



### Investing for future growth

Running a commercial print business is no easy feat and as most professional printers know, you take each day as it comes. This is no different for Colin Johnston and the team at Kwik Kopy Artarmon. However, Colin believes that investing in the right technology is key to future proofing your business and that this strategy has helped him survive one of the toughest periods the commercial print industry has seen.

Kwik Kopy Artarmon has been in business for 22 years, with Colin at the helm for the last 12. Currently with four staff, it services business customers with a focus on design and print of high quality colour brochures, product catalogues, business cards and stationery.

With 81 percent of the business coming from digital and 19 percent from traditional offset printing, Kwik Kopy Artarmon needs reliable equipment to ensure the digital business is continually up and running.

### Issues

Fast customer turnaround time has always been expected in the commercial print industry and Kwik Kopy Artarmon is no exception, with 50 percent of its customers needing their jobs completed within 24 hours.

“With more and more of our business in digital, we knew we needed to invest in the right equipment to service our customers’ needs. In the past we haven’t had the capability to undertake all our work in-house and as a result have had to outsource. This had a significant knock-on effect for turnaround times and our profitability.”

- Luke Slattery, Business Manager, Kwik Kopy Artarmon.

### At a glance

#### Company

Kwik Kopy Artarmon  
[www.artarmon.kwikkopy.com.au](http://www.artarmon.kwikkopy.com.au)

#### Industry

Commercial Printer

#### Canon products used

imageRUNNER C5180, imageRUNNER 105, imageRUNNER ADVANCE C9065 PRO, imagePROGRAF 6000S

#### Benefits

Outsourcing decreased by 20%  
Increased gross margin line  
Improved customer turnaround time



Kwik Kopy Artarmon has a long standing relationship with Canon and has always had a mix of Canon and Konica Minolta equipment. However, as Kwik Kopy Artarmon's needs evolved it gradually moved to a full Canon house for all its digital requirements.

## Solution

Over the last six years Kwik Kopy Artarmon has invested in Canon's imageRUNNER C5180, an imageRUNNER 105 and most recently the imageRUNNER ADVANCE C9065 PRO. The business also invested in an imagePROGRAF 6000S for its large format requirements.

“We analysed and compared Canon's light production colour machines to other offerings in the market and ultimately we preferred the print quality of Canon. Its high level of service, professional account management and consultancy also positioned Canon favourably.”

- Colin Johnston, owner, Kwik Kopy Artarmon.

Kwik Kopy Artarmon's most recent acquisition, the colour imageRUNNER ADVANCE C9065 PRO, which includes professional puncher, sheet inserter, and saddle stitch finisher with inline trimmer, was purchased to produce brochures and product & training manuals in both short and long print runs.

With very few two spot colour runs and the length of runs rapidly decreasing, it made sense to invest in a digital machine that could cost-effectively handle these types of jobs and still produce a high level of quality.

In April 2010 last year, Kwik Kopy Artarmon also installed an imagePROGRAF 6000S for its large format requirements.

“Although wide format printing is a small part of our business, it is very profitable and is a big benefit for us to be able to offer this service in-house,” said Colin.

“As we are so reliant on our digital equipment, service is extremely important in keeping our business up and running. Canon's dual back-up system means that if you have an issue with a machine and have jobs that need to be finished quickly, we are able to use Canon's print production facility at North Ryde to complete the work, with minimal delays to customers.

## Results

We are a stronger company as a result of our partnership with Canon. By investing in the right equipment, we were able to improve productivity and turnaround times while completing more work in-house.

“In the last six months since installing the colour imagePRESS C9065 PRO our outsourcing has decreased by 20 percent and with more jobs completed in-house we have significantly improved our gross margin line.”

For information on Canon's production print products visit [www.canon.com.au/pps](http://www.canon.com.au/pps)

**Canon**