



KONICA MINOLTA

BETTER COLOUR QUALITY AND LOWER COSTS

✦ Afoi Triantafyllopouloi, Greece



SUCCESS STORY
PRODUCTION PRINTING

Afoi Triantafyllopouloi is a Greek print provider in the print-for-pay business. The customer was challenged by the need to boost productivity, improve quality, lower costs, and to print heavier media in 350 gsm. Konica Minolta successfully satisfied the demands by delivering the company's flagship production printing device, the bizhub PRESS C8000 with inline finishing and a print controller.

Customer presentation

Afoi Triantafyllopouloi is one of the largest companies in the country, and well known in the Greek print-for-pay business. It is not only a copy shop but also provides all printing solutions whatever the size or material.

The solutions it provides are digital printing, outdoor posters, building coverage, publishing, prints for cars and exhibition booths. With 15 employees, the print provider has a monthly print volume of up to 1,000,000 prints for the total company. Up to 300,000 prints are produced on Konica Minolta production printing devices.

Konica Minolta solution

To gain a strong competitive advantage, the customer was recommended to invest in the superior print quality of our bizhub PRESS C8000 for several compelling reasons: so that he could be more productive, have lower costs, and be able to print on 350 gsm media – and of course to enable the customer to cover its future needs as well. The bizhub PRESS C8000 was supplied together with a paper feed unit, a booklet finisher, and an external controller.

Previous installation

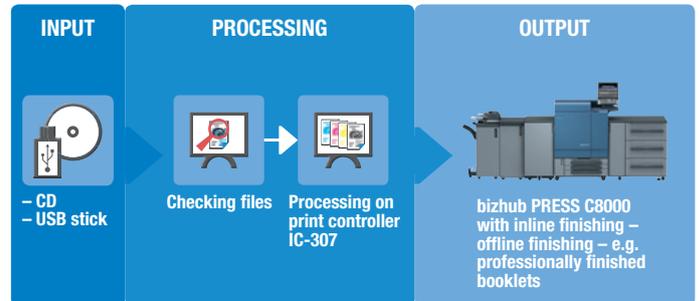
Previous installations were a Konica Minolta bizhub PRO 1050 and a bizhub PRO C6500. The new equipment was an addition to the current fleet. The customer still has production printing device supplied by the competition.

Keys for success

The key aspects that secured the contract were the print quality of the Konica Minolta machine, the ability to print up to 350 gsm, as well as the speed combined with the excellent reliability. The ongoing cooperation with Konica Minolta, and of course the personal relationship that has been established over the years, were also important factors.

Workflow

The customer brings in the file(s) to be printed on a CD. The file(s) is checked and then printed. Any additional finishing can also be provided without any problem (e.g. trimming).



Improvements and benefits

The customer gained an extra competitive advantage by offering its customers:

- Superior colour quality for the short-run jobs
- Low printing costs
- 350 gsm paper feeding
- Speed
- Reliability

Customer's comment

"We are very glad to have the new bizhub PRESS C8000 in our fleet to optimally provide our customers with final products with higher colour-quality, and at a lower price. This is a competitive advantage for us, especially given the state of the Greek market over the last two years. This investment will help us be even more competitive in future," says Mr. Triantafyllopoulos, owner of Afoi Triantafyllopouloi.

