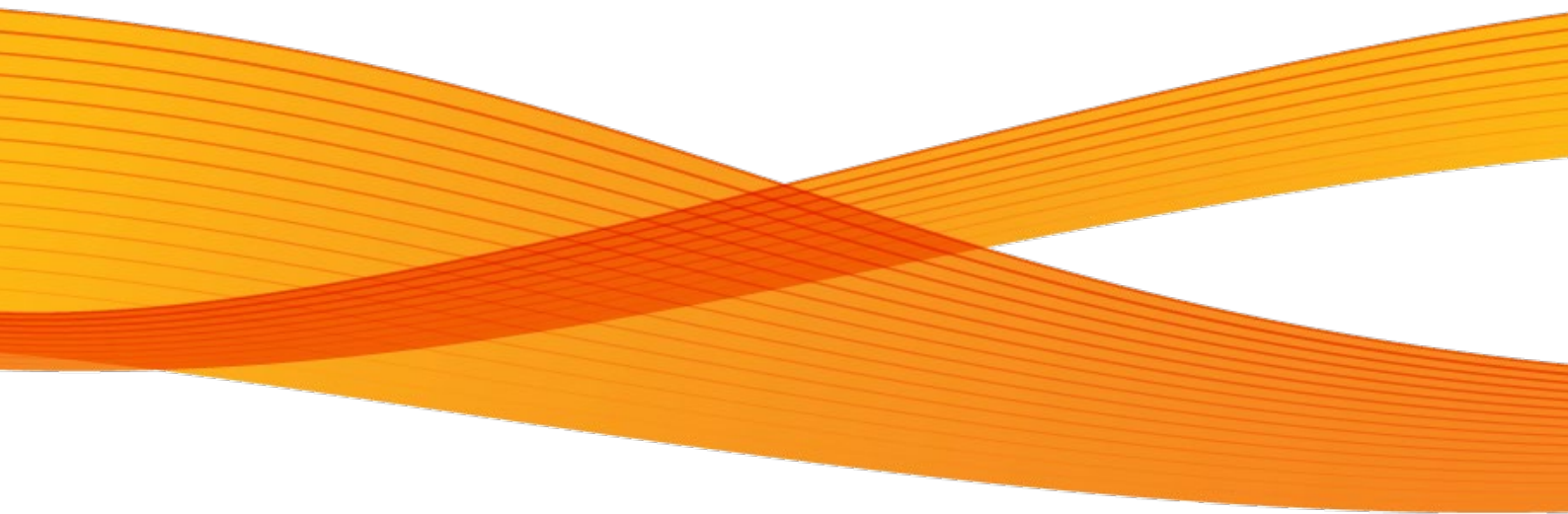


Gordon Beckett Photography

Fuji Xerox Printers saves time and money



Case study: Gordon Beckett Photography

Fuji Xerox Printers saves time and money – potential customers can now see high quality proofs within minutes.

Challenges

- To print high-quality proofs for customers within minutes at on-the-spot locations

Solution

- An affordable colour printing solution that would make his life easier and save him time by allowing him to print premium colour proofs on-the-spot.

Results

- Now, customers only need to wait a few minutes to see a proof of their photos
- Customers can also place an order straight away, rather than waiting the hour or two it took previously

“My Fuji Xerox colour printer provides superb quality proofs. It’s better than any printer I’ve ever used before.”

Gordon Beckett
Photographer

Gordon Beckett Photography

Solution

Gordon had been looking for an affordable colour printing solution that would make his life easier and save him time by allowing him to print premium colour proofs on-the-spot.

Gordon said “I needed a reasonably priced, high-quality solution and inkjet printers just don’t offer the same results as a laser printer. I’ve used Fuji Xerox Printers in the past and they have always been very reliable, so I knew it would be a first-rate, cost-effective proof printer.”

Benefits

When he takes photos at events now, Gordon takes his colour printer with him. He simply plugs it into his laptop and prints out colour proofs onsite, saving him the time of travelling back and forth to his office to use his old proof printer.

“The printer provides superb quality proofs. It’s better than any printer we’ve ever used before,” Gordon said.

“Now, customers only need to wait a few minutes to see a proof of their photos and they can place an order straight away, rather than waiting the hour or two it took previously.”

Background

Gordon Beckett has been in the photography business for more than 35 years as a photographer and a retailer. These days, Gordon is semi-retired and when he’s not on the golf course, spends his time taking photos of people at reunions, of sporting teams and doing school portraits.

Challenges

When taking photos at an event like a family or school reunion, Gordon is required to take the shot, then show the customer a high-quality proof so they can decide whether or not they want to purchase a glossy print.

In the past, this meant Gordon had to take all his shots, travel back to his business in Taranaki to print the colour proofs, then get back to the reunion in time to show the proofs and take orders for glossy prints. Some jobs are more than an hour’s drive from his business and some reunions involve photos of hundreds of people. This often made it difficult for Gordon to get back to the event before people started leaving.



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