



KONICA MINOLTA

FLEXIBILITY, PRODUCTIVITY & UNINTERRUPTED SERVICE

Publilégal, France





PUBLILÉGAL

▀ Company profile

The PubliLégal group has a long and proud tradition, and was founded back in 1846. It specialises in the production of legal and administrative notices. PubliLégal meets the needs of legal professionals, large companies and government agencies who need to uphold their obligation to publish statutory legal notices. These mandatory requirements concern legal notices of sales, conducting public surveys and all legal publications which have to be publicly displayed in compliance with French law.

PubliLégal is a private company with 100% of its client base in the French public sector, and has a total monthly print volume of up to 1,000 m². The monthly print volume on Konica Minolta devices is up to 500 m², and the total volume produced on the KIP 7100 monochrome printer during half a year is 2,500 m².

▀ PubliLégal ▀ Legal ▀ France

▀ Intro/challenge

Mr. Aymeric Defrance, the co-manager of PubliLégal, had a problem with poster quality and long, unreliable turnaround times because his business had two unsatisfactory multi-functional printers from another manufacturer. Although capable of printing A2 formats, these older discontinued machines no longer met PubliLégal's needs because they required frequent servicing and still operated unreliably.

Before solving his problems by choosing a Konica Minolta solution, PubliLégal produced posters by first creating an A3 print of the poster and then making an enlargement. Predictably, this created quality problems with both the crispness of the text and highly unprofessional deformation of the logo.

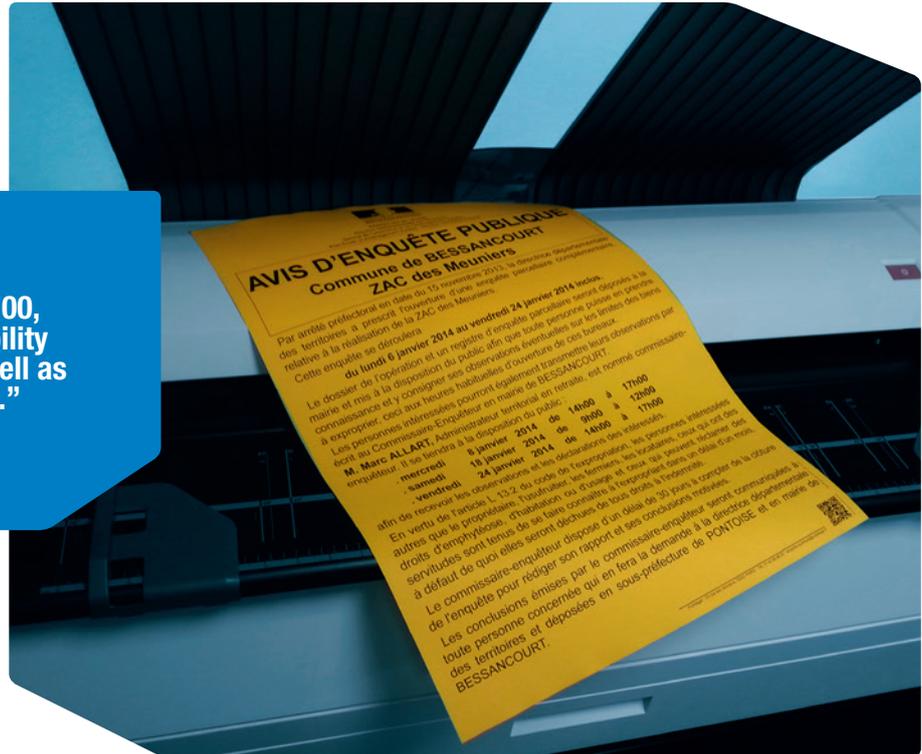
And not only that, production times were unreliable, and it was not possible to make any last minute changes for PubliLégal's clients – another cause for customer dissatisfaction that Mr. Defrance urgently wanted to solve to safeguard his turnover, win over new clients and build his business further. Moreover, only a few of PubliLégal's employees were capable of managing the production process.

With all these challenges to solve, PubliLégal prioritised the search for a competent partner to provide a modern replacement solution.

publiLégal®

**“Thanks to the KIP 7100,
we have gained flexibility
and productivity as well as
uninterrupted service.”**

Mr. Aymeric Defrance, Co-Manager



▀ Main applications

80% of the production volume involves the publication of public survey posters. These posters are produced in A2 format on the 80 gsm recycled yellow paper stipulated by the French authorities. About 10% of the work is the production of legal sales notices, such as public auctions, produced on normal white paper. The remaining work is A0 size posters for a variety of requirements.

Publilégal's output consists exclusively of text with no graphics and is intended for indoor and outdoor display. All the yellow posters are hot laminated and have eyeholes added to fix them in place in the stipulated public locations, typically outdoors.

▀ Keys for success

The winning aspects that helped Konica Minolta win the selection process for the optimum solution to tackle all of Publilégal's challenges were that the KIP 7100, equipped with the 50-sheet cassette, met all their requirements for being able to print on demand, could handle large quantities of A2 posters on yellow recycled paper, make high quality A0 and A2 posters on white paper and speed up production times. Additional success factors were the reliable equipment, improved print quality and the 4-hour service response time.

The most compelling reason was that Publilégal can now satisfy its customers growing demands for higher quality, with shorter and extremely reliable turnaround times.

Publilégal was so impressed by the results after implementation of the KIP 7100 printer that it has now also bought two bizhub C25 printers, cementing a new business relationship.

▀ Improvements & benefits

The compelling benefits for the customer are:

- Having a product on the network to print PDF documents with much better quality
- Allowing all employees to increase productivity and print and respond to emergencies
- Giving employees more flexibility in their daily work because they no longer have to get up to go to the machine to make copies

▀ Customer statements

“Thanks to this device, we are able to considerably reduce poster production times, and are now able to respond more easily to last-minute requests and still meet the crucial legal deadlines. The production schedule can now be fulfilled, and the teams can dedicate themselves to other tasks.”



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- Some of the product illustrations contain optional accessories.
- Specifications and accessories are based on the information available at the time of printing and are subject to change without notice.
- Konica Minolta does not warrant that any prices or specifications mentioned will be error-free.
- All brand and product names may be registered trademarks or trademarks of their respective holders and are hereby acknowledged.

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