

KWIK KOPY GOSFORD EXPANDS IN-HOUSE FINISHING AND PRODUCTION CAPACITY WITH KONICA MINOLTA AUSTRALIA



Kwik Kopy Gosford is a commercial print, design, and signage business serving organisations across the New South Wales Central Coast. Established in 2006, it was the first Kwik Kopy centre to operate as a fully digital production business, letting it focus on customer service while outsourcing offset work where required.

Today, the award-winning business provides digital print, signage, graphic design, and marketing services to organisations across the region. A consistent top performer within the Kwik Kopy network, it has twice been recognised as Kwik Kopy Franchise of the Year.

CHALLENGE

- Limited booklet finishing quality and capacity
- Labour-intensive manual finishing that pulled staff away from customer service and design
- Increasing reliability and service-response concerns
- Need to improve workflow efficiency and colour consistency

SOLUTION

- AccurioPress C12010S
- AccurioPress C4070
- SD-450 Plockmatic booklet-making system
- AccurioFlux Essential workflow software
- Auto Quality Adjustment (AQA)
- Local service and responsive support from Complete Tech Group



CUSTOMER BENEFITS

- 500 landscape A4 booklets produced in four working days instead of an estimated two-week outsourced turnaround
- More booklet work completed in-house with less manual handling
- Improved workflow efficiency and colour consistency
- Greater production capacity and faster turnaround
- More time for customer service and design
- New opportunities with wider print applications through white-toner printing and advanced finishing



CHALLENGE

After almost 20 years with the same production print supplier, Kwik Kopy Gosford began reviewing its production environment as its equipment lease approached renewal. While the business had built a strong reputation for quality and fast turnaround, limitations in finishing, workflow, and service support were making it harder to meet growing customer expectations.

Its existing inline booklet finishing was limited in both capability and quality, forcing some work to be outsourced while other jobs required multiple manual finishing steps. Producing smaller booklet formats could involve several labour-intensive processes, often requiring customer service and design staff to assist production just to meet deadlines.

Peter Clarke, Director, Kwik Kopy Gosford, said, "We could finish booklets on the existing equipment; however, the quality and capacity limited the work we could produce. We either outsourced jobs or handled them through a labour-intensive process. Improving that part of the business became a major priority."

The business also wanted better workflow automation. Operators were unable to preview complex impositions before printing, resulting in unnecessary proofing, additional waste, and longer setup times. At the same time, declining service responsiveness from its incumbent supplier prompted the team to look for a partner that could provide stronger local support.

Peter Clarke said, "Changing supplier after almost 20 years was a big decision; however, we could see other businesses on the Central Coast succeeding with Konica Minolta equipment supported by Complete Tech Group. That gave us confidence. We weren't just investing in equipment. We wanted a partner with people on the ground who understood our business and could support us for the long term."



“The new equipment has changed what Kwik Kopy Gosford can turn around for customers. Work that would previously have been outsourced can now be produced in-house quickly and with far less manual handling. It’s also given us trusted partners who understand our business.”

PETER CLARKE,
DIRECTOR, KWIK KOPY GOSFORD



SOLUTION

Kwik Kopy Gosford partnered with Konica Minolta Australia and local dealer Complete Tech Group to implement a new production environment centred on the AccurioPress C12010S and AccurioPress C4070, supported by an SD-450 Plockmatic inline booklet-making system and AccurioFlux Essential workflow software. The solution was designed around both production capability and long-term local support. The project brought together Konica Minolta specialists, Complete Tech Group’s sales and service teams, and Kwik Kopy Gosford to ensure the solution addressed the business’s operational, workflow, and service requirements.

The solution significantly expanded the business’s finishing capability, with square-edge, landscape, and more complex booklet formats able to be produced in-house with far less manual intervention. AccurioFlux also introduced on-screen imposition preview, letting operators verify jobs before printing and improving production efficiency.



CUSTOMER BENEFITS

The new production environment has transformed both productivity and the range of work Kwik Kopy Gosford can complete in-house. One recent project involving 500 landscape A4 booklets was completed in just four working days, a job that would previously have taken around two weeks through an outsourced supplier.

Peter Clarke said, “The job was set up, approved, and then the equipment simply produced it. It was no more labour-intensive than any other job, and we delivered 500 books in four working days.”

Automation has significantly reduced manual finishing, letting customer service and design staff focus on customers rather than production. Improved colour consistency and automated workflow have also reduced rework while increasing production capacity.

The new finishing capabilities and white-toner printing are creating opportunities to expand into new applications and bring previously outsourced work back in-house, strengthening both profitability and customer responsiveness.

Peter Clarke said, “We can now visually see exactly how jobs will finish before they go to print. That has streamlined our workflow and given us much more confidence when setting up print production.”

The AccurioPress C12010S also introduced Auto Quality Adjustment (AQA), helping maintain colour consistency throughout long production runs, while white toner provides opportunities to expand into higher-value specialty print applications. Complete Tech Group’s locally based service technicians, regular preventative maintenance, and responsive support were equally important to the investment, giving the business confidence to take on larger and more demanding production jobs.

Beyond the technology, the relationship between Konica Minolta, Complete Tech Group and Kwik Kopy Gosford has become an important part of the business’s future growth strategy. With local technicians based on the Central Coast, regular preventative maintenance, responsive support and access to specialist expertise across Konica Minolta, the business has confidence that it has the right team behind it as production requirements continue to grow.

Peter Clarke said, “We’ve set the business up for the next five to 10 years., not just with the technology but with the people behind it. The combination of Konica Minolta and Complete Tech Group gives us the confidence to keep growing, take on new opportunities and continue while delivering exceptional outcomes for our customers.”

