

CASE STUDY



STREAMLINING IN-HOUSE PRINTING FOR MARKETING & ADMINISTRATIVE NEEDS

How Oxbow, in partnership with FUJIFILM, helped VDP Distributors bring marketing materials, branded collateral and administrative printing in-house on a single multifunction device.



Customer background

Established in 2021, VDP Distributors (www.vdpdistributors.co.za) has built a reputation for reliable, efficient distribution and strong client service. Alongside its core distribution operations, the business relies on professionally produced marketing and administrative materials to support its day-to-day dealings with clients and suppliers. As the business grew, so did the volume and complexity of its printing requirements.

Case Study at a glance

Challenges

The customer initially approached Oxbow in search of a new office printer to handle everyday invoicing and administrative printing tasks.

During the discussion, Oxbow discovered the business was outsourcing a significant portion of its marketing materials to external suppliers.

This reliance on outsourcing created ongoing challenges, including limited control over print runs, difficulty accommodating last-minute project changes, and wasted prints, which negatively impacted both resources and cash flow.

Oxbow & Fujifilm Solution

Oxbow recommended the FUJIFILM Apeos range, equipped with an added finisher, as a single in-house printing solution.

The solution enabled the customer to bring all marketing and administrative printing in-house, removing the waste and cash-flow loss caused by outsourcing.

The Apeos range meets all current printing requirements with exceptional quality, while the finisher produces booklets, brochures and branded materials on demand.

Benefits and Results

Brought all marketing and administrative printing in-house, eliminating outsourcing costs and reducing wasted prints.

Improved cash flow through better control over print runs and project changes.

Delivered professional-quality, on-demand booklets, brochures and branded materials with full in-house control.

Created new revenue opportunities, enabling the business to offer additional printing services to its own distribution clients.

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CASE STUDY



The Challenges

VDP Distributors approached Oxbow in search of a new office printer capable of handling everyday invoicing and administrative printing. During initial consultations, however, Oxbow identified a bigger opportunity: a significant portion of the company's marketing materials was being outsourced to external print suppliers.

This reliance on outsourced printing brought ongoing operational challenges. Limited control over print runs made it difficult to respond quickly when project requirements changed, often resulting in wasted prints. These inefficiencies placed unnecessary strain on time and resources and ultimately affected the business's cash flow.

The Oxbow & Fujifilm Solution

To resolve these challenges, Oxbow recommended the FUJIFILM Apeos range, fitted with an added finisher, giving VDP Distributors the ability to bring all of its marketing and administrative printing in-house. This eliminated the waste and cash-flow strain caused by outsourcing, while ensuring consistent, high-quality print output.

The Apeos range comfortably meets all of VDP Distributors' current printing requirements, delivering exceptional quality on every job. The added finisher allows the team to professionally produce booklets, brochures and other branded materials on demand, giving them full control over turnaround times and the flexibility to expand their capabilities as the business continues to grow.

"The customer was equipped with the FUJIFILM C3570 with the B4 booklet maker, providing a high-quality, all-in-one solution for in-house printing of booklets, brochures, and other materials."

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The Benefits

Bringing all printing in-house has eliminated outsourcing costs and reduced waste, while improving cash flow and delivering consistently professional-quality materials. The new solution also provides on-demand flexibility, allowing VDP Distributors to respond quickly to changing project needs without delay.

Beyond solving these immediate challenges, the upgrade has opened up further possibilities for the business. VDP Distributors is now equipped to offer additional printing services to the very clients they distribute products to, turning an internal efficiency gain into a new potential revenue stream, all supported through 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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