

CASE STUDY



CONSISTENT COLOUR BROCHURES AND PROPOSALS, PRODUCED IN-HOUSE

How Oxbow, in partnership with FUJIFILM, helped Autoking bring large-format colour brochures and client proposals in-house with consistent results.



Customer background

Established in 2000, Autoking (autoking.co.za) produces a steady stream of client-facing print, brochures and proposals chief among it. Large colour work carries the business's name into the hands of its customers, which made the inconsistency of its existing setup a problem that showed up in front of exactly the wrong audience.

Case Study at a glance

Challenges

Large colour prints were not coming out at the quality or consistency the business required. Brochures and proposals produced on the existing device fell short of the expected standard. Reliability was uneven, making it difficult to commit to client turnaround with confidence.

Oxbow & Fujifilm Solution

Consultation to establish what the business prints and where the existing device fell down. Installation of the FUJIFILM C3060 for large-volume colour work with consistent output. Booklet maker and banner sheet feeder added, so brochures and proposals finish in-house.

Benefits and Results

Noticeably better colour quality across brochures and other client-facing materials. Consistency from one run to the next, so repeat work matches what came before. Professional, client-ready documents produced in-house from start to finish. Reduced reliance on external suppliers, with efficiency gains across the process.

CASE STUDY



The Challenges

Autoking's print work goes straight to its clients. Brochures and proposals are the documents that represent the business when nobody from it is in the room, so the quality of the colour on the page is not a cosmetic concern. The setup in place could not deliver that quality reliably, and it could not deliver it consistently from one run to the next.

Consistency turned out to be the sharper problem. A device that produces good colour occasionally is harder to plan around than one that is predictably average, because the business cannot commit to a client turnaround without knowing what will come off the machine. That uncertainty was the reason the company approached FUJIFILM.

The Oxbow & Fujifilm Solution

Oxbow started by understanding what the business prints rather than what it might want to buy. The requirement was clear once it was set out: better-quality colour on brochures and proposals, produced dependably enough to plan work around.

The FUJIFILM C3060 was installed as a multifunction device capable of handling large-volume colour with accuracy and consistency. Finishing options were specified alongside it, a booklet maker and a banner sheet feeder, so that brochures, proposals and other professional materials could be completed entirely in-house.

"The FUJIFILM C3060 with a booklet maker and banner sheet feeder, handling large-volume colour work with the accuracy and consistency that client-facing documents require."

The Benefits

The difference the team points to first is the colour on the brochures. Output is stronger, and more importantly it is consistent, which means the second run matches the first and the business can quote turnaround times it is confident of meeting.

Producing client-ready documents from start to finish in-house has reduced the reliance on external suppliers that used to sit in the middle of every job. The efficiency gain that follows is straightforward: fewer handovers, fewer delays, and more control over the work that carries the company's name, supported by the ongoing partnership between Oxbow and FUJIFILM.

Thinking about bringing your printing in-house?

Talk to Oxbow about a print solution built around how your business actually works.

enquiries@oxbowsa.co.za
www.oxbowsa.co.za
021 835 1400