

CASE STUDY



SERVING WALK-IN AND PRINT-ON-DEMAND FROM ONE DEVICE

How Oxbow, in partnership with FUJIFILM, gave STIKKA a single device able to switch between counter work and print-on-demand without slowing down.



Customer background

Established in 2010, STIKKA (www.stikka.co.za) runs two kinds of work through the same shop. Walk-in customers arrive expecting to be served while they wait, and print-on-demand jobs come through alongside them. Both have to be handled on the same equipment, on the same day.

Case Study at a glance

Challenges

Walk-in customers expect to be served while they wait, which puts speed ahead of everything else. Print-on-demand work runs alongside that counter traffic on the same equipment. Print, scan, copy and document management were all part of the same daily requirement.

Oxbow & Fujifilm Solution

Consultation on how walk-in and print-on-demand work actually move through the shop.
Installation of the FUJIFILM C3570 Multifunctional Printer as a single versatile device.
A configuration covering print, scan, copy and document management for both workflows.

Benefits and Results

Walk-in and print-on-demand work now run through one device without conflict.
Print, scan, copy and document management handled in a single machine.
Versatility across job types, so the device suits whatever comes through the door.
A simpler setup to operate and maintain in a busy shop environment.

CASE STUDY



The Challenges

STIKKA handles two workflows that pull in different directions. Walk-in customers arrive expecting to be served while they wait, which makes speed and immediacy the priority. Print-on-demand work runs on a different rhythm, arriving as jobs rather than as people, but it competes for the same equipment and the same hours.

Running both through one shop means the device in the middle has to be genuinely versatile rather than optimised for either. It needs to handle print, scan, copy and document management as a matter of course, and it needs to move between a quick counter job and a queued print-on-demand run without becoming the bottleneck.

The Oxbow & Fujifilm Solution

Oxbow specified around the shop's actual working pattern rather than around print volume alone. The requirement was a device flexible enough to serve two different workflows without either one waiting on the other.

The FUJIFILM C3570 Multifunctional Printer was installed on that basis. It handles the full range of print, scan, copy and document management tasks, and it is suited to walk-in and print-on-demand workflows equally, which is the specific quality that matters in a shop where both arrive on the same day.

"The FUJIFILM C3570 Multifunctional Printer, a versatile device handling print, scan, copy and document management, suited to both walk-in and print-on-demand workflows."

The Benefits

One device now covers both sides of the business. Counter work and print-on-demand jobs run through the same machine without the compromise that usually comes from specifying for one and tolerating the other.

The practical gain in a shop this size is simplicity. There is one device to operate, one to maintain and one relationship behind it, which frees the team to concentrate on the customer in front of them rather than on the equipment, 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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