



**CCS IN COLLABORATION
WITH KONICA MINOLTA
HAS HELPED CONSOLIDATE,
RATIONALISE, AND STRENGTHEN
ASPEN CORPORATE SHORT RUN
PRODUCTION CAPABILITIES**

ASPEN CORPORATE STRENGTHENS ITS SHORT RUN DIGITAL PRODUCTION PRINT WITH CCS AND KONICA MINOLTA

EXECUTIVE SUMMARY

To meet the demands of an evolving market, commercial printer Aspen Corporate was looking to rationalise its short run printer fleet. With an aging range of presses and equipment, which had grown organically through a complex history of customer jobs and bespoke requirements, the company was looking to invest in a new consolidated fleet which would meet its current and future needs.

Step forward trusted expert supplier CCS, in collaboration with the best-of-breed professional production print range from the market-leading manufacturer, Konica Minolta. Having won the contract ahead of stiff competition, CCS streamlined Aspen Corporate's fleet from four to three devices – a Konica Minolta AccurioPress 6120 black and white press, an AccurioPress C6100 high end colour press and a AccurioPress C3080. Aspen Corporate now has an agile, cost effective, reliable, and well-designed solution which enables it to reach out to new customers and meet the changing demands of the market.



“Our short run infrastructure had grown organically over the years. New equipment would be purchased to enable us to service new contracts and respond to highly specific customer requirements. We recognised that by streamlining our short run operations through one supplier, we could make efficiency gains and cost savings. The service from both CCS and Konica Minolta had a dramatic impact and proven to be a significant value-add, with particular praise being given for the personal attention and support from the Production Print Service department at CCS, which is fully trained by Konica Minolta.”

Kevin Hart
Production Director at Aspen Corporate



Customer profile

Aspen Corporate is a leading commercial printer, based in Trafford Park, Manchester. It specialises in supplying premium-quality print and promotional products to clients throughout the UK.

Challenges

With many large companies making the decision to stop producing catalogues and booklets in high volumes, Aspen Corporate decided the time was right to evaluate and invest in its short run print production capabilities, to ensure it was able to meet the evolving requirements of its customers.

Kevin Hart, Production Director at Aspen Corporate commented, "Our short run infrastructure had grown organically over the years. New equipment would be purchased to enable us to service new contracts and respond to highly specific customer requirements. We recognised that by streamlining our short run operations through one supplier, we could make efficiency gains and cost savings."

Aspen Corporate was thorough in its assessment of all the options available and placed its trust in CCS (a company that it had already worked with for five-years), which specified and recommended Konica Minolta's range of best-of-breed production print solutions.

Solution

CCS identified the opportunity for Aspen Corporate to increase its production capacity and improve redundancy by reducing its number of presses from four to three. The solution comprised of a Konica Minolta AccurioPress 6120 black and white press, a Konica Minolta AccurioPress C6100 high end colour press with an extended paper feed, and a Konica Minolta AccurioPress C3080, also with an extended paper feed.

Pete Bentley-Whittaker, Production Print Specialist at CCS elaborated, "Despite downsizing the fleet, we were able to increase capacity for Aspen Corporate, by installing the AccurioPress C6100, alongside the AccurioPress C3080, which provides considerable built-in redundancy backup, as it is also capable of long-sheet and booklet production."

Paul Atkins, Dealer Production Technical Sales Specialist at Konica Minolta Business Solutions (UK) Ltd added, "The three presses each cater for different applications. The AccurioPress C6100 is a fast colour press, dealing with SRA3 and up to 400 GSM, whilst the AccurioPress C3080 is able to produce booklets, long-sheet jobs, as well as smaller runs. Our AccurioPress 6120 is a fast black and white press that combines reliability with the very latest technology. Combined, this solution afforded Aspen Corporate the flexibility to use the right press for the right job."

The investment in the Konica Minolta presses has been complemented by wider investment in new technology, that has enabled Aspen Corporate to evolve its short run operations. Kevin elaborated, "We started our investment with Morgana by installing a DigiBook 300XL PUR binder which was initially brought in to service our JCB and Timpson accounts, and we now produce over 1500 books per week for the short run market. We have also invested in Morgana DigiFolder, Morgana DigiCrease, and an ESKO x24 Kongsberg Cutter machine, all to reinforce a foothold in the short run market and to ensure we are price competitive."

Benefits, results, roi, future

With the expert assistance of CCS combined with Konica Minolta's technology, Aspen Corporate has successfully consolidated, rationalised, and strengthened its short run production capabilities. Kevin commented, "With the Konica Minolta presses we now have the fire power to deliver products more comfortably, with improved deadlines and at the right price point. The extended paper feed on the AccurioPress C6100 allows us to print 6pp A4, 8pp A4 roll fold for short runs, which previously would have had to go to a lithographic press and would often price the job out."

Aspen Corporate now has a perfect balance of short run production presses to match its needs, along with the flexibility to service new markets – the long-sheet abilities being a good example of a capability that was lacking before. The AccurioPress C6100 also offers thicker stocks, faster speeds, and better uptime with improved reliability, all tied up with an improved solution package and better workflow for the business.

Kevin reflected, "It's been a tough couple of years in the print trade for many of us, and with technology rapidly changing, it has also impacted print companies - who then have to reinvent themselves. On top of that, the arrival of COVID-19 has seen lots of printing businesses disappear - some by choice and some not. We looked at this as an opportunity to reinvent what we do and use the time to re-evaluate and make choices that will help us through the next year after COVID-19."

He concluded, "We decided the worst thing we could do was to stand still and wait, and therefore decided that the way forward for us was to invest and go looking for the work that is available. I believe we have done this with the investments we have made."

The service from both CCS and Konica Minolta has also had a dramatic impact and proven to be a significant value-add, with particular praise being given for the personal attention and support from the Production Print Service department at CCS, which is fully trained by Konica Minolta.





CORONA CORPORATE SOLUTIONS IN PROUD PARTNERSHIP WITH KONICA MINOLTA BUSINESS SOLUTIONS



litho | digital | production

We would love to tell you more about how to become a Partner, so you too can help your customers, consolidate, rationalise, and strengthen their production capabilities

Please get in touch.

Partners@konicaminolta.co.uk

01268 5344 44

www.konicaminolta.co.uk/partners