



KONICA MINOLTA



Case Study February 2017

Customer Profile:-

Golden Paper Cups Co. LLC is an Emirati business located in Ajman UAE. Owned and Managed by Mr. Mohammed Al Hatem, an Entrepreneur who started his career in the packaging industry in 2009, after studying at the American University here in Dubai and graduating with an honorary bachelor's degree in architecture and fine arts. After leaving university Mr. Al Hatem decide to make use of his extensive academic knowledge, to push the packaging business he runs forward with imagination, designs and ideas. This obviously worked as the company now currently employees over 50 members of staff and is still expanding.

Findings:-

One of the products in their extensive printing portfolio was the branding paper cup printing business, which operates 24 hours a day. The business realized that there was a gap in the market for printing of bespoke paper cups. Golden paper Cups Co. offers a fully personalized graphic design service offering an end to end printing finishing and delivery. They have customers across the whole of the GCC region and also exports outside the region.

Challenge:-

The company has an excellent reputation of delivering first class service to both large and small business. But one of their challenges was to be able to produce shorter run lengths for bespoke good quality cups at a competitive price. Print runs are getting smaller and smaller, this trend comes from the fast moving consumer goods and retail business. Companies in these markets continuously need to engage the consumer with appealing, customized, seasonal or even personalized messages. GPC were using both litho and flexo printing for the larger print runs, but when a customer required a smaller quantity the cost of producing the cup was not cost effective.

"Every job we receive is different said Mr. Al Hatem, it's important that we look at the whole job to ensure we place the right job on the right machine, we have to take into account the quality required, the run length, the stock to be printed on and of course the art work for the cup. All the elements are required to ensure we place the correct job on the correct machine.

Solution

Mr. Al Hatem decided he would investigate producing the shorter run lengths on digital equipment; one of the main stumbling blocks he had to overcome, was the stock he was running was coated on one side and was heat resistant on the other. He looked at various manufactures equipment and carried out rigorous testing on the stock. He approached Juma Al Majid group (who is the distributor of Konica Minolta machines located in Dubai) he went along to their showroom and was impressed with the consistency of the print, but more importantly the way the machine handled the different weights of stock and the low fusing temperature of the toner onto the paper, this was a critical part of the criteria to purchasing the correct machine.

In April 2016 Mr. Al Hatem purchased a Konica Minolta bizhub PRESS C1085 with air suction belt paper feed system for all their short run work. He went on to say "I am delighted with the machine, which has enabled me to turn round the short run work much quicker and the after sales training and service support from Juma Al Majid has been very good, I defiantly made the correct choice". The good news is Mr. Al Hatem is so pleased with the bizhub PRESS C1085 he has just placed an order for a second machine.



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Golden Paper Cups Mfg. Co. LLC

Giving Shape to Ideas