



KONICA MINOLTA



FASTSIGNS
More than fast. More than signs.™

FASTSIGNS EXPANDS FRANCHISEE'S BUSINESS OPPORTUNITIES BY ADDING TWO ACCURIOWIDE 200

NEW EQUIPMENT UPGRADE IMPROVES EFFICIENCY AND 'WOWS' CUSTOMERS

WHO

Monarch Graphics | FASTSIGNS® of Bonita Springs, FL, & Central Islip, NY

WHAT

Visual Communications Franchisee for FASTSIGNS

WHERE

Bonita Springs, FL and Central Islip NY

SOLUTION

AccurioWide 200 in Two Locations

SITUATION

The Monarch Graphics | FASTSIGNS® of Bonita Springs, Florida handled a steady business with large signage week-to-week, but its seven-year old flatbed printer from Canon was showing its age. Its second franchise location in Islip, New York, had even greater challenges with wide format jobs. Faced with a printer that was wearing out in Florida and operations in New York that lacked capabilities, owner Robert Haller decided to investigate his options. "We did not have the ability to print on a rigid substrate and had to print on a latex roll, cut it out and post it on a board," says Haller. With this arduous process, the New York location did not take many wide format jobs, and this labor-intensive operation made completing the work a time-intensive process as well.

Knowing the wide format segment of the print market is experiencing double-digit growth, Haller knew he was shortchanging his business strategy by not having newer, more efficient equipment in Florida,

and the capabilities to capitalize on this growth and customer needs in his New York location. He knew direct substrate output with the ability to still offer roll would give his businesses the capabilities it needed to leverage the growing market.

PIONEERING THE ACCURIOWIDE 200 IN TWO OF HIS FRANCHISE LOCATIONS, ROBERT HALLER, OWNER, LEVERAGES HIS COMPETITIVE ADVANTAGE TO ON-LINE PRINTERS AND HIS LOCAL COMPETITION.

"That's the key; it's no problem [to take on more jobs.] And, it makes the customer service people more at ease knowing that we can handle a quick job like a Friday afternoon, last minute request for real estate signs. We have more confidence as a business to know what we can handle."

Robert Haller, Owner



SOLUTION

Haller acquired a Konica Minolta hybrid UV LED AccurioWide 200 for each franchise location. He had a strong relationship with his Commercial Print Sales Executive, Holly Thomison, who previously sold him digital color presses. Thomison noticed the existing wide format equipment needed replacing, and knowing space was at a premium, she introduced Haller to Konica Minolta's AccurioWide platform which would fit better in both locations.

With his previous wide format system, Haller experienced fingerprints on substrates after the printed job and needed multiple layers of white to reach the quality his customers demanded. Both issues were solved with the Konica Minolta AccurioWide hybrid UV LED Printer. Even though the AccurioWide has the ability to do unlimited passes on white, Haller found one pass or one layer of white satisfied his customers increasing demand for high output quality.

"We used to have a big issue with was fingerprints on the substrates. With our old equipment we seemed to smear our hands on the substrate and with the AccurioWide it really does not show fingerprints."

Haller is now better positioned to handle more work, execute faster, and has the flexibility to market to new clients out of his New York location. Moreover, due to increased capacity between locations and the ability to share projects, he can better manage jobs, and no longer needs more space or additional workers.

In his first week, Haller completed 60 board jobs in Florida, which he never could have done before. His team can make an image pop with a single white layer (versus two) that they print on the second surface of an acrylic. AccurioWide opened the door to offering customers custom, high quality, fast output.

Even if the image isn't high quality, with the layer of white, they still look great – especially when backlit. Haller reports that his customers notice the image quality difference, and are 'wowed.'

Technical service and response time were important factors in the decision to choose Konica Minolta. It was not uncommon to wait three to five days for service technicians to be dispatched from other locations, but with local teams, needs are met within a day. Plus, paying for travel and service time for out-of-town providers cost more time and more money for a resolution to what could be a quick and simple fix.

"We are taking jobs now that we would have turned away before. The AccurioWide really enabled us to turn a variety of work faster with higher quality. The AccurioWide enables me to deliver a lot of jobs the same or next day with ease."

Haller is actively marketing his capabilities and generating more business, taking jobs that "we would have turned away before." His wide format business increased from 20 to 70 percent of his business output, and his employees are much happier. He attributes his success to the competitive advantage he has gained through superior image quality and a more efficient process, allowing him to compete with online companies unable to offer the same-day turnaround or quality.

Both Monarch Graphics | FASTSIGNS locations offer rigid signage, backlit signage, real estate signage, political signage, retail signage, cut-sheet digital press output, banners and point of sale displays. One of the more unique jobs Haller is now printing is custom playing fields and glass for pinball machines. Haller adds, "there are endless wide format graphic capabilities with Konica Minolta's AccurioWide 200 hybrid UV LED wide format inkjet printer."