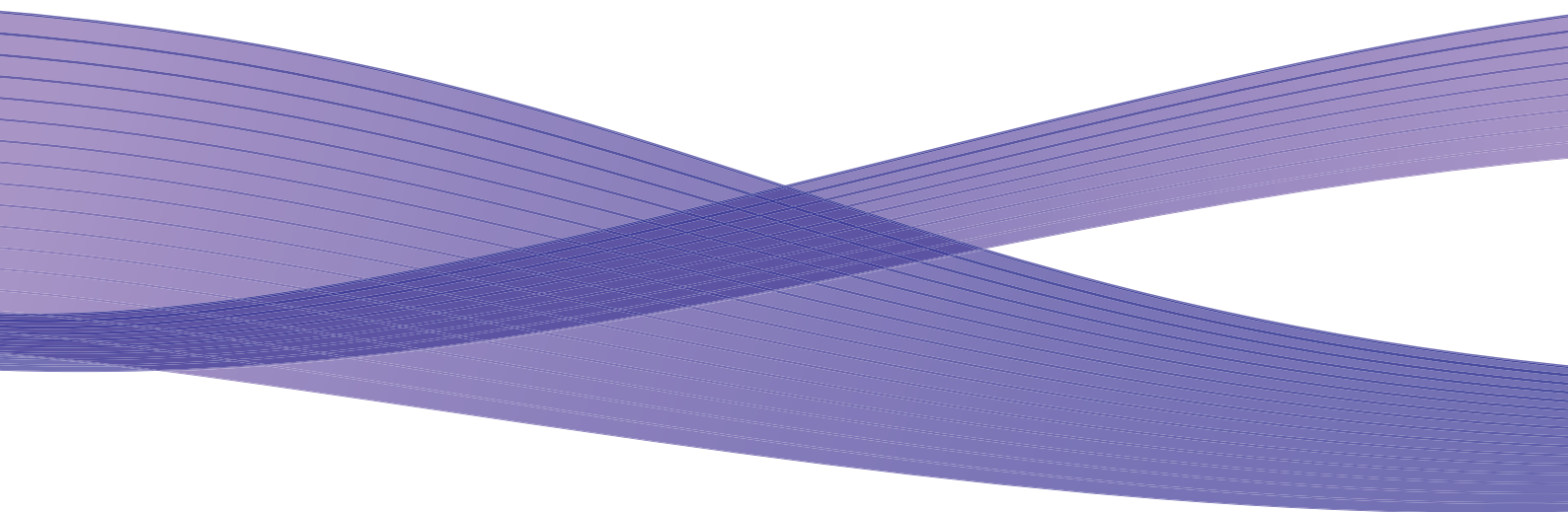


Turf Design Studio

Fuji Xerox Printers for reliable, vivid colour output



Case study: Turf Design Studio

Fuji Xerox Printers for reliable, vivid colour output.

Challenges

- Representing ideas, concepts and outcomes in a graphically interesting way
- Need a versatile, robust, high quality machine

Solution

- An all-round printer with exceptional colour output quality

Results

- Being able to provide its customers with the visual aids necessary to illustrate concepts and design ideas accurately

Background

Turf Design Studio is a team of landscape architects and designers specialising in urban design and urban ecology. Turf Design’s work encompasses public domain, community development, urban infrastructure and major events and aims to enrich a visitor’s experience of a particular place.

Turf Design was involved in the public space design for Sydney Olympic Park and the Athens Olympic Games and recently won the contract for the New Delhi Commonwealth Games in 2010.

“Our business generates a high level of double-sided, A3 and A4 documents. Our Fuji Xerox printer provides all this spectacular, vivid colour.”

Mike Horne
Director
Turf Design

Challenges

Turf Design was using an old colour printer which kept breaking down and providing poor quality colour prints.

Mike Horne, Director, Turf Design, said, “In our business, it’s vital to be able to produce an accurate representation of our ideas and concepts on paper. If the technology we’ve invested in doesn’t do the job, we need to look elsewhere, or we risk losing business.”

“We rely heavily on graphics because we are designing public spaces. We have to represent ideas, concepts and outcomes in a graphically interesting way. That means we need a versatile, robust machine that gives us high quality, whether it’s in PDF format, a desktop publishing package or general output like letters and e-mail.”

Solution

Turf Design's local dealer, Calcomp, recommended the Fuji Xerox range, based on quality, affordability, functionality and performance.

Mike Horne said, "For a small company like ours, we wanted to make the right decision because a printer is a significant investment. Our business does not provide high volume output. Our two key requirements are quality and reliability."

"We were looking for an all-round printer with exceptional colour output quality but without wanting to enter into the high-end printer market."

Turf Design is using a Fuji Xerox A3 colour laser printer.

Benefits

As a result of partnering with Fuji Xerox Printers, Turf Design has been able to provide its customers with the visual aids necessary to illustrate concepts and design ideas accurately.

Turf Design produces everything from black and white plans through to photo montage and other rendered graphics, making colour output of high importance to the business. Mike Horne said, "By and large the printer we have generates a high level of colour A3 output as well as A4, all of which is often duplexed. The Fuji Xerox printer provides all this in spectacular, vivid colour."

"We are not technical people and colour matching can prove difficult. The support team at Fuji Xerox Printers has provided quality assistance, including reinstalling drivers to ensure colour output is as close as possible to the original. This is crucial in our business and that kind of support is priceless to us."

Mike Horne said, "We can't fault the colour quality, performance or customer support. Fuji Xerox Printers really provides a holistic approach to reliability."



For more information on how Fuji Xerox can help your business, please call or visit our website at www.fujixeroxprinters.com