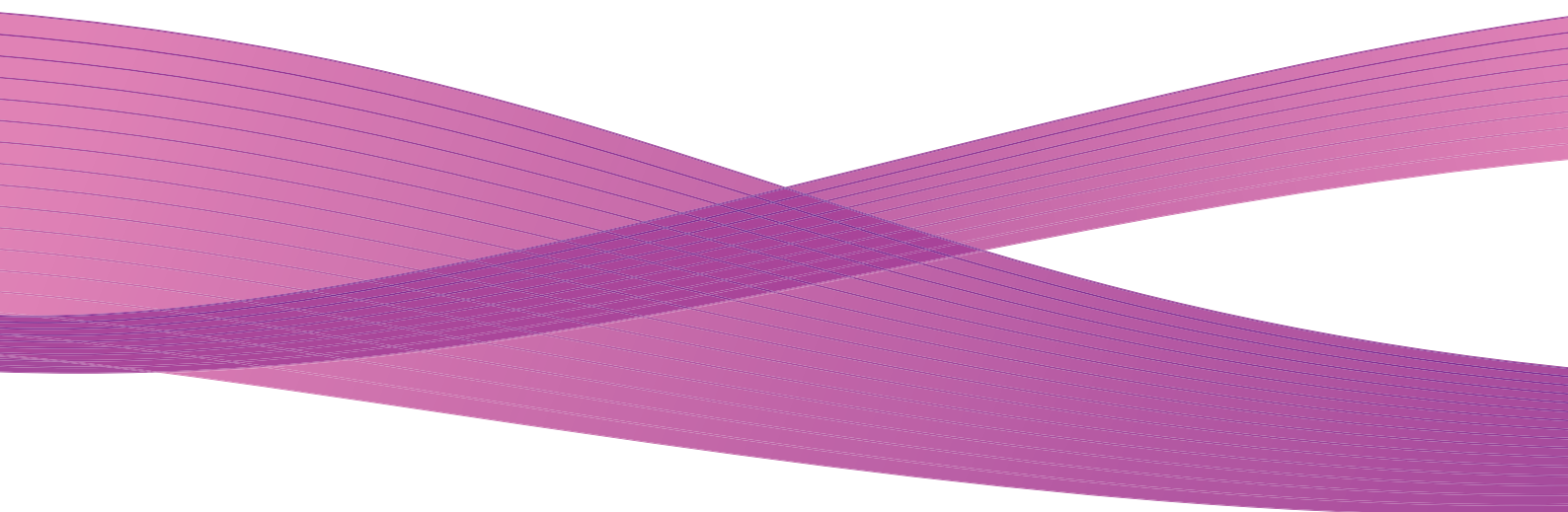


# Independent Wine Group

## Slashing costs while boosting productivity



# Case study: Independent Wine Group

Slashing costs while boosting productivity

## Challenges

- As Independent Wine Group's business grew, the biggest challenge was keeping the cost of printing wine labels in-house affordable without compromising on print quality

## Solution

- Combining a managed print solution with two Fuji Xerox colour laser printers.

## Results

- An 80 percent reduction in the cost per printed page
- Increased customer satisfaction with colour accuracy and print quality achieved
- Ability to turn around last minute orders immediately by printing in-house

## Background

The Independent Wine Group (IWG) offers quality cleanskin wines to corporate customers, retailers, restaurants and for special fund raising events. Based in Melbourne, IWG has been distributing wine for 30 years and represents some of Australia's leading wineries.

In 2005, IWG expanded their business to include customised wine labelling, where they designed and labelled quality cleanskins for their customers in-house.

"UDG talked to us about using PagePack, a managed print solution and we knew immediately that it was the right solution for us."

John Travaglini  
Director  
Independent Wine Group

## Challenges

The company's growth meant its existing printers needed to be upgraded. As wine labels were not a standard paper stock, IWG had trouble finding a solution. They were presented with machines that cost up to \$1 million or were given the option of low-end inkjet printers that did not meet their business requirements.

John Travaglini, Director of IWG said, "We had to keep the printing of wine labels affordable so buying expensive printers was out of the question. At the same time, it was important that the wine labels met the specific colour reproduction standards of our customers' logos."

"The cost of offset printing is exorbitant with a small print run and it adds to the production time for each job."

IWG was conscious about the cost of consumables as their print volumes were fairly high. The volume of print in conjunction with the heavy stock used meant the imaging units of some printers had to be replaced frequently.

## Solution

Having used a Fuji Xerox printer for the past two years, John was impressed by its durability and the quality of its output. IWG approached UDG, the reseller which had provided the printer to recommend a new solution.

John said, “UDG talked to us about using PagePack, a managed print solution and we knew immediately that it was the right solution for us.”

PagePack provides customers with a fixed price per page cost model for printing in-house. Customers are only charged on a fixed cost per page irrespective of how much toner or other consumables are used.

“The cost per page with PagePack was 80 percent cheaper when compared to the cost of purchasing our own consumables and managing the device outside of the warranty period. Since a lot of our printing is done in colour, having a set page cost gave us a high level of confidence on what we would expect to pay each month.”

Being a small business, IWG had three laser printers for the printing of labels, general office administration and for the printing of delivery forms. The ability to support different forms of media and printing at a fast speed was critical to ensuring its business kept running smoothly.

UDG installed two Fuji Xerox colour laser printers at IWG and experienced no downtime.



For more information on how Fuji Xerox can help your business, please call or visit our website at [www.fujixeroxprinters.com](http://www.fujixeroxprinters.com)