



Production Print



Success Profile

COPY CATS

Facing a Fork in the Road, Copy Cats Chooses the Right Direction with Konica Minolta

CHALLENGE: Copy Cats had been in business for more than 20 years – starting out as a quiet copy center and growing as it performed traditional commodity print jobs – when owner Ed Terris began dabbling in the large-format arena. Posters, signage, etc. But a majority of it was being outsourced. And, as Terris noted, “In today’s print market, it’s not how much you can sell, it’s how fast you can do it.”

“We were facing a fork in the road doing the large-format jobs,” Terris recalled from his shop of 20 employees in New London, CT. “The question was ‘Do we just upgrade what we have and keep us where we’re at? Or do we invest in a brand-new unit and really hit the large-format market hard?’”

Copy Cats was using Konica Minolta units, like the bizhub PRESS® 1250, and sales representative James King kept stopping in “to check on things.” One day, Terris mentioned his large-format dilemma to King, who immediately proposed a solution: The Konica Minolta EFI H1625 Wide Format System.

SOLUTION: Terris requested a demonstration of the H1625 unit at the local Konica Minolta sales office and liked what he saw. Then a customer called for a job and Terris was once again going to outsource it, but his vendor couldn’t accommodate the format size. So he asked King if he could perform the job on the H1625 at the sales office. The office granted his request and the job turned out great. Terris’ customer – very pleased with the result – returned multiple times with more jobs. Terris performed two of the three jobs at the sales office. The third job was a large one, so Terris made an offer to Konica Minolta: Let me do this one big job in your sales office and I will buy the H1625. Done deal.

BENEFITS: Since he implemented the Konica Minolta EFI H1625 Wide Format System in the fall of 2015, Terris said, “Now we’re doing some really nice niche work with it. It’s definitely boosted the large-format area of business for me. It’s just a noticeable increase in what we do.

“It’s a very growing market for the quick signage. The Konica Minolta EFI H1625 Wide Format System allows us to do all of those things plus more. It’s given us a nice little niche in the marketplace.”

RESULTS: “The Konica Minolta EFI H1625 Wide Format System has allowed us to take on work that we would have never even mentioned to a customer or said we could do,” Terris said. “We do our everyday commodity printing on it, but we can now get into the specialty jobs on which we can put a premium markup. It allows more growth opportunities in the wide-format area, whereby most of the traditional commodity printing can only grow by volume. And it brings in more people when you show them the great samples. Not many shops can do what we can now do.”



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Terris not only praised the H1625 unit, but also lauded his sales rep. “James King has been very accommodating. Any issue we have, he addresses it right away. I’ve allowed him to bring in some potential buyers into my shop to demo the machine.”

“Konica Minolta has found solutions for difficult issues we’ve faced, from better financial solutions or a better fit for a machine, depending on the application we’re doing,” Terris said. “So they’ve been very flexible in what they can offer and they do a good job following up. They do a nice job overall.”

PRODUCT:

- Konica Minolta EFI H1625 Wide Format System



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