

CASE STUDY

MARKETING POSTERS OFF THE WAITING LIST AND IN-HOUSE

How Oxbow, in partnership with FUJIFILM, helped a Cape Town business produce its own A3 marketing posters instead of waiting on supplier lead times.



Customer background

Established in 2006, this Cape Town business holds exclusive distribution rights for a wide range of popular products from leading local brands. Marketing materials are central to how those products reach the shelf, and until recently every poster and point-of-sale piece had to be requested from the manufacturers themselves.

Case Study at a glance

Challenges

Marketing materials had to be requested from manufacturers, on lead times outside its control.
What arrived did not consistently meet the quality the business wanted in front of customers.
An A4 mono device left no capability to produce A3 colour posters internally.

Oxbow & Fujifilm Solution

A FUJIFILM demonstration at the Oxbow head office showroom to assess output quality first-hand.
Installation of the FUJIFILM C2060, moving the business from A4 mono to A3 colour.
A configuration that produces marketing posters on demand with consistent colour across runs.

Benefits and Results

A3 marketing posters are now produced in-house, on the business's own schedule.
Lead times on marketing materials have been removed from the critical path.
Colour and print quality are consistent, and set by the business rather than a third party.
Printing and scanning capacity have both increased substantially against the previous device.

CASE STUDY

The Challenges

As exclusive distributors for a wide range of products from leading local brands, this Cape Town business depends on marketing materials to support what it sells. Posters and point-of-sale pieces are not an optional extra in distribution, they are part of how a product moves off the shelf.

The difficulty was that the business did not control any of it. Materials had to be requested from the manufacturers, which put lead times outside its hands, and what came back did not consistently meet the standard the team wanted in front of customers. With an A4 mono device in the office, producing anything internally was simply not possible.

The Oxbow & Fujifilm Solution

Rather than work through specifications on paper, Oxbow arranged for the team to attend a FUJIFILM demonstration at the head office showroom. Seeing the output quality and the speed of production first-hand answered the question the business actually had, which was whether in-house production could match what it had been receiving.

The FUJIFILM C2060 was installed, taking the business from an A4 mono device to A3 colour without a significant change to what it spends on print. The configuration produces high-quality A3 marketing posters on demand, with colour that holds consistent from one run to the next.

“The FUJIFILM C2060, enabling high-quality A3 marketing posters to be produced in-house on demand, with reduced lead times and consistent colour across every run.”

The Benefits

The business now handles much of its own marketing, which is a shift in position as much as capability. Posters are produced when they are needed rather than when a manufacturer can supply them, and the colour and quality standard is set internally instead of accepted from elsewhere.

The move from an A4 mono device to A3 colour happened without a significant increase in what the business spends, and both printing and scanning capacity have grown considerably in the process. It is a useful demonstration of what current print technology makes available to a business of this size, 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.

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