

CASE STUDY



REPLACING AN AGEING DEVICE WITH PRODUCTION COLOUR PRINTING

How Oxbow, in partnership with FUJIFILM, helped Rochelle Retail Solutions move to a device and a service relationship built to last.



Customer background

Established in 1979, Rochelle Retail Solutions (www.rochelleretail.com) has served the retail sector for more than four decades. Print sits close to the centre of that offering, which made the shortcomings of an ageing device, and the service that came with it, increasingly difficult to work around.

Case Study at a glance

Challenges

The existing device had stopped meeting the demands the business was placing on it.
Service from the previous supplier fell short of what an operation of this size requires.
Any replacement needed to be a long-term choice, capable of holding up for years rather than months.

Oxbow & Fujifilm Solution

A working demonstration of the FUJIFILM SC285, covering media handling, colour range and job management.
Installation of the SC285 with a fifth colour station, air-suction feeder and banner catch tray.
Revoria Flow SC22 for job and client profile management, with interchangeable marking modules.

Benefits and Results

Jobs now complete at a noticeably faster rate, lifting overall productivity.
Job Director editing features have streamlined workflow and day-to-day job management.
The expanded colour gamut on the device has gone beyond what the team expected of it.
Faster turnaround and consistent quality have fed directly into client satisfaction.

CASE STUDY



The Challenges

Rochelle Retail Solutions had reached the point where its printing setup was holding the business back rather than supporting it. The device itself no longer met the demands being placed on it, and the service relationship attached to it had become a second, separate problem.

Replacing equipment is a decision most businesses want to make once. What the team needed was not simply a newer machine but a solution with enough capability in reserve to stay relevant for years, backed by a supplier that would answer when called. FUJIFILM was introduced against exactly that brief.

The Oxbow & Fujifilm Solution

Oxbow and FUJIFILM demonstrated the SC285 together, showing how it handles diverse media types and what the optional fifth colour station adds to the colour range available. The Revoria Flow system was shown alongside it, with particular attention to how efficiently client jobs move through it.

The installed configuration pairs the SC285 and its fifth colour station with an air-suction feeder module for banner sheets and a standard banner catch tray. Revoria Flow SC22 handles job and client profile management, while interchangeable marking modules keep further colour options open.

“The FUJIFILM SC285 with a fifth colour station, air-suction feeder module and banner catch tray, running Revoria Flow SC22 for job and client profile management, with interchangeable marking modules.”

The Benefits

Since the SC285 and Revoria Flow went in, jobs complete at a markedly faster rate and productivity has risen with them. The team has been consistent in its assessment of the device's performance and reliability, and the Job Director editing features have taken noticeable friction out of managing work as it comes through.

The expanded colour gamut has gone further than the team expected, lifting the quality of everything the business prints. Faster turnaround, better output and smoother operations have combined into something clients notice, 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