation as the business continues to go from strength-to-strength with the Snap Waitara expansion led by Meenu Makan and Kathren Hu. There are now four Konica Minolta production machines across both Snap Macquarie Park and Snap Waitara, including the AccurioPress C12000, C7100, and C4080, providing flexibility across high-volume commercial and specialised print work.

This combination brought end-to-end automation to Snap Macquarie Park's operations and marked the latest milestone in a 20-year partnership. Coupled with the in-house production team, led by Nelson So and Dan Trbojevic who bring 20 years of hands-on experience with Konica Minolta equipment and a deep understanding of the technology and its capabilities, which plays a critical role in ensuring every job meets the highest standard, particularly in sensitive pharmaceutical and clinical trial work where precision and care are essential, Snap Macquarie Park has a winning combination that underpins the output quality customers have grown to expect and has led to Snap Macquarie Park being one of the top-performing Snap centres across sales and operational efficiency.



CUSTOMER BENEFITS

Snap Macquarie Park has seen significant gains in efficiency, output quality, and customer satisfaction since implementing the AccurioPress C12000 device with AQA and Plockmatic.

Jobs that once took days can now be delivered within hours, with greater consistency and less manual intervention.

The AQA system delivers colour consistency and accurate registration without operator intervention, while real-time diagnostics let Konica Minolta Australia monitor machine health proactively and resolve issues before they affect production.

Nelson So said, "Snap Macquarie Park has built its business by growing with Konica Minolta Australia, adopting the right technologies at the right time, always knowing there's a trusted support team behind it.

"This level of insight and responsiveness keeps the machine running at peak performance, leading to less downtime, less waste, and fewer jams. AQA has

"With our Konica Minolta setup, we have the ability to confidently say yes to jobs others might hesitate on, and deliver them faster than expected."

**RICKY MAKAN,
DIRECTOR, SNAP MACQUARIE PARK**

Ricky Makan said, "Snap Macquarie Park couldn't afford to keep pausing production for manual adjustments or to finish booklets by hand. That's why Snap Macquarie Park has always moved forward with Konica Minolta Australia's latest innovations: because not doing so isn't an option.

AQA, which automates daily calibration and registration, is a standout feature for the Snap Macquarie Park team, while the finishing capabilities of the Plockmatic unit enables fully finished booklets in a single pass, eliminating triple-handling of jobs.

Nelson So, lead operator, Snap Macquarie Park, said, "The AQA feature calibrates every morning before the team starts work, so operators can just walk in and start printing. That used to take up to 10 minutes every day, per machine, which can be a significant time saving on urgent work.

"Before, booklet production required multiple manual steps. Now, with integrated Plockmatic finishing, jobs come out fully finished, trimmed on all three sides, and ready to pack, significantly improving turnaround and capacity." This capability is driven not only by the technology, but by the experience of the production team. Operators bring deep technical knowledge to every job, ensuring consistent, high-quality output, particularly in sensitive pharmaceutical and clinical trial applications.

The new solution has also led to product innovation. Long-sheet capability and heavier stock handling let Snap Macquarie Park offer six- and eight-page brochures with square-edge spines, products that were previously unviable for same-day delivery.

transformed how the team approaches daily readiness; it's a quiet, consistent gain that adds up every day."

Automating previously manual tasks like colour calibration, registration alignment, and booklet finishing minimises the need for operator intervention and unlocks substantial time savings for Snap Macquarie Park.

The streamlined workflow has eliminated multiple handling steps, increased capacity, and let the business confidently take on larger and more complex jobs. Ricky Makan said, "The automation means Snap Macquarie Park has the ability to confidently say yes to more jobs without hesitation. The business has reduced turnaround from days to hours, and clients know they can count on the team to deliver because Snap Macquarie Park can count on Konica Minolta Australia's support.

"Working with Konica Minolta Australia has been well worth the investment for Snap Macquarie Park. The people, the machines, and the support all come together in a partnership that's been built over 20 years and continues to deliver. This isn't just another vendor-client relationship; it's a shared investment in getting the job done right, every time."