

CASE STUDY

LIFTING PRINT RESOLUTION AND CONTROLLING COST PER COPY

How Oxbow, in partnership with FUJIFILM, helped a Cape Town print shop raise output quality while bringing its cost per copy back under control.



Customer background

Established in 2015, this Cape Town print shop runs a busy commercial operation where output quality and unit economics both sit close to the surface. Its clients judge the work on resolution, and the business judges each job on what it costs to produce. The device in place was performing poorly against both measures.

Case Study at a glance

Challenges

High-resolution print quality from the existing device was falling short of what clients expected.
Cost per copy sat too high, putting pressure on the margin available on every job.
Both issues fed each other, affecting profitability and client satisfaction at the same time.

Oxbow & Fujifilm Solution

Consultation focused on resolution and cost per copy together rather than in isolation.
Installation of the FUJIFILM C3060, a high-resolution multifunction device for print environments.
Native FUJIFILM software on the device, removing dependence on third-party applications.

Benefits and Results

Higher resolution output that holds up to the standard clients expect.
Cost per copy brought back to a level that supports margin on everyday work.
Support for high GSM media, widening the range of products the business can offer.
Reliable day-to-day operation, lifting productivity and broadening the customer base.

CASE STUDY

The Challenges

A print shop lives or dies on two numbers: what the work looks like when it leaves the door, and what it cost to produce. This Cape Town business was losing ground on both. The device in place was not delivering the high-resolution quality its clients had come to expect, and the cost per copy attached to it was high enough to eat into the margin on every job.

Those two problems compound each other. Weaker output makes work harder to win, and a high cost per copy makes the work that is won less profitable. The business approached FUJIFILM specifically for its resolution and its competitive cost per copy, which were the two things it needed to fix.

The Oxbow & Fujifilm Solution

Oxbow set out the case for FUJIFILM on the strength and growth of the brand and on the technology built into the devices themselves. The emphasis throughout was on high-resolution output and on whether the device suited this particular workflow and environment, which is a different question from whether it performs well in general. One detail carried more weight than expected. The device runs on native FUJIFILM software rather than a third-party application, which for a business that depends on its equipment behaving predictably every day means fewer moving parts and one less thing to troubleshoot.

“The FUJIFILM C3060, a high-resolution multifunction device built for professional print environments, running native FUJIFILM software rather than a third-party application.”

The Benefits

The team points to the interface and the resolution as the two things they notice daily. The C3060 has settled into the workflow without the friction the previous device created, and the cost per copy now supports rather than undermines the margin on routine work.

The capability gain has been the surprise. Support for high GSM media has widened the range of products the business can quote on, which in turn has broadened the customer market it can approach. Reliability underpins all of it, with the ongoing partnership between Oxbow and FUJIFILM behind the device.

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