



KONICA MINOLTA



Case Study September 2016

Customer Profile:-

German Press is ranked as one of the best commercial printers in Kuwait, with an excellent reputation for quality and service. Situated in heart of the city on the Newspaper Street their forward thinking approach and innovative designs put them ahead of their competitors.

Established in Kuwait for over 23 years, they have predominately been known as a printing house. With an impressive range of eight colour Komori and Heidelberg presses, working 24 hours a day, their attention to customer satisfaction, punctuality and delivering work on time to their customers, has always been a high priority.

Challenge

Previously they had a digital machine, but it was not able to handle the heavier weights of media that they required, for some of their work. They needed a machine that was quick and easy to use, but was also robust enough for the type of demanding quality of work that was required. Their previous machine was over four years old and it really needed to be replaced, so they decided to look at the market for new and innovative technology that would enable them to diversify even further.

German press attended a local exhibition in Kuwait, organized by Al Mulla and partners; they saw the Konica Minolta bizhub PRESS C1100 for the first time and straight away saw the obvious business benefits of the machine. For example, being able to run business cards on 350gsm on both sides in one pass, would be a great advantage and speed up production, this was only one of the many advantages the new Konica Minolta machine would bring. "Running costs played an important part in our decision, we looked at other manufacturers but the actual price of the machine, plus the running costs that we could save, it was an easy decision to make." said Mr. Ali Paliwala Press Manager.

Solution

The Konica Minolta PRESS C1100 with the fiery command workstation was purchased only five months ago, but during that time they have produced over one million prints. The machine was installed and operator training was carried out right away. "Al Mulla has given excellent after sales support and that is very important to us, more important than the price of the machines." Said Mr. Ali Paliwala.

The machine is used for producing, Educational Course Material Printing, flyers, leaflets and personalized, using variable data software. The C1100 has become a central part of the business process, as work comes into the organization, the decision is made to print digital or litho depending on the run length and type of media that is required, the new PRESS C1100 has complemented the workflow and enabled the work to be completed on time

Future

German press currently employees 250 staff in Kuwait and are looking to expand even further. They have recently purchased another company in Dubai which is predominately running Publishing and Packaging. When asked about what their future plans for investment would be, Mr. Ali Paliwala said "They would definitely be looking at Konica Minolta equipment when purchasing in the future."



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