

## **Case Study Worldwide Online Perth (CBD)**



## **Adapting to change**

Running a print shop in any form is a challenge and with 25 years experience in the professional printing market no one knows this better than Alan Falkson.

After successfully owning and managing print company, Print Hotline for 15 years, Alan was always going to turn his next printing venture into a success. Drawn to the hub and spoke set-up of Worldwide Online, Alan purchased the Central Business District franchise in Perth's West End in 2000.

Located in Perth's historic Queen Victoria I Building, the business started with three staff and has since grown to seven, who work mainly across sales, digital and design services. This expansion is a testament to Alan's ability to adapt to changes in the market and customer demands.

According to Alan the key to success is location, reliability and price. "Knowing what your customers' want and delivering quality every time will ensure they not only come back, but they recommend you to others," said Alan Falkson, owner, Worldwide Online Perth West End (CBD).

So when customer demand for high quality, short-run, colour prints increased, Alan knew it would be wise to invest in a digital machine that would allow him to compete on cost, without compromising on quality.

"The past 12 years have seen a significant change in customer demand which has transformed our business. We have gone from 20 per cent digital and 80 per cent offset to 65 per cent digital and 35 per cent offset," said Alan.

# At a glance

#### **Company**

Worldwide Online Perth (CBD) www.worldwide.com.au

#### **Industry**

Print-for-Pay

#### **Canon products used**

imagePRESS C6000; imagePRESS 1110 LITE; imageRUNNER ADVANCE 9075; imagePROGRAF 8300

#### **Benefits**

Offset like quality on digital machine Entered new markets due to wider range of services Decreased the need to outsource work

## **Implementation**

"We looked at various solutions, but came to Canon imagePRESS C6000 for several key reasons. First, in our view, its toner technology meant it was the only vendor on the market that created the look and feel of offset print. The prints are non-reflective and don't crack when folded, even with matt coated stock it is difficult to tell the difference.

"Secondly the speed is tremendous and third it accommodates supersheening, whether matt or gloss, and with up to 50 per cent of our work being laminated this is a real bonus. The suction feeder is also a major benefit to us, it means that registration is guaranteed to within half a millimetre tolerance, which is great for double sided printing," said Alan.

The imagePRESS C6000 adds to the full range of Canon machines at the Worldwide Online Perth West End (CBD) franchise. Overtime Alan has invested in imagePRESS 1110 LITE for monochrome and the imageRUNNER ADVANCE 9075 for internal presentation style print jobs. With the installation of Canon's large format printer imagePROGRAF 8300 (44") for its posters and banners, Worldwide Online Perth West End (CBD) will become a full Canon house.

Despite Alan's investment in digital, he is not turning his back on the offset market.

"There will always be a place for offset, certainly in the longer runs. Being part of Worldwide Online means I can access offset printing anytime through our offset hub in Cannington and still see real pricing benefits," said Alan.

With customer deadlines getting shorter, maintenance was a key factor in Alan's decision to select Canon. "As the digital hub for Worldwide in Perth, 20 per cent of our work comes from other smaller franchisees, so we can't afford to have our machines go down for any length of time. Canon's preventative maintenance was a key factor in our decision," continued Alan.

Canon's unique proactive remote management software, eMaintenance, has an eMonitoring system that watches over the Canon devices 24/7 providing preventative maintenance and often handling potential issues before the business even knows the problem exists.

Canon's full preventative maintenance programme means that the printers are running at optimum performance at all times. 77

"We have picked up larger corporate clients recently and these companies need to know their jobs are going to be delivered on time. Canon's two hour service turnaround time means we can have confidence that we will be able to meet the requirements of customers such as these," stated Alan.

#### **Benefits**

Installing Canon devices has allowed Worldwide Online Perth West End (CBD) to enter new markets. "We are now winning a lot of work from the real estate sector and from the oil and gas world, thanks to high quality printing combined with tight turnarounds.

The imagePRESS C6000 has allowed us to undertake more specialised work in-house, such as printing onto vinyl. We are also pioneering new products like raised UV business cards. 77

"As a great deal of our print jobs need supersheening, before we purchased the C6000 we had to outsource a large portion of this work. Now with the non-stick quality of the imagePRESS, we can manage almost all this work in-house, which means we aren't losing margin."

By continuously adapting to the changes in the market place and investing in technology that meets his customers' needs, Alan has been able to grow his business and stay ahead in the competitive print market.

For more information on Canon's business solutions visit www.canon.com.au/en-AU/Business

