

West Auckland Copy Shop achieves expansion with Pitney Bowes printing equipment.

New ability to deliver fast, reliable printing attracts new customers in New Zealand and overseas.

Client profile

West Auckland Copy Shop

- Small, Auckland-based copy and print shop.
- Services customers that require fast turnaround without additional features.
- Services include printing for customers in New Zealand, Kiribati, Fiji, and Tonga.



Overview

Since 2013, Kirabuke Mareko has been working to establish his printing business, West Auckland Copy Shop. The shop specialises in fast turnaround printing with customers ranging from local law firms to overseas businesses holding conferences in Auckland looking to print their materials locally, as well as government customers.

The success of the city-based West Auckland Copy Shop promoted Kirabuke Mareko to consider expanding to Fiji and Tonga. He was also working with the government of the Republic of Kiribati, a small nation in the Pacific Ocean comprised of reef islands, atolls, and one raised coral island.

Business goals

- Speed up turnaround on print jobs to attract more customers and avoid missing deadlines.
- Expand business to service Fiji and Tonga.
- Eliminate inefficiencies and costs created by unreliable equipment.

Benefits

- Faster, more reliable printers that cost less to maintain.
- Ability to deliver more print jobs in less time, hitting customer deadlines.
- Ability to expand business due to increased customer satisfaction.

“Working with Pitney Bowes has changed everything for West Auckland Copy Shop. We had a plan and ideas before and now, with the Pitney Bowes relationship and equipment in place, everything is kicking off and we’re growing fast. The Pitney Bowes relationship is instrumental in making these ambitions a reality.”

— Kirabuke Mareko, owner and director, West Auckland Copy Shop

Business need

Kirabuke Mareko, owner and director, West Auckland Copy Shop, said, "Our strength is in providing fast printing services where finishes such as high-gloss aren't a real priority. The business wasn't specifically looking to implement new printers however this quickly changed when we saw what Pitney Bowes had to offer."

West Auckland Copy Shop had also been servicing the government of the Republic of Kiribati with a local presence. The printers on the island were unreliable and relatively slow, delaying the printing projects. The business would benefit from implementing faster, more reliable printers.

Solution

Kirabuke Mareko visited the Pitney Bowes showroom, where he saw the RISO printers. He realised they could help expand the West Auckland Copy Shop services because they were speedy, cost-effective, and delivered the level of quality that its customers needed.

For example, many of the shop's clients are law firms needing to print a high volume of single-sided documents very quickly. West Auckland Copy Shop fulfils that need for them.

West Auckland Copy Shop purchased three RISO ComColor® series inkjet printers for use on the Kiribati islands, due to their fast speed and strong reliability. The high-speed inkjet technology was designed to prevent paper curl and reduce paper jams,

which means less maintenance compared with normal multi-function copiers.

In its city premises, West Auckland Copy Shop implemented the RISO ComColor 9150, which is fast, low-cost, and reliable. It has a very small footprint and can complete a 1,000-page document in as little as seven minutes.

Due to the expansion of the business, West Auckland Copy Shop ordered another four RISO ComColor FW5230 printers to be delivered over the duration of 2018.

Benefits

The speed and reliability of the new printers has delivered efficiencies and cost savings for West Auckland Copy Shop both on the islands and in the Auckland shop.

Kirabuke Mareko said, "On the islands, speed and reliability are important and that's what we've achieved with the RISO ComColor GD printers. Across both locations, we're spending less on maintenance and on parts for our printers, which means our expenses are lower and our margins are higher.

"The city shop has attracted more clients and we're not missing any deadlines because the printer is so fast. This is the number one machine in our shop because it's so quick; we can deliver 1,000 pages in less than 10 minutes, which is incredibly fast. This has led to an increase in customers and revenue, which will let us expand to Fiji and Tonga in the immediate future."

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Technology used

- RISO ComColor® GD 9630 and 7330 inkjet printers
- RISO ComColor® FW 5230 inkjet printers x 4
- RISO ComColor® 9150 and 7150 inkjet printers

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