



KONICA MINOLTA



# PERFORMANCE, EXCELLENCE AND RELIABILITY

KONICA MINOLTA DELIVERS BENEFITS TO 8 DAYS A WEEK

**&ight** | days a week  
print solutions

Giving Shape to Ideas



## KONICA MINOLTA PROVIDES EIGHT DAYS A WEEKS PRINT SOLUTIONS WITH THE PERFORMANCE EXCELLENCE AND RELIABILITY NEEDED TO MEET STRICT CUSTOMER PRINT AND DIRECT MAIL

**"LANCE HILL COMMENTED, "COMPARING THE SAME JOBS AS THE OTHER MACHINE, THE KONICA MINOLTA SOLUTION IS RUNNING 38% QUICKER AND THE QUALITY IS BETTER"**

Lance Hill,  
Managing Director  
Eight Days a Week

### EXECUTIVE SUMMARY

Award-winning Print & Direct Mail specialist Eight Days a Week Print Solutions (EDWPS) was looking to update its production facilities. The Nottingham-based company wanted to invest in a new toner-based solution that would deliver higher quality short-run jobs and featured the right combination of technology and support.

Step forward Konica Minolta Business Solutions (UK) Ltd and a combined solution of its AccurioPress C14000 and unique IQ-501 Intelligent Quality Care unit. Following a smooth and straightforward installation, the solution now delivers 38% higher speeds and improved quality, along with increased paper stock options. Eight Days a Week now has the reliability and performance it needs, with the service and support that are essential for its operations, which are enabling it to consider new markets and products to further expand its offering.

### CUSTOMER PROFILE

Eight Days a Week Print Solutions is an award-winning Print & Direct Mail specialist based in Nottingham. With a range of print solutions, it prides itself on delivering consistent high quality at every stage and the best results every time, with no job too big or too small.

From print production through to data services, Eight Days a Week's tried and tested processes are highly efficient, secure, and trusted, enabling it to deliver the best products and services to deadline and without compromise, to consistently excel above its competition.

### CHALLENGES

A large percentage of Eight Days a Week's output is high quality mail, with 90% being sent through the post. This is a mixture of advertising mail, along with critical mailers for pharmaceutical and healthcare providers, which are strict in terms of turnaround time. It is therefore imperative that its production

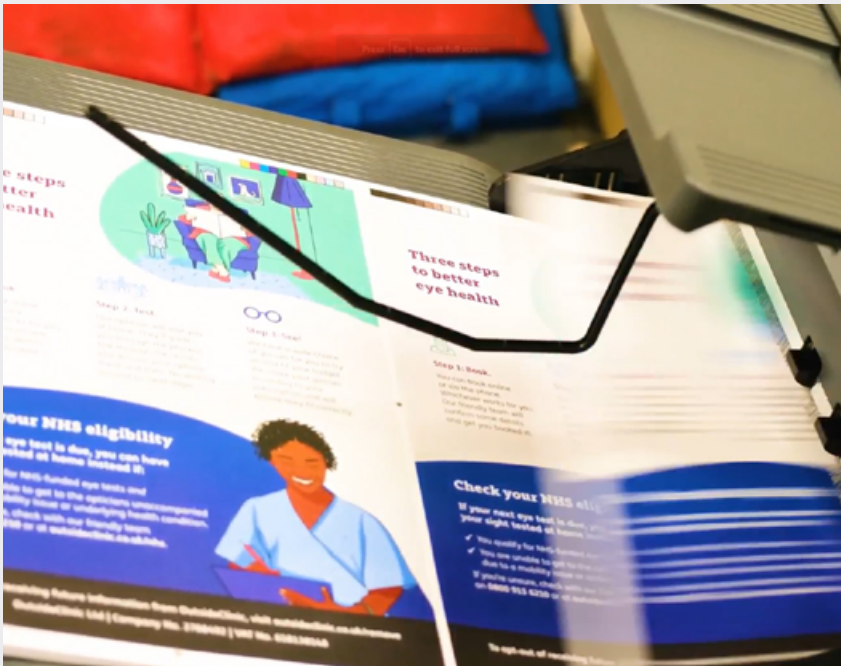
capabilities meet these demands.

Eight Days a Week consistently invests in the right technology to fulfil its production needs and to meet the rigorous demands of its customers. Having already recently invested in its inkjet capabilities, the company's next investment would be in a toner-based solution that would deliver higher quality short-run jobs to fulfil this crucial production area.

With its incumbent inkjet print solution suitable for low ink coverage and higher volume applications, Eight Days a Week had reassessed its commercial and operational needs before seeking an additional device to expand capacity. As the short-run, high quality workload increased it became clear that the existing sole toner-based colour device could not cope with the throughput, which was putting the business under pressure, as deadlines were starting to be put in jeopardy.

Having thoroughly researched the potential providers and individual options available (including via independent specialists and other





similar business owners), Eight Days a Week contacted Andrew Lamb, Production Print Specialist at Konica Minolta Business Solutions (UK) Ltd, to find the best solution in terms of performance, reliability, and suitability for the Nottingham facility.

