

Case Study

Image Concepts

DIGITAL PRINT & COPY

Image Concepts business
grows with improved quality
attracting **new** clients

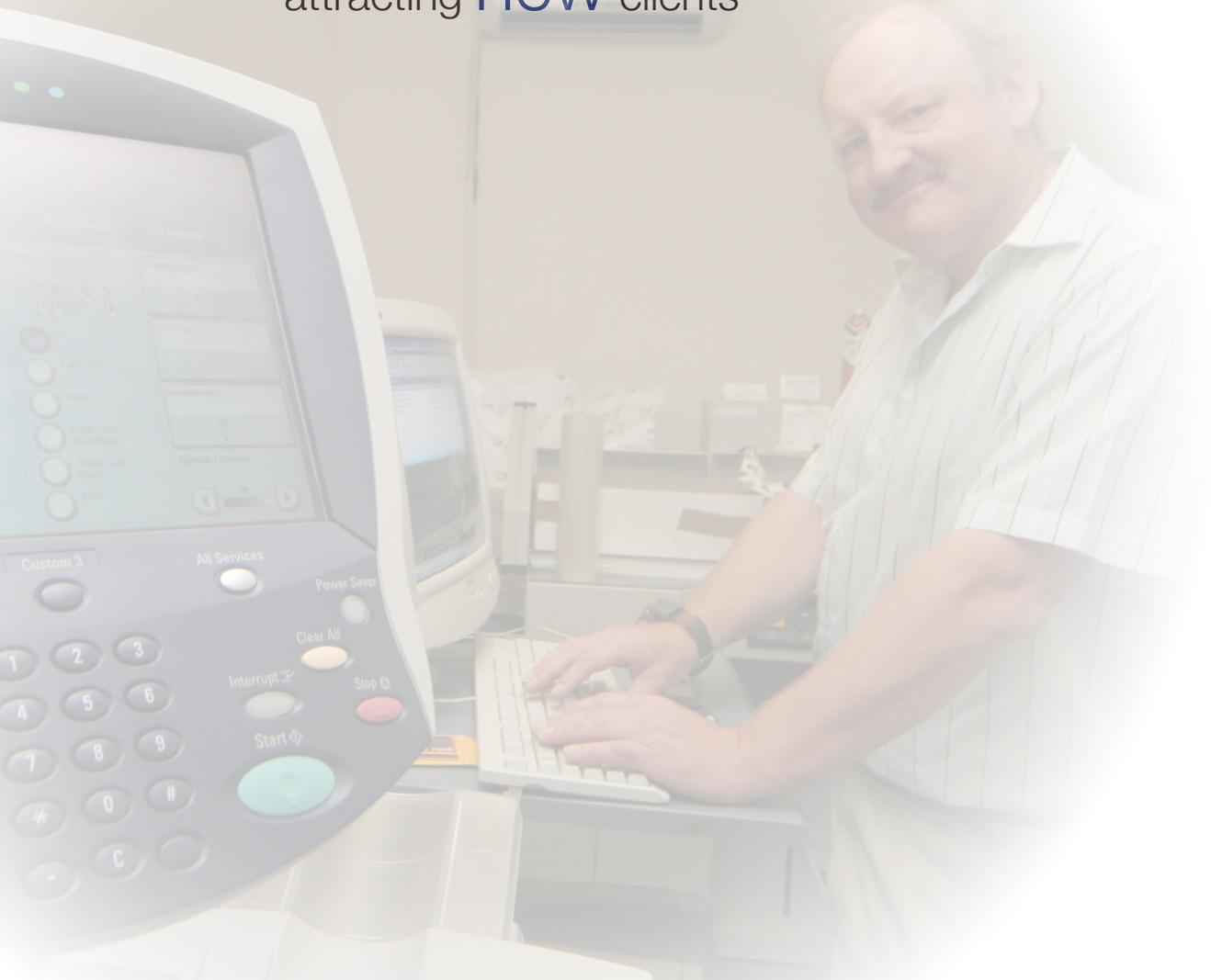




Image Concepts Managing Director, Dave Else, credits Fuji Xerox with helping him to get his business off the ground. Prior to Fuji Xerox coming onboard, Dave said he was using antiquated equipment that was holding back the business.

Background

Situated in Auckland's Eastern suburb of Highland Park, Image Concepts is a family run digital printing and copy centre that has been operating for the last eight years.

The copy centre offers a wide range of services including laminating, binding, digital printing, photocopying and graphic designing work. On average, Image Concepts prints and copies approximately 25,000 colour and 100,000 black and white copies each month. The company also produces a wide range of stationery and promotional literature for its diverse client base from business cards, letterheads and compliments slips through to flyers, brochures, booklets and labels.

Fuji Xerox Helps The Business Find Its Feet

Image Concepts Managing Director, Dave Else, credits Fuji Xerox with helping him to get his business off the ground. Prior to Fuji Xerox coming onboard, Dave said he was using antiquated equipment that was holding back the business.

"Fuji Xerox really helped me out in the early days when we were first setting up. At that time, I was running an old black and white copier that really didn't do the job. With Fuji Xerox I was able to take up a rental agreement on a new black & white copier and a colour A635 copier/printer which provided a much more effective solution," Dave said. "I was really impressed by the proactive and cost-effective solution that Fuji Xerox was able to offer, in order to help my business really get off the ground."

As the company began to grow, Image Concepts was able to purchase outright its own A620 Colour machine. Over the years, Dave has

upgraded to other Fuji Xerox devices and currently has the top-of-the range DocuColor 2060 Production Colour Printer. Along with the DC2060, Image Concepts also now runs a wide range of Fuji Xerox equipment including an ApeosPort C6550 Colour copier / printer, a DC900 high speed B&W copier / printer and two black and white Able copiers.

Aside from being there at the start, Dave said Fuji Xerox' servicing and ongoing communication has been outstanding. "Without a doubt, Fuji Xerox' servicing is far superior to any other competitor company that I've dealt with. Someone is always available to speak to when you need help and any problems we've had have been quickly overcome," Dave said.

Quality Increases Business

According to Dave, the new generation of customers that he deals with have noticed the improvement in quality as he has upgraded his machines. "Clients have noticed a big difference. In particular, the new DC2060 has been a huge leap forward in terms of quality and the range of options it provides. It can deal with anything from one A4 print through to 30,000 full colour prints." And with the improvement in quality he has been picking up more new business from his existing client base.

"With the DC2060, clients have 'seen the light!' They now know that instead of sending something off for commercial printing they can achieve the same high quality results digitally from the DC2060. "From the start through to the present day, Fuji Xerox has always been there. The organisation has proven to be a true business partner and its leading edge technology is really helping my business to move forward through to the next level of growth."

0800 4 XEROX

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New Zealand Head Office: Fuji Xerox (NZ) Ltd, 17 Hargreaves Street, Ponsoby, Auckland. Phone (09) 377 3834. Fax (09) 9856 5003.

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