



KONICA MINOLTA

## Case Study September 2016

### Customer Profile

Based in Kuwait, Koot Al Watan Press has been in the printing industry for over 15 years. Although they specialize in many different forms of media and commercial printing, technology is moving on and they have had to consider some major changes to their business strategy in order to remain competitive and ahead of the game. Customers are now requiring faster turnaround of work without the loss of quality and the only way to make this happen was to consider moving some of their offset work to digital. This was an important and major step; they needed to find a supplier who could work with them during the transition period and offer that extra support that would be required.

### Challenge

Most of Koot Al Watan's work is short run four color brochures and flyers, it was proving to be expensive with every job coming into the business requiring plate making, cutting of paper and setting up of the presses, all of which was time consuming and labor intensive making it difficult for them to be competitive in the market.

### Solution

They approached a number of different manufacturers and the cost of the hardware plus the quality of the output was high on their criteria for selection. The new machine also had to be operator friendly, as Koot Al Watan wanted to train a member of their current team with little or no experience how to run the new digital press. It also had to be able to handle the many different types of media weights, plus an SRA3 sheet size, enabling them to start to transfer some of their work from the offset presses to the new machine.

Koot Al Watan Press made contact with Al Mulla and they arranged a demonstration on the Konica Minolta Bizhub PRESS C1085 in their showroom in Kuwait.

"The machine lived up to our expectations" said Mr. Ramzan "It was everything we were looking for and more. Al Mulla delivered the machine on schedule and carried out the installation and the training of a new operator as promised, since the installation Al Mulla has given us excellent support, not only from a technical point of view, but also in advising us on best practices to promote the Konica Minolta C1085 and the type of new work we can start to undertake"

### Future

The future for Koot Al Watan press is looking promising, they have started to move some of their work from the offset presses to the new C1085 and jobs are being turned around much faster, increasing both their productivity and turnover. They are starting to diversify their business, enabling them to offer more services to their customers and going forward hope to move 40% to 50% of their offset work to the new digital press.



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AL MULLA GROUP



Koot Alwatan Printing Press

Giving Shape to Ideas