## SOLUTION

Lance Hill, Managing Director of Eight Days a Week stated, "We had a clear idea on the specification of toner based solution we needed, including output and even the physical footprint to match the space we had available. Having heavily researched our requirements and taking advice from other trusted parties, we contacted Andrew for specific advice on the right equipment for the job. Following detailed discussions it became clear that the Konica Minolta AccurioPress C14000 with the unique IQ-501 Intelligent Quality Care unit was the ideal combination for our needs."

As Konica Minolta's flagship cut-sheet colour toner model, the AccurioPress C14000 delivers unprecedented print quality, amazing media flexibility and the highest degree of automation. With speeds of up to 140 ppm and with three 900mm feeders, the AccurioPress C14000 expertly tackles a variety of print jobs with consistency, reliability, ease and efficiency on a wide array of media.

The unique IQ-501 Intelligent Quality Care unit takes automation of print to the next level by ensuring smart, powerful, and automated adjustments for image position, registration and 100% accurate colour control, with hybrid colour measurement and real time correction for printed output. By using both the AccurioPress C14000 and the IQ-501, Eight Days a Week has the perfect combination to complete a range of different tasks, from high coverage, high quality jobs that require heavy stock, to print on demand jobs or high-volume orders, which can see as many as 15 to 20 switches a day to fulfil customer orders.

"The implementation and installation of the machine was really, really smooth, with literally no snags at all and very straightforward," commented Lance. "The team turned up when they said they would, did what they said they would do, and it took as long as they said it would take. The management of the expectations was very positive."



**"IF A MACHINE GOES DOWN, WE NEED TO VERY QUICKLY GET A RESPONSE AND AN ENGINEER OUT TO GET IT BACK UP AND RUNNING. THAT HAS BEEN VERY IMPRESSIVE, I HAVE GOT TO SAY THE RESPONSIVENESS OF THE KONICA MINOLTA TEAM HAS BEEN EXCELLENT."**

Lance Hill,  
Managing Director  
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## BENEFITS, RESULTS, ROI, FUTURE

Production speeds and the variety of jobs that the Konica Minolta AccurioPress C14000 can complete are important benefits, as Lance Hill commented, "Comparing the same jobs as the other machine, the Konica Minolta solution is running 38% quicker and the quality is better. We can use a broader range of substrates, with much heavier paper weight as we can go up to 450 grams. This in turn gives us more options in terms of jobs we can do and customers we can work with. We can also print on bigger sheet sizes too, which again gives a broader range of things we can offer our customers where in the past we may have to have outsourced it to somebody else."

The Intelligent Quality Care unit has also proven to be a significant advantage for operations. "Increased quality is another major benefit. The IQ-501 unit scans every sheet and we see straight away where a problem is – something which none of the other manufacturers have the ability to do. Traditionally, if you were running a job you weren't noticing the quality issue until you pulled the stack off the machine, flick through it and see the problem. You would then have to go

back through and trace the issue, which is time consuming, wasteful, and costly. This is a big plus point for the Konica Minolta solution."

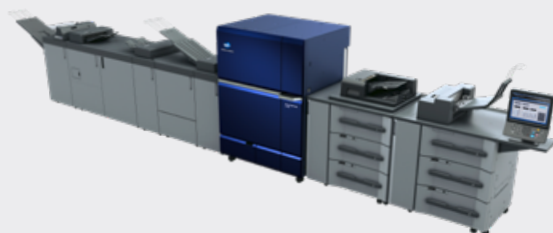
In a fast-paced working environment, the new solution from Konica Minolta has proven to be the ideal setup for meeting customer demands, as Lance added, "The fact that we can load different papers, almost at the touch of your button to switch between yields very quickly, is important for us. We are often under a lot of pressure to get jobs completed to strict deadlines, so the turnaround time and machine uptime are vital to our business."

Service and support have equally been important to Eight Days a Week, "Konica Minolta's people have been really, really good. When we first talked about what the device could do and what our needs were, what really impressed me from the outset, rather than just a sales account manager visiting us, he also brought the engineering manager as well who manages the service team, because that was key. It's the operators that are running the machine and if you have any issues or the machine goes down, those guys need to very quickly get a response and an engineer out to get it back up and running. That has been very impressive, I have got to say the

responsiveness of the Konica Minolta team has been excellent."

With the reliability and performance from the AccurioPress C14000 and IQ-501 unit, Eight Days a Week now has even broader scope to consider different avenues in terms of products and markets. With the ability to use bigger sheet sizes the company can consider additional areas such as point of sale or short-run packaging, or small format packaging. Lance concluded, "It is helping us to diversify in what we do. We have already seen the impact of what it can achieve but I think there is a lot more we can do to push it into other areas. With the range of equipment we've got, we can offer a very broad service and offering to our client base and new prospects that we're talking to, and also ensure that we maintain the high standard and high service level that we're well known for."

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**LET'S TALK**

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