

Production of Style

Longina Phillips Designs is Australia's biggest textile and design studio, based in Sydney with agents in the USA (NY & LA) and the UK. It provides some of Australia's most famous fashion houses with designs based on forecasted trends and prides itself on producing perfection for its clients.

The design studio is an impressive sight. Bright fabric swatches cover the office and 15 designers work tirelessly to generate and proof their designs. These designs are sketched and scanned, then digitised and enhanced with a range of software products before being finally output as proofs. Unfortunately, the business workflow was in recent years hampered by a printer that took up to 30 minutes to print a single page of design for proofing.

The previous slow proofing set-up had a two-fold impact on the business: it limited the output produced per day and also cost around 40 cents per page. For a large design studio, high print volumes are unavoidable due to internal checking and sign-off processes and the need to send high-quality colour-accurate proofs to clients.

The company was also looking to update its scanning technology as the previous hardware could take up to 12 minutes per scan, creating further disruption to workflow.

Case Study

Longina Phillips Designs speeds up style and cuts costs.

Industry

Fashion textiles design

Canon Products Used

Canon imagePRESS C1

Key Benefits

- Massive time savings
- Operational cost savings (88%)
- User-friendly



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The Solution

Colour was a top priority for these professional designers. After extensive review and testing of products from various manufacturers, the business decided that a Canon imagePRESS C1 was the preferred and most cost-effective solution for the design studio. The implementation took a couple of days with the Canon support team training the Longina Phillips Design staff on the new technology.

“The imagePRESS is very user-friendly so my designers were able to quickly pick up the functions and maximise the use of its capabilities.” Lola Phillips said.



The Result

Within two months of installing the device, Longina Phillips Designs could see very clear benefits to the business in terms of workflow improvements and a measurable reduction in operational costs.

According to Lola Phillips, the colour and print quality is superior to the previous device enabling the business to take on additional work load and now print 40% of their work from the machine. Print time was reduced from 30 minutes per page, to mere seconds, with a similar reduction realised for scanning. According to Phillips, the time involved in approving designs, adjusting colours and sending proofs out to clients has been more than halved.

“We are thrilled with what we can now do – dedicate our time to producing the best textile designs possible, in an efficient, responsible and cost effective way.”

“The ability to send 40% of our work to a faster machine provided an opportunity to deliver a much bigger variety of designs to our clients in a shorter space of time. The time saving has made a huge difference, speeding up internal processes and allowing us to take on more work,” Lola said.

The business is also using the double-sided print option, which has led to a massive reduction of print waste and cost.

“The Canon imagePRESS C1 has reduced our printing and copying costs by 88% per page. For a business that can print up to 300 pages per day, this is a significant and very welcome cost saving,” Lola said